

# R.E.A.C.H.

## Revive / Educate / Action / Communicate / Healthy Community

In this 5-Step Program, your Neighborhood Council will learn how to engage with more people and significantly increase local activity. Over the course of five months, your board will be equipped with the tools needed to breathe new life into the NC, learning to communicate like the pros do to start creating engagement online and in real life.

### **REVIVE:**

We will assess what your Neighborhood Council is currently doing to engage with the community, identify areas that can be improved upon, and create a tailored outreach plan to set out the roadmap to success.

#### Takeaways:

- Learn what it will take to succeed at a higher level
- Identify the plan for growing your engaged user base
- Build a customized roadmap to position your NC for success
- Create a tailored outreach plan for your Neighborhood Council

### **EDUCATE:**

Building on the history of the Neighborhood Council system, we will leverage the infrastructure to create healthy, local, community engagement. The board will gain access to the tools that will help run more successful meetings and create an actionable list of ways to drive engagement online & in-person.

#### Takeaways:

- Learn how to run efficient and engaging neighborhood town halls, meetings, and activations
- Learn how to connect intimately with the community you live, work, and hold a stake in
- Strengthen the voice of your neighborhood by connecting with all of your constituents
- Create conversation online and at meetings to find and retain new members

### **ACTION:**

Neighborhood Councils will learn ways to create engagement at board meetings and at the committee level. Learn the E-N-G-A-G-E method of event creation to take your idea for a Town Hall through the process from inception to activation by the end of the section.

#### Takeaways:

- Engage with your neighbors online, bringing your brand & board to where they are
- Learn how to create and run an active Town Hall that will result in new engagement
- Set your outreach roadmap for 6, 12, 18 months out... Think 2021 NC Elections
- Understand who your engaged neighbors are and what they are passionate about
- Build a community that captures people and begin building a database of talent

### **COMMUNICATE:**

Learn how to think and act like a marketer, using social media and public relations best practices, and digital standards for 2020. Start attracting new people, and grow your pool of potential members.

#### Takeaways:

- Leverage the 'rule of seven' marketing secret and begin attracting new people
- Produce engaging content, and be where your neighbors are
- Create live video archives that will last for future generations
- Have more of your members join committees and become active

### **HEALTHY COMMUNITY:**

The fifth stage of REACH culminates in a Healthy and Engaged Community, where your NC is welcoming new people from the community, the board is setting goals to increase voter and candidate turnout for 2021 elections, and planning engaging community events for well into 2020 and beyond.

#### Takeaways:

- A healthy community has equal representation from all walks of life
- A more connected neighborhood is a safer neighborhood for everyone
- Elevating your digital presence to a stage that attracts the underrepresented
- Non-board members become committee members & start to help carry the load

## Is your Neighborhood Council ready to **REACH**?

#### Cost breakdown:

There would be a 1-time fee of \$4,000 to sign up for this program.

This is payable to Evan White PR, Inc., an approved vendor of the City of Los Angeles.

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**This rate is valid through March 2020.**