

Highland Park Community Council

COMMUNICATION STRATEGY

1. **Statement of Purpose:** *The purpose of the Highland Park Community Council is to make sure every stakeholder in the community has access to the information they need to participate in the way they choose.*

2. **Match Targeted Groups with Messages:**

Audience	Information about Development plans and Meetings	Fundraising	Organizational Info (e.g. finances, policies)	Research, “Big picture”	Community Perspectives
Community members	X	X		X	X
Board	X	X	X	X	X
Volunteers	X	X			
Donors		X		X	X
Government	X				X
Partner agencies				X	X
Businesses	X	X			X

3. List Methods of Outreach and Reasons for Use:

Methods of Outreach	Best Used for:	Target populations (if any)	Supporting Data (as available)
Text Messaging	Same-day reminders, action alerts	Board members, volunteers	Communication mode study by generation
Facebook Posts	Building community, status reports, publicizing events, news items and alerts, providing useful information	Retirees, parents, community members	Social Media Today blog post on Facebook trends
Highland Park List Serv	Building community, status reports, publicizing events, news items and alerts, providing useful information	Retirees, parents, community members	
Next Door	Building community, status reports, publicizing events, news items and alerts, providing useful information	Retirees, parents, community members	
Flyers	Building awareness, publicizing events	Newcomers, renters	Successful Community Outreach Strategies, Edition 3
Emails	Business communications, updates, soliciting donations and volunteers	Board, volunteers, donors, government, partner agencies, businesses	
Posters	Building awareness, publicizing events	Community members	
Website	Status reports, providing useful information, publicizing events, soliciting donations and volunteers	Community members, volunteers, donors	
Monthly newsletter	Building community, status reports, publicizing events,		

	providing useful information, soliciting donations and volunteers		
Postcards	Membership recruitment / renewals	Community members	

4. **Identify how you will share your communication strategy:** *The Communications Strategy is a board document. It will be discussed by the board as a whole and managed and implemented by the Communications Committee. It will also be posted on our website.*

5. Communication Plan

What	Key Messages / Purposes	Stakeholder Group(s)	How?
Board and Community Meeting notices	Build interest and attendance	Board, community members	Website for both; also list serv for community meeting notices
Board and Community Meeting minutes	Provide information	Board, community members, government	Website for both; also newsletter for community meeting minutes
Fundraising	Why they should support HPCC	Community members, businesses	Email solicitations, postcards; social media, newslette4r
Events	Event information	Community members, businesses	Varies: social media, posters, fliers, email, website, list serv
Membership	Build membership base	Community members, businesses	Email, postcards, tables at events, newsletter

