

DRAKE NEIGHBORHOOD PLAN
DRAFT – PUBLIC RELATIONS GOALS

Goal / Outcome	Strategy	Action Steps	Responsible Party / Timeline
Strengthen the partnership between the Drake Neighborhood Association and Drake University (DU).	Improve two-way communication between the DNA and Drake University.	The Public Relations (PR) Committee will define its desired role and mission in relation to the DNA Board and the Drake Neighborhood Improvement Task Force (NITF) and seek recognition from both parties.	DNA PR Committee / DNA Board / Drake NITF <6 months
		The PR Committee will develop relationships with multiple parties at Drake University for various needs (i.e. student volunteer coordinator, department heads, student govt., student organizations).	DNA PR Committee <6 months
		The PR Committee will maintain updated contact information for Drake University representatives.	DNA PR Committee Ongoing
		The PR Committee will share information about DNA / neighborhood happenings with DU's newspaper.	DNA PR Committee <1 yr; Ongoing
	Formalize the relationship between the DNA and DU through regular projects and opportunities for students.	The DNA Events Committee will plan annual service project(s) for DU's "Welcome Weekend" in advance.	DNA Events & PR Committees 6-9 months; Ongoing
		The DNA will create an intern or work-study position for a Drake student.	DNA Board 3-5 yrs
		The DNA will identify opportunities to utilize DU student volunteers in the neighborhood (i.e. block surveys, clean-up & beautification).	DNA PR & Volunteer Committees 1-2 yrs
		The DNA will partner with DU students/staff on neighborhood projects as appropriate.	DNA Events & PR Committees Ongoing
Increase collaboration between the DNA and other assets in the Drake neighborhood.	Communicate with other assets in the neighborhood to increase awareness of community happenings.	Identify potential partners such as churches, schools, businesses, area non-profits, and civic organizations, and establish points of contact.	DNA PR Committee <1 yr
		The PR Committee will create an email distribution list of "partners" to exchange information on news and events.	DNA PR Committee <1 yr
		The PR Committee will set up generic email addresses for all DNA committees and officers (i.e. president@dna.com) to make contact easier.	DNA PR Committee <1 yr
		The DNA will change the format of quarterly meetings to be more participative, and invite other organizations to share about their activities (i.e. 30 seconds around the room).	DNA 1-2 yrs
		The PR Committee will create and maintain a community events calendar on the DNA website.	DNA PR Committee 1-2 yrs

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		The DNA will have regular content in their newsletter, website & Facebook page featuring partner organizations and their activities.	DNA PR Committee 1-2 yrs
		Hold an annual neighborhood partners summit to plan and discuss upcoming events.	DNA PR / Events Committees & Partner Orgs 2-3 yrs
	Create mutually beneficial relationships through promotional activities and joint projects.	The DNA will continue to support events hosted by other organizations in the neighborhood through sponsorships and volunteers.	DNA Board Ongoing
		The PR Committee will solicit sponsorships from, and/or partner with other organizations to host DNA events.	DNA PR Committee 1-2 yrs
Increase resident engagement in the neighborhood.	Facilitate volunteer opportunities.	The DNA will create a committee to oversee and organize volunteer efforts, including identifying projects and scheduling volunteers. [See also <i>Organizational Capacity Goals</i>].	DNA Board <1 yr
		The Volunteer Committee will continually recruit new volunteers to avoid burnout and cultivate new leadership.	DNA Volunteer Committee Ongoing
		The Volunteer Committee will create a system to track volunteer hours and provide incentives/rewards.	DNA Volunteer Committee 1-2 yrs
	Develop a set of communication strategies to reach out to all residents.	The Volunteer Committee will collect contact information from neighborhood residents at all DNA events.	DNA Volunteer Committee Immediate; Ongoing
		The PR Committee will partner with a local agency or DU to translate the DNA newsletter into other languages, at least once per year.	DNA PR Committee 2-3 yrs
		The DNA will create a block captain system or communication tree to relay information.	DNA PR & Volunteer Committees 3-5 yrs
	Organize events that encourage neighborhood participation.	The DNA will host a series of block parties and “meet your neighbors” events.	DNA PR, Events & Volunteer Committees 1-2 yrs
	Provide programs that benefit neighborhood residents.	The DNA will partner with churches and/or area non-profits to offer service opportunities that help neighbors, such as adopt-a-family, food drives, clothing drop, etc.	DNA PR Committee, Churches/Non-profits 1-2 yrs
		The DNA will collect requests for small repair / clean-up projects and match with volunteers.	DNA PR & Volunteer Committees 2-3 yrs
	Explore an urban farming program to raise food for residents who need it.	The DNA will partner with Urban Ambassadors to educate residents and discover the level of interest in an urban farming program.	DNA / Urban Ambassadors <1 yr

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		The DNA will work with Urban Ambassadors, the City, and the County to identify land appropriate for garden plots.	DNA / Urban Ambassadors / Parks / Polk County <1 yr
		The DNA will work with Urban Ambassadors to identify funding sources (i.e. Rotary Club, Polk County).	DNA / Urban Ambassadors <1 yr
		The DNA will partner with area schools, the Parks Department, and other gardeners to design and plant the garden.	DNA PR & Volunteer Committees / Parks 1-2 yrs
		DNA volunteers will partner with Lutheran Social Services, other area agencies, or landlords to raise food for needy populations.	DNA / Urban Ambassadors 1-2 yrs
	Explore ways to expand the community gardening program.	The PR & Beautification Committees will determine if there is interest in additional community gardens in the neighborhood. [<i>See also Parks Goals</i>].	DNA PR & Beautification Committees <1 yr
Build a more positive image for the neighborhood.	Create a consistent branding message.	The DNA will hold a competition for a new logo design.	DNA PR Committee <6 months
		The DNA will post neighborhood signage at entry points to the Drake neighborhood.	DNA / City of Des Moines Traffic Dept. <1 yr
	Increase positive news coverage about the neighborhood.	The DNA Board will assign a committee the task of handling media relations.	DNA Board 1-2 yrs
		The DNA will submit press releases to showcase neighborhood events.	DNA PR Committee Ongoing
		The PR Committee will utilize the DNA newsletter, Facebook page, and Twitter to generate positive buzz about the Drake Neighborhood.	DNA PR Committee Ongoing