

NSNZ DEVELOPMENT STRATEGIES



NSNZ Communications Strategy

Purpose: The Communications Strategy will assist us to improve the way we work and connect with others

Organisational Goals

Vision: Safe, supportive and connected communities

Mission: Collaborative national action and practical support for grassroots neighbourhood champions

Objectives

1. Refresh our public image	2. Invest in our people	3. Develop an effective communications strategy
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Strategic Context

The organisation is rebuilding and ensuring it has the foundations for growth and development.	We recognise that our public image requires refreshing in order to increase our profile and ensure that the community knows who we are and what we do. There is a perception that we are still Neighbourhood Watch and a crime prevention programme run by the Police.	Our members need information and support from NSNZ, and the opportunity to connect and learn from one another. They are busy, often small organisations with high volunteer involvement.
The organisation has a range of communications channels, but does not have dedicated communications personnel.	NSNZ has the opportunity to explore opportunities with new partners (including sponsors, other NGOs and government agencies) and the new government.	Our messaging is primarily focused on crime and safety, and does not always highlight the other aspects of our work. Politically there is growing awareness of the value of community connectedness and an opportunity to frame our messages in the context of community-led development and community well-being.

Stakeholders

Internal	External (existing)	External (potential)
<ul style="list-style-type: none"> • NSNZ members and groups • Area Co-ordinators • NSNZ Board (District Reps) • Executive Committee • Staff 	<ul style="list-style-type: none"> • NZ Police • Ministry of Civil Defence & Emergency Management • EQC • Community Patrols NZ • Victim Support • Neighbourhood Watch Australasia • Local Government: local councils 	<ul style="list-style-type: none"> • Gov't agencies: MSD, DIA, MoH, MoJ • Other NGOs and NGO Networks • Politicians: Ministers and MPs • Local Government NZ • Potential members • Potential sponsors • General public

Existing Communications Channels

Channel	What works	What could be developed
Website	<ul style="list-style-type: none"> • Clean and engaging design • Recently re-developed 	<ul style="list-style-type: none"> • Use more NSNZ photos rather than generic photo stock • Fully utilise all functions • Update regularly
Quarterly Newsletter	<ul style="list-style-type: none"> • Good feedback about content • Members keen to share stories 	<ul style="list-style-type: none"> • Broader range of stories • Enhance design by using platform such as MailChimp • Grow distribution list
Social media – Facebook and Instagram	<ul style="list-style-type: none"> • Growing number of followers – over 600 	<ul style="list-style-type: none"> • Update at least twice a week • Diversify content to maintain and grow interest
Staff emails	<ul style="list-style-type: none"> • Focused on single issues, personal 	<ul style="list-style-type: none"> • Take a more co-ordinated approach
Resources	<ul style="list-style-type: none"> • Some resources popular with members 	<ul style="list-style-type: none"> • Require broader review
Snapshot Reports	<ul style="list-style-type: none"> • Provide good data and information 	<ul style="list-style-type: none"> • Utilise data in communications
Events	<ul style="list-style-type: none"> • Local events that involve food and fun are effective 	<ul style="list-style-type: none"> • Promotional material for local events • Events for members
Videos	<ul style="list-style-type: none"> • We have some short, engaging videos that tell a local story 	<ul style="list-style-type: none"> • More short, punchy videos that can be used on website and social media

Key Messages

Objective:

Our key messages will:

