

Rampart Village Neighborhood Council
Draft Outreach Plan

1. Goals and Objectives

- a. To inform Stakeholders as to the existence and activities of the RVNC, including its Board elections, and to encourage all Stakeholders to seek leadership positions within the RVNC.
- b. To inventory community assets and needs and take a leadership role in identifying and filling the gaps.

2. Targets

These include the following entities:

- a. Cultural organizations
- b. Schools and LAUSD
- c. Rampart Village's two recreational centers
- d. Volunteer organizations
- e. Three Council District offices
- f. Churches
- g. LAPD
- h. LAFD
- i. Businesses
- j. Community-based organizations

The Board may delegate the responsibility for liaising with these entities to the RVNC Board members.

3. Message

- a. We value our relationship with your organization
- b. We want to partner to do events with you
- c. We exist to serve as your conduit to City government
- d. RVNC standing committees will serve their respective constituencies and stakeholders

4. Message Packaging

The Board's means of sending the message will include the following:

- a. Board and Committee Meetings
- b. Newsletter
- c. Flyers
- d. Banners
- e. Phone scripts
- f. Emails
- g. Surveys
- h. Canvassing
- i. RVNC-branded promotional products

- j. Logos, card, badges
 - k. Business cards for Board members
 - l. RVNC website
 - m. Neighborhood Purpose Grants
 - n. Workshops, including voter registration, Census 2020, personal/public safety, homeless solutions, environmental concerns, income tax; accounting services
 - o. Census 2020
 - p. Community emergency preparedness
 - q. CERT/RYLAN trainings
 - r. Retreats
 - s. Subject matter experts
5. Message Distribution
- a. Role of standing and ad hoc committees
6. Plan Structure
- a. Communication plans; please see the following link for the Community Toolbox:
<https://ctb.ku.edu/en/table-of-contents/participation/promoting-interest/communication-plan/main>
7. Plan Evaluation
- a. Increased Board participation
 - b. Increased community and stakeholder participation and engagement
 - c. Improved understanding of community needs and impacts
 - d. Improved communication with stakeholders
8. Outreach Calendar of Events (three from Bresee Foundation and one from BUFLA)
- a. November 1: Dia de los Muertos: 6-9:30 PM
 - b. November 18: Thanksgiving Turkey Giveaway: 10 AM – Noon
 - c. December 14: Navidad en el Barrio: 9 AM – 1 PM
 - d. March 2020: Bangladesh Independence Day Parade