

ROCKAWAY BEACH STRATEGIC PLAN OUTREACH TOOL KIT

Dear Rockaway Beach Community Members,

We appreciate your willingness to engage the community on this important project. The purpose of this tool kit is to provide you with the outreach tools needed to engage your networks.

Periodically, we may provide updated tools or social media posts for you to use as you continue your outreach efforts. Stay tuned for those updates as we move through the project. These initial tools should help you to get started.

If you have any questions, encounter any challenges, or have ideas for additional tools, please don't hesitate to reach out via email at RockawayBeach@Strategic-Plan.org.

Thank you!

The City of Rockaway Beach

PROJECT WEBSITE

The project webpage on the City website launched on June 28 and provides basic information about the project. The website also features links to the project fact sheet and the online survey.

We will be updating the website with additional content and project updates as we move forward. If you have a suggestion for the website, please email us at RockawayBeach@Strategic-Plan.org.

How can you use the project website? Direct people there for more information and share the link on social media or in an email to create awareness about the project and encourage people to take the survey. Check it out at CORB.US/StrategicPlan

ONLINE SURVEY

The online survey is a great and easy way to gather ideas for the strategic plan. We anticipate receiving a significant initial community response through the website. Please use and share this survey link: <https://www.surveymonkey.com/r/RBSPEngage>



EMAIL TEMPLATE

You can use this template below to send an email out to your personal or professional network to encourage people to take the survey. Feel free to copy and paste the text and links into an email and hit send. You can personalize it before hitting send if you'd like – that's up to you!

If people send a response that includes ideas for the strategic plan, please be sure to forward them to RockawayBeach@Strategic-Plan.org. so they can be included in the outreach database.

Hello!

I care about the future of Rockaway Beach and I want to ensure our community continues to be a great place to live, work, play, and visit for all. The City of Rockaway Beach is developing a five-year strategic plan to guide the organization in delivering services to our community. I support this project and hope you can join us by sharing your voice to help develop this plan to serve our community now and into the future.

This strategic planning process will set the framework for the City's mission, vision, values, and goals as well as an action plan to achieve those goals. Before the City makes a plan for the future, we want to make sure the destination is clear. What are the priorities in our community? What opportunities and challenges should be considered? Where should the City focus its resources, investments, and partnerships?

*That's where you come in! **So, here's the simple request.** Please complete a short survey to tell us what you want the future of Rockaway Beach to look like.*

And don't worry, we've got prizes in mind too, and we want to reward you for your ideas and make this experience as enjoyable as possible. Sharing your ideas is how you enter to win!

There will be more opportunities to get involved in the project, so let me know if you're interested or if you have questions. Sign up for the [City email list](#) to stay informed.

Thank you for your help in making Rockaway Beach the best it can be today and for years to come!

Sincerely,

SOCIAL MEDIA POST

Here is a post you can add to your social media pages. Share it with your friends and networks! If you receive comments/ideas on your post relevant to the vision, please forward them via email at RockawayBeach@Strategic-Plan.org so they can be captured in the database. You can use the image below in your post to help it gain visibility on social media.

Rockaway beach community members and visitors, we need your help planning for the future. Visit CORB.US/StrategicPlan to learn more about the strategic plan process, upcoming engagement opportunities, and more. Share your feedback and ideas for the future and be entered to win \$50 gift card. The survey is live through July 31.



FACT SHEET

The fact sheet provides basic information about the project. It can be helpful to bring these along when doing outreach in the community. Not only does it provide all of the information about the project, but there is also a link to the website as well as a QR code to connect people to the survey.

If you need copies of the fact sheet printed for you, please contact us at RockawayBeach@Strategic-Plan.org.