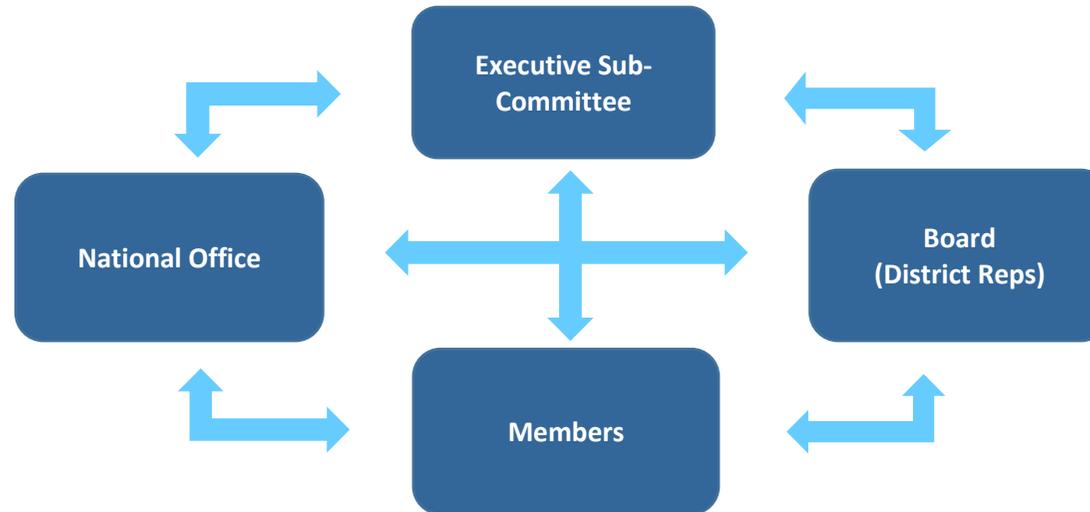
- Explain the three key areas of our work: community safety; community resilience and preparedness for emergencies; community connectedness and well-being.
- Highlight our point of difference, i.e. face to face interaction (rather than digital); community support through community connection
- Inspire and motivate our members.
- Encourage people to join a NS group.

Key messages (to be word-smithed for specific audiences and channels):

Organisational	Personal
<i>Target Audience: Government, government agencies, funders, sponsors, partners</i>	<i>Target Audience: General Public, Potential NS households</i>
<ol style="list-style-type: none"> 1. Neighbourhood Support NZ is a network of organisations that assists neighbourhoods and communities to: <ul style="list-style-type: none"> • Be safer and to reduce crime • Be prepared for emergencies • Increase community connectedness and well-being 2. Neighbourhoods where people know and support one another are safer and healthier. 3. Connected communities can work together to find solutions to local issues. 4. NSNZ can connect you with a network of over xxx groups and xxxx households throughout New Zealand 	<ol style="list-style-type: none"> 1. Belonging to a Neighbourhood Support group is a fun way to be part of a safe and healthy community. 2. You'll have help and support: Neighbourhood Support NZ can support your group with information and resources.

Strategies: Internal Communications Strategy

1. Develop internal feedback loops to ensure that members, staff, Executive Sub-Committee and Board have the information they need to be effective in their roles and are engaged and supported.



2. Inform	3. Engage	4. Support
a. Provide regular news and information to members via a regular Quick Update from the CEO, which assists them in their work.	a. Provide opportunities for members to meet together at both a local and national level so that they can network and share information.	a. Include communications advice and resources in the Operations Manual and training strategy to assist members in developing their own communication plans, and to ensure they can confidently use NSNZ key messages.
b. Build a body of evidence and research that supports our key messages and our work.	b. Provide regular examples of good ideas, successful initiatives via our social media, website and newsletter channels.	b. Increase the capacity of National Office to develop and maintain communications channels.

External Communications Strategy

Goal: NSNZ has a positive public image by informing and engaging others in our work.

Inform	Engage
1. Review existing resources and promotional material to ensure that our key messages are being utilised	
2. Ensure that all communications channels utilise content that is focused on our key messages.	
3. Identify communications tools that can assist us with making our communications look modern and professional, e.g. Mail Chimp, Canva	
4. Develop presentations and materials that can be used when networking and connecting with potential partners	
5. Fully utilise the capacity of the NSNZ website and refresh the content regularly.	
6. Review and update our communications distribution lists to ensure that they are reaching everyone who needs to be informed and engaged in our work.	
7. Participate in networks and events that provide us with a platform to grow awareness of NSNZ and our work	
8. Create a library of photos that tell the story of NSNZ and our work in communities which are in line with our key messages and which we can on the website and in NSNZ publications and presentations.	
9. Produce and print an engaging Annual Report that demonstrates what NSNZ has achieved each year.	

