

## **Sample Action Plan: Outreach / Marketing:**

### IMAGINE HEALTHY COMMUNITY - DAY OF ACTION

[Link to FB Event](#)

#### OVERVIEW

July 5th, 2020 we will rally outside the Old South Theater in Bronzeville for a Day of Family-Friendly Art + Action around imagining a healthy community.

10 am - 11 am Setup

11 am - 3 pm Event

3 pm - 4 pm Breakdown/cleanup

COLLECTIVE MEMBERS: Elaine J. (Lead Coordinator), Gennifer W. (Partner Liaison, Editor), Kim C. (web + digital)

#### ACTIVITIES:

- Wheat-paste 2-4 large format “Imagine” graphics on exterior facade of Forum, along with smaller 11x17’s from submitted artwork
- Sidewalk chalk participatory activity to gather input - all ages encouraged!
  - “Imagine YOUR version of community safety”
  - “What do you need for a sense of security?”
- Rally: Conversations with community leaders/organizers (see partners below)
- Opportunities for participants to share stories/input/personal experiences - format TBD
  - Community circle - facilitate storytelling about interactions that could have gone differently without police to be audio/video recorded or written down
- Different prompts tying back to defund resolutions - imagine community safety/ housing/ healthcare/ mental health/ restorative justice/ job creation/ public transit/eviction and foreclosure/ MWBE opportunities
- Music (hopefully live DJ)
- Handout seed paper 3” x 4” fliers with more information about campaign
- Canvassing in neighborhood but businesses may be closed, alternately depending on turnout/supplies - send people home with 11x17 posters to post in their neighborhoods -

#### CONFIRMED COMMUNITY PARTNERS:

- E.G. Woode
- Faith in Place
- Faith in Place Action Fund

### Sample budget for SDAF Application - Marketing or Outreach

This sample shows a variety of possible expenses that might be incurred to express important changes in the neighborhood or impactful information to neighbors. The estimated costs should be verified for your specific action. You can print and write your information as a draft before entering it into [Submittable](#) or upload a separate PDF to your application.

EXPENSE ITEM	DESCRIPTION	ESTIMATED COST
<b>SUPPLIES &amp; EQUIPMENT</b>		
Technology	3 months of Zoom subscription	150
Office supplies	paper, printer ink, stapler, paper clips	100
ROBO Calling System	3 months subscription	75
Chalk	100 pc	25
<b>MARKETING, OUTREACH, AND COMMUNICATION MATERIALS</b>		
Yard Signs	50 signs	600
Flyers	250 Flyers	75
Mailing	1000 post card	325
<b>FOOD &amp; BEVERAGE</b>		
<b>EVENT SERVICES</b>		
DJ	4hrs	300
<b>MISCELLANEOUS</b>		
Total Estimated Cost:		1650
If your budget exceeds \$2,000, list how you will meet the additional need.		
<b>ADDITIONAL FUNDING SOURCES &amp; AMOUNTS</b>		
SOURCE	Amount	
Total:		0
Balance to request from SDAF:		1650

Reminder: The total estimated costs for eligible SDAF application budgets must be less than or equal to \$5,000. The purpose for all items listed in the budget must be described in the action plan.