

**Neighbors West-Northwest
Communication Funds 2019 – 2020
Proposed Program Revision**



To simplify the communications program and encourage successful completion of projects, NWNW staff recommend a revised program structure. An updated structure is made possible due to a change in the Office of Community & Civic Life grant requirements for NWNW.

PROPOSAL

Part 1: Pre-approved grants, \$4,000

NWNW will budget a limited amount of funding for neighborhoods with a proven record of successfully completing communication projects.

Goals:

- Provide secure funding for successful ongoing projects
- Aid the NA in its budget planning
- Lessen the administrative tasks for NA volunteers and staff

Recommended Auto Grants for 2019-2020

Arlington Heights	\$400	<i>Door-to-door outreach</i>
Linnton	\$1,500	<i>Print newsletter</i>
OTCA	\$1,000	<i>Printing and social media outreach</i>
Pearl	\$400	<i>Social media promotion</i>
Sylvan-Highlands	\$700	<i>Door-to-door outreach</i>
TOTALS	\$4,000	

If one of these projects is not completed by May 1, the NWNW Board will re-allocate these funds to another NA or NWNW for communications purposes.

Part 2: Grants by request, \$4,000

Additional funding will be made available on a first come, first served basis to any NWNW neighborhood association (including those above). NAs that request these funds should be ready to spend. NWNW will no longer reserve funds for a possible future project. Once a NA develops a project proposal, check with the Program Manager as to availability of funds via email or phone. Upon confirmation of fund availability and project eligibility, receipts may be submitted for reimbursement or arrangement of direct payment made with the vendor. Purchasing must take place within two weeks of the Program Manager's confirmation. Otherwise, funds may no longer be available and follow-up approval will be required.

In summary:

- Grant requests up to \$2,000 awarded on first come, first served basis
- All 11 NWNW neighborhood associations eligible
- Project eligibility reviewed and approved by NWNW staff
- Funds must be used within two weeks of Program Manager's confirmation

COMMUNICATION FUNDS ELIGIBILITY

The goal of the Communication Fund is to connect more people to their local neighborhood association. **Get the word out and get more people involved!**

Project proposals meet this goal if they go beyond the standard method for meeting notices. Using the standard Mailchimp or NW Examiner announcements would not qualify. Proposals should focus on reaching people who have not previously been engaged with the association. Funds may be used for food, music, and other efforts to attract community members to a neighborhood event.

Neighbors West-Northwest is available to help develop NA project proposals, design outreach materials and work on website redesign. Please contact Anastasia Zurcher, NWNW Program Manager at anastasia@nwnw.org or 503.823.4288 for assistance.

Some examples of Communication projects include:

- Mailing to all members/residents
 - Printing
 - Mailing List
 - Postage
 - Processing
- Social media promotion
- Flyers or brochures (design and print)
- Newsletters (online or print)
- Magnets, keychains, pens, etc.
- Advertising online or in newspaper
- Street sign caps
- Website design or upgrade
 - Design
 - Template
 - Theme
 - Apps, etc.
- Yard signs or A-frame signs
- Inserts for the local newspaper
- Flags/banners
- Logo redesign
- Business cards

COMMUNICATION FUNDS TIMELINE

July 1, 2019	Funds Available: \$4,000 for pre-approved projects \$4,000 for additional projects NWNW staff review and approve project eligibility ongoing from July 1 to May 1, 2020. Discrepancies on eligibility will be brought to the Board.
May 1, 2020	Communication Projects billing complete: All receipts, invoices, and work orders due to anastasia@nwnw.org .
May 13, 2020	(NWNW Board Meeting) Unspent Communication Funds: NWNW Board reviews for re-allocation as needed.
June 30, 2020	All funds must be spent