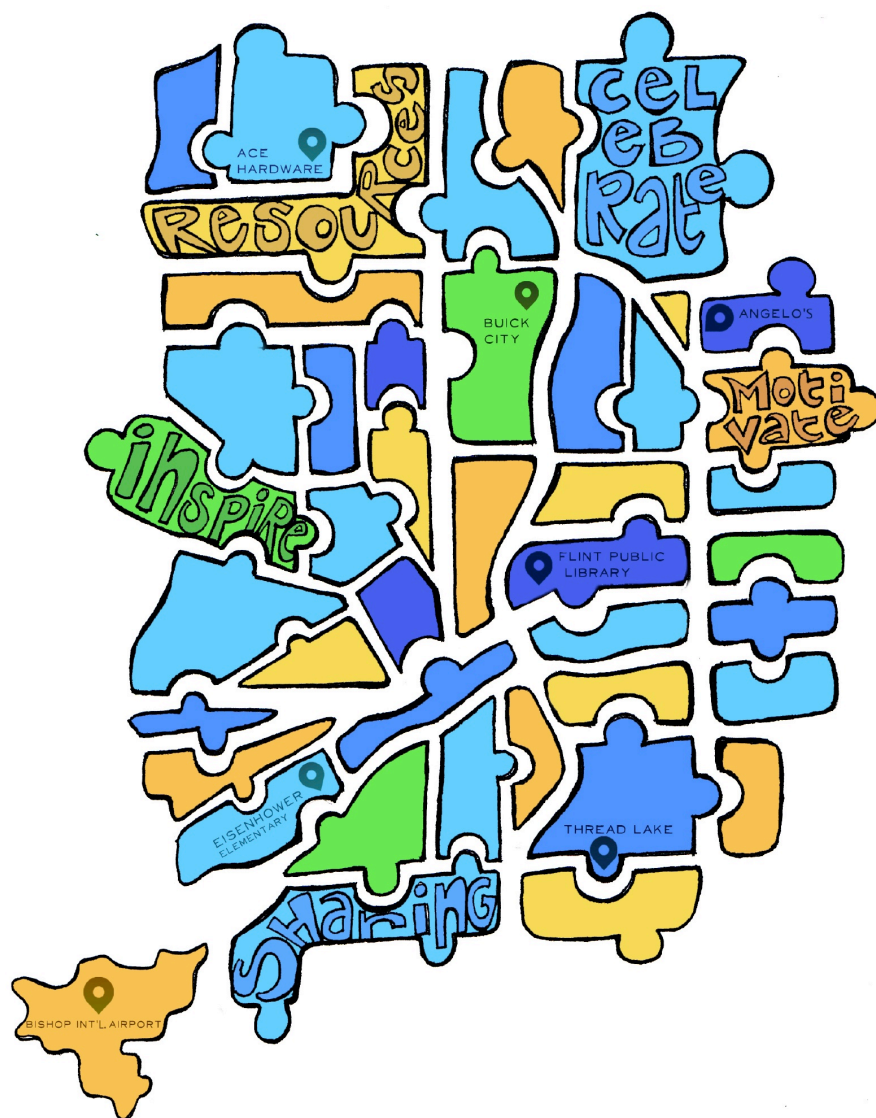


Positive Projects Communications Plan



CONNECT
the
BLOCKS

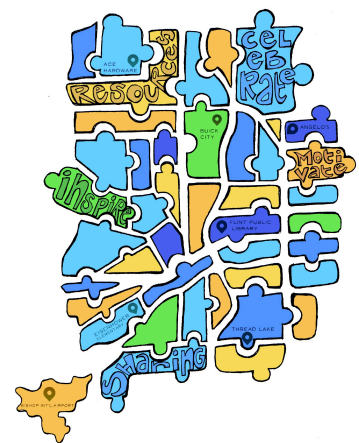
2013/2014

Promoting Positive Projects

The Community Foundation of Greater Flint Neighborhoods Small Grants Program fosters and supports neighborhood-level action and improvement in the Flint area. Because the NSGP is connected to many of the positive, neighborhood-level projects happening in Flint, it is well positioned to spread the word about them to the community. **The purpose of promoting positive projects is to connect the blocks further by publicly acknowledging neighborhood-level good work supported by the NSGP.**

Goals

- Encourage present projects supported by the NSGP
- Inspire new neighborhood-level efforts, within and across existing and new groups
- Increase the Greater Flint community's awareness of neighborhood-level success stories



CONNECT the BLOCKS

Project Profiles

Six profiles will be created to highlight individual neighborhood-level projects, supported by the NSGP. Selected projects demonstrate success and are likely to inspire new neighborhood-level action and support. Some projects provide examples of organized efforts from long-established groups. Others offer ideas for new or not yet established groups. Each profile includes a narrative, talking points, and photographs in the form of a **press release, flyer, and advertisement**. Unified messaging and branding will be present throughout the profiles.

