



Communications Strategy Plan

Adopted by the Board on 2/01/2024. Revised 5/7/2024.

Overview:

The Community Alliance of Spring Garden - East Deuschtown is a grassroots community organization dedicated to improving the quality of life for its members by organizing and encouraging efforts to revitalize the residential and commercial districts; by leading and supporting greening and beautification efforts; and by providing or supporting events and programs that promote public safety, volunteerism and community pride. This communications strategy aims to enhance our outreach, engagement, and impact within the community. It is designed to align with our organizational goals, improve stakeholder relations, and increase awareness of our initiatives.

In an effort to open the lines of communication and create transparency within our community, this Communications Strategy Plan will be shared with the public on our website and maintained annually as part of a Board Review and Strategic Planning Process.

Objectives:

- Increase Community Engagement: Implement strategies to involve the community in our activities, fostering a sense of belonging and ownership.
- Enhance Visibility: Raise awareness about our organization, its mission, values, and ongoing initiatives among the target audience.
- Strengthen Stakeholder Relations: Cultivate positive relationships with stakeholders, such as members, donors, volunteers, local businesses, and government agencies.
- Amplify Impact: Showcase the tangible impact of our work through compelling stories and data.
- Provide Resources
- Increase Inbound Access: Inbound communications channels to receive inquiries, feedback, and more from our audience

Target Audience:

- Residents & Business Owners: Those within our community or geographic area who benefit from or are interested in our programs.
- Donors and Sponsors: Individuals or organizations interested in supporting community causes.
- Volunteers: Individuals seeking opportunities to contribute to community welfare.
- Development Organizations: Individuals or organizations interested in investing in community properties and projects.
- Municipal Leadership
- Media Outlets: Local newspapers, radio, and online platforms interested in community-oriented news and initiatives.
 - Other Promotional Partners: Northside Chamber (Newsletter), City of Pittsburgh (Engage Pages)
 - Northside Chronicle
 - WTAE, KDKA, WPXI



Key Messages:

- Our Mission: Clear, concise messaging about our organizational mission and values.
- Impact Stories: Stories that showcase the difference our programs make in the community.
- Call to Action: Encouragement for involvement - volunteering, donations, or participation in events.
- Local Programming: Events and activities happening in and nearby to the neighborhood.
- Resources: Raising awareness of resources provided for residents and business owners to take advantage of to improve quality of life and quality of place
- “Want to make your neighborhood one of the best communities in Pittsburgh?”
- How to get involved
 - Join Committees
 - Participate in monthly CASGED meetings
 - Attend CASGED events
 - Help with community clean-up days
 - Share your thoughts with our engagement discussions
 - Donate

Channels and Tactics:

- Social Media: Regular posts on platforms (currently Facebook and LinkedIn) to share updates, stories, and events. Engaging content through images, videos, and infographics. Sharing video engagements with local events and community members.
 - Facebook: <https://www.facebook.com/CASGED412>
 - LinkedIn: <https://www.linkedin.com/company/community-alliance-of-spring-garden--east-deutschtown>
- Website: Maintain an updated, user-friendly website with information about our programs, impact stories, and clear calls to action. Additionally, share internal and external resources pertaining to the neighborhoods 4 pillars. (Make sure website is mobile-friendly and ADA compliant)
 - Website: <https://www.ca-sged.org>
- Email Newsletters: Periodic newsletters to update subscribers about events, success stories, and opportunities for engagement.
- Events, Meetings, and Workshops: Utilize community engagement events to spread awareness about CASGED. Where feasible, implement a hybrid format for events and meetings.
- Partnerships and Collaborations: Form partnerships with local businesses, other organizations, and influencers to expand our reach.
- Press Releases: Regular press releases to local media outlets about significant events, milestones, or impactful stories.
- Print Collateral (Flyers, Mailers): For general community communication, availability for non digitally native residents



