

Engagement Plan Template

Neighborhood

Lind-Bohanon Neighborhood Association



Time frame

2026

Work summary

The Lind-Bohanon Neighborhood Association (LBNA) seeks to better engage three key community groups: renters, immigrant families, and low-income residents. The goal is to make the organization and its activities more inclusive by addressing specific barriers such as a lack of awareness, cultural and language differences, and financial constraints. To do this, LBNA plans a variety of community-building events. The association will use diverse communication channels, partner with local organizations, and hire a new grant writer to fund these efforts. LBNA aims to increase participation from these communities, build trust, and ensure their voices are represented in the organization's decision-making and planning, ultimately creating a more inclusive and representative board.

Scope of work, outcomes and goals

Overall scope of work, outcomes and goals across all activities and demographic groups. Show how your organization will engage historically under-engaged groups

<i>Demographic group</i>	<i>Renters</i>	<i>Immigrant Families</i>	<i>Low-Income Residents</i>
<i>Numbers or percentage</i>	26%	15% of residents foreign born 22% speak language other than English	10% poverty 42% lower median income
<i>Initiative, activity, project or program</i>	Spring/Summer Listening Circle, Community-wide Garage Sale Partnership with Mississippi Watershed Management Organization for workshops, Community Garden, Garden & Tool Swap, Art events, Free fitness classes, Neighborhood Clean Up, Black History Month events, Holiday on 44th,	Community Baby Shower, Backpack Giveaway, Youth Outreach Program, Community Garden, Garden classes and events,, tabling at family events (halloween, fall festival), Listening Circles, Teen programming at the park, Community Culture & Connection series	Community Baby Shower, Backpack Giveaway Community Garden food distribution program-Mobile health truck coordination or public health resource fair- Clothing swap or large garage sale, Free food pantry at the garden, Free fitness classes, offer info session on public safety -de-escalation, first aid, National Night

			Out , Garden classes and events.
<i>Barriers to engagement</i>	- Lack of awareness of LBNA activities - Perceived lack of direct relevance to renter-specific issues - Limited representation on the board	- Language and cultural differences - Lack of awareness of community resources - Limited transportation or childcare access - Historical lack of trust or familiarity with community organizations	- Financial constraints (e.g., event costs) - Limited access to transportation - Lack of awareness of free resources - Competing demands on time (work schedules, etc.)
<i>Outreach and engagement strategies</i>	Promote events on social media, email campaigns, newspaper ads, and physical mailings - Engage with residents at apartment complexes - Host events at local businesses and community spaces, advocate for issues that matter to this group.	Translate key promotional materials and flyers into relevant languages - Partner with community leaders and cultural centers to promote events - Conduct face-to-face outreach at community events, advocate for issues that matter to this group, create a "Lind-Bohanon Bucks" program for people to buy food from garden or garage sales	Use a variety of communication channels (flyers, social media, newspaper, word of mouth) - Host events in accessible, centralized locations - Partner with community resource centers and food shelves to distribute information - Ensure events are free and offer a tangible benefit (e.g., free food, supplies), advocate for issues that matter to this group, create a "Lind-Bohanon Bucks" program for people to buy food from garden or garage sales
<i>Resources needed</i>	Staff time for event coordination and outreach - Budget for event space rental at local businesses, budget for event costs (fitness instructor, flyers, food), Budget for a new, dedicated grant writer	Staff time for outreach and partnership building - Budget for event supplies, food, and translated materials - Budget for a new, dedicated grant writer	- Staff time for event coordination and partner communication - Budget for event supplies (backpacks, food) - Funds to establish the free food pantry at the garden, Budget for a new, dedicated grant writer
<i>Partners in the work</i>	Studio Apparatus, Mississippi Watershed	MPRB, Local cultural centers	- MPRB - City of Minneapolis (for

	Management Organization - Local businesses, City of Minneapolis Green Corp, MPRB, Kroenig Nature Center, Owens Corning, Camden Social, Other neighborhood associations, Webber Library, 612 Jungle, Chelle's Kitchen xcel, Reading Corp	and faith-based organizations, City of Minneapolis, Owens Corning, Kroenig Nature Center, Other neighborhood associations, Avenues For Youth, Webber Library, The Dream Shop, PALS, The Story Orchard (Free Books),	mobile health truck) - Local food shelves and pantries, Owens Corning, Kroenig Nature Center, State of Minnesota, Other neighborhood associations, Camden Collective, Avenues For Youth, Webber Library, 612 Jungle, Chelle's Kitchen
<i>Person(s) responsible</i>	LBNA Staff/Board	LBNA Staff/Board	LBNA Staff/Board
<i>Timeline</i>	2026	2026	2026
<i>Quantitative goals</i>	Host a Listening Circle and outreach events for renters - Increase the number of renters reached through a dedicated outreach campaign or events	- Host a community baby shower for families - Distribute 150 backpacks to students at the giveaway - Engage with more individuals from immigrant communities through various events	- Serve individuals through the backpack giveaway - Distribute food from the community garden - Host one clothing swap event with and a wellness event
<i>Qualitative goals</i>	Gain a deeper understanding of renter-specific concerns related to housing and community life, Build a stronger sense of community among renters	- Build trust and familiarity with LBNA as a community resource - Identify specific needs of immigrant families related to housing and resources - Recruit new parent volunteers for LBNA board	Learn about food insecurity challenges and how LBNA can help - Strengthen relationships with low-income residents - Receive positive feedback on event impact and accessibility
<i>Outcome of engagement</i>	Renter concerns are directly integrated into LBNA's board decision-making and planning- Increased attendance of renters at LBNA events and meetings - A more	Increased participation of immigrant families in LBNA activities - The development of future programs that are culturally	- Residents feel heard and supported by their neighborhood association - LBNA gains a clearer understanding of how to address issues of poverty and

	representative LBNA Board that includes renter voices	sensitive and meet specific needs - A more diverse and representative LBNA board and leadership	food insecurity - Increased volunteerism and community participation from low-income residents
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