NSNZ Marketing Strategy

Purpose: The Marketing Strategy will assist us to refresh Neighbourhood Support NZ's image and raise awareness

Organisational Goals

Vision: Safe, supportive and connected communities

Mission: Collaborative national action and practical support for grassroots neighbourhood champions

Objectives

Refresh our public image	Invest in our people	Develop an effective communications strategy
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Strategic Context

We recognise that our public image requires refreshing in order to increase our profile and ensure that the community knows who we are and what we do. There is a perception that we are still Neighbourhood Watch and uncertainty about our relevance.	Our logo has not changed noticeably since we were known as Neighbourhood Watch, and we have received feedback that some find it to be old fashioned and that it implies we are part of NZ Police, rather than an independent NGO.	Only NS members can use the NS logo and brand but we do not have clear guidelines for how the logo can be applied and used at a local level.
Junior Neighbourhood Support has unrealised potential and is not widely known.	NSNZ has the opportunity to explore opportunities with a range of sponsors and partners. They often seek information about what we do, our scope and reach.	We have a range of resources that provide information about Neighbourhood Support. Some are better utilised than others, and some are out of date. We do not have much in the way of promotional material.

Stakeholders

Internal	External (existing)	External (potential)
<ul style="list-style-type: none"> • NSNZ members and groups • Area Co-ordinators • NSNZ Board (District Reps) • Executive Committee • Staff 	<ul style="list-style-type: none"> • NZ Police • Ministry of Civil Defence & Emergency Management • EQC • Community Patrols NZ • Victim Support • Neighbourhood Watch Australasia • Local Government: local councils 	<ul style="list-style-type: none"> • Gov't agencies: MSD, DIA, MoH, MoJ • Other NGOs and NGO Networks • Politicians: Ministers and MPs • Local Government NZ • Potential members • Potential sponsors • General public

Strategy

1. Scope the development of a new logo which better represents who we are and what we do (including identifying implementation costs).
2. Undertake targeted marketing campaigns (which could be linked to the launch of the new logo) to encourage people to join or create a NS group. Ideas include:
 - National Neighbourhood Working Bee: a co-ordinated, national working bee where street groups do odd jobs for neighbours or clean up a public area.
 - Sign switch: encourage people to find and photograph old NS signs and send them in to us. We will send them a new sign and help them join or start a group.
3. Develop a set of brand guidelines which provide clear and consistent guidance to members about how the logo can be used in a range of situations.
4. Undertake a review of our resources to identify what is being used, what is not being used and what else we could offer to assist members in promoting NSNZ.
5. Develop a plan for refreshing and rejuvenating Junior Neighbourhood Support, and promote and market this through schools and other partners.
6. Develop a marketing calendar and budget and identify key events that we can participate in to promote and market NSNZ.
7. Identify and build relationships with key stakeholders in order to grow awareness of NSNZ (see Partnership Strategy).

NSNZ Partnership Strategy

Purpose: The Partnership Strategy will assist NSNZ to seek out, develop and formalise partnerships with other campaigns and organisations.

Organisational Goals

Vision: Safe, supportive and connected communities

Mission: Collaborative national action and practical support for grassroots neighbourhood champions

Objectives

4. Refresh our public image	5. Invest in our people	6. Develop an effective communications strategy
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Strategic Context

We have a good partnership with NZ Police but it could be further enhanced so that we can work together more effectively and support each other on community initiatives.	NSNZ has been internally focused in recent years but is now in a position to explore opportunities with a range of sponsors and partners who share our vision.	Junior Neighbourhood Support has unrealised potential and is not widely known. Brian and Bobby have expressed interest in helping rejuvenate JNS.
Increasing partnerships requires an organisational culture shift from a focus on competition and scarcity to a focus on how we can work with others for the benefit of communities.	Members have the potential to work in partnership with others at a district and community level. NSNZ could provide support to members to help them build relationships and broker partnerships.	We support several national campaigns but tend to focus on promotion rather than taking an active and co-ordinated approach.

Stakeholders

Existing Campaigns	Existing Partnerships	Existing Relationships	Existing Networks	Potential Sponsors
<ul style="list-style-type: none"> • Get Ready • Neighbours Day Aotearoa • Volunteer Week • White Ribbon Day • It's Not OK 	<ul style="list-style-type: none"> • NZ Police • Rural Stakeholders Crime Prevention Partnership • Neighbourhood Safety Panels • Community Patrols NZ • Neighbourhood Watch Australasia 	<ul style="list-style-type: none"> • MCDEM • EQC • Victim Support 	<ul style="list-style-type: none"> • Community Networks Aotearoa • ComVoices • Space for Place 	<ul style="list-style-type: none"> • Bunnings • ADT • Tower Insurance • FMG • Safelet

Strategy

1. Work with NZ Police to grow awareness of NSNZ so that we are better able to work together and support one another, at local, district and national levels.
2. Build relationships