Teenage Bock Club

Second Chance Ministry Church

Neighborhood Inventory

CFGF NSGP, City of Flint Master Plan, and Men of Tomorrow highlight

Park Renovation

Northern Class of '74

Area Crime Watch

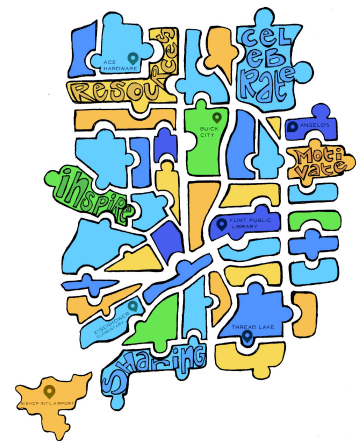
South Side Business and Resident Association

Neighborhood Meet & Greet

Ballenger Square Neighborhood Association

Neighborhood Newsletter

Fairfield Village Neighborhood Association



CONNECT
the
BLOCKS

Profile Promotion

In an effort to meet all of the goals of promoting positive projects, an array of varying and complimentary methods will be used to spread the word about positive neighborhood-level work supported by the NSGP. Profiles will be distributed on a monthly basis, as is appropriate for the particular project. Some communication outlets will be used consistently during all six months. Others will be used when appropriate, both in terms of frequency and form.

Published Stories

News releases will be developed to produce published project narratives. In some cases the news releases will be published, in others they will serve as an invitation for publication interest.

- *Flint Our Voice*
- *CPSA Courier*
- *The Flint Journal*
- *East Village Magazine* (when applicable)
- Blueberry website
- CFGF website and facebook page
- E-blasts
- *Detroit Free Press*
- *Detroit News*

Flyers

Flyers will include large color photographs and a short project summary. Flyers will be distributed at community meetings and events and will provide talking points for word of mouth communication.

Billboard Advertisements

Advertisements will include eye-catching photographs, “Connect the Blocks” messaging, and direction to the CFGF website. Each project advertisement will be displayed on a billboard near the project site to provide encouragement and increase awareness.

TV

Monthly contact will be made with the following news stations. TV promotion will occur to the degree that stories align with channel interest and programming.

- ABC 12
- NBC 25
- CBS 5

Radio

Monthly contact will be made with the following news stations. As radio shows are interested, project representatives and CFGF staff will participate in radio interviews.

- 1420 AM
- Michigan Radio

Promotion Timeline

| Nov '13 | Dec '13 | Jan '14 | Feb '14 | March '14 | April '14 |
|--|---|--|--|--|--|
| Release Teenage Block Club profile | Release Neighborhood Inventory profile | Release Park Renovation profile | Release Area Crime Watch profile | Release Neighborhood Meet & Greet profile | Release Neighborhood Newsletter profile |
| Share news release and flyer with all communication contacts | Share news release and flyer with all communication contacts | Share news release and flyer with all communication contacts | Share news release and flyer with all communication contacts | Share news release and flyer with all communication contacts | Share news release and flyer with all communication contacts |
| Develop design for billboard and flyers | Post story to CFGF website | Post story to CFGF website | Post story to CFGF website | Post story to CFGF website | Post story to CFGF website |
| Post story to CFGF website | Print flyers for distribution and share with NSGP committee | Print flyers for distribution and share with NSGP committee | Print flyers for distribution and share with NSGP committee | Print flyers for distribution and share with NSGP committee | Print flyers for distribution and share with NSGP committee |
| Print flyers for distribution and share with NSGP committee | Advertise on billboard near Flint River/north downtown | Advertise on billboard near Jackson Memorial Park | <i>Potentially</i> advertise on S. Saginaw billboard | <i>Potentially</i> advertise on west side billboard | <i>Potentially</i> advertise on southeast side billboard |
| Advertise on south side billboard | Request and schedule TV and radio interviews for Teenage Block Club story | Request and schedule (if applicable) TV and radio interviews | Request and schedule (if applicable) TV and radio interviews | Request and schedule (if applicable) TV and radio interviews | Request and schedule (if applicable) TV and radio interviews |
| Finalize Neighborhood Inventory profile | Finalize Park Renovation profile | Finalize Area Crime Watch profile | Finalize Neighborhood Meet & Greet profile | Finalize Neighborhood Newsletter profile | |