Communication Strategy & Action Plan

STRATEGY	PURPOSE	STAKEHOLDER GROUP(S)	RESPONSIBLE PARTY	TIMELINE	METHOD OF COMMUNICATION	SUCCESS MEASUREMENT
Community Development (Residential & Business)	Develop and share property mapping	Current and potential residents and businesses	Isaac Falvey, Lisa Mcanany, Jared Stelmach	September Community Meeting	Display map at meeting and share on website	Presentation at meeting
	Committee Meeting Attendance	Residents and business leaders	David Chimento	By July 31 st	Flyers at community meetings, social media, website, email blast	Increased participation at committee meeting
Neighborhood Planning	Summary update on neighborhood plan	Board and Community	Erik Kath, Eric Leathers, John Kubilus	By September Board meeting and October Community Meeting	Present list at meeting and share on website	Project list presented and shared on website
	Develop plan for Town Square	Community Members	Erik Kath, Eric Leathers, John Kubilus	By December Board meeting	Presentation at meeting	Share proposed plan to Board
	Committee Meeting Attendance	Residents and business leaders	David Chimento	By July 31 st	Flyers at community meetings, social media, website, email blast	Increased participation at committee meeting
Community Engagement & Development	Develop annual event calendar	Community Members	Jamie Moore, David Chimento	By June 30 th	Updated events calendar on website, printed copies at Community Meeting, Shared on Social Media	Community engagement and discussion increased
	Committee Meeting Attendance	Residents and business leaders	David Chimento	By August 1st	Flyers at community meetings, social media, website, email blast	Increased participation at committee meeting



	Membership Meeting Attendance	Residents and business leaders	David Chimento	By October Community meeting	Flyers at community meetings, social media, website, email blast	Increased participation at meeting
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Action Plan:

- Create a content calendar for social media, outlining themes, events, and stories to be shared.
- Regularly update the website with fresh content, success stories, and upcoming events.
- Develop an email newsletter schedule, ensuring consistency and relevance in content.
- Organize quarterly community events to connect with the local population.
- Establish partnerships with at least three local businesses or organizations within the next six months.
 - Northside Chamber
 - Northside Chronicle
 - Threadbare

Evaluation:

- Primary metrics:
 - Total newsletter subscribers
 - Thru December 2023: 73 Subscribers
 - **2024 Goal: 150 Subscribers**
 - Total website traffic
 - Thru December 2023: 820 sessions, 496 unique users
 - **2024 Goal: 1500 sessions, 750 Unique Users**
 - Total social media engagement
 - Thru December 2023: Post reach in last 28 days: 1,591
 - **2024 Goal: 2,500 Engagements (average 28 day period)**
 - Monthly Meeting Attendance
 - Thru December 2023: 22 (Average from June-December)
 - **2024 Goal: Average of 30 Attendees through year end**
- Monitor social media engagement metrics - likes, shares, comments, and follower growth.
- Track website traffic, focusing on unique visitors and page views.



- Assess the increase in volunteer inquiries, donations, or event participation compared to the previous year.
- Gather feedback from the community through surveys or direct communication channels to understand the effectiveness of our messaging and activities.

Responsibilities and Resources:

- Channel Responsibilities
 - Social Media Management: Led by Secretary with support from Staff
 - Website Management: Led by Secretary with support from Staff
 - Newsletter Distribution: Led by Secretary with support from Staff
 - Events: Led by Community Engagement Committee
 - Meetings & Workshops: Led by Board President, with support from Secretary
 - Press Releases: Led by Secretary with support from Staff
 - Print Collateral: Led by Secretary with support from Staff
 - info@ca-sged.org Email address: Managed by Staff, Secretary and Board
 - Google Calls & Texts: Managed by Staff, Secretary and Board
- Budgetary Decisions:
 - Budget requests will be made to the CASGED board in an as needed basis as the communications, marketing, and advertising strategies continue to take shape

Review and Adaptation:

- Executive board will regularly review the strategy's effectiveness, adapting to changing needs, technological advancements, and community feedback. This ensures a dynamic and responsive approach to communication.

Timeline:

- Implement all platforms and regular communication cadence by January 31, 2024

This strategy aims to solidify CASGED's presence and impact within the community, fostering deeper connections and support for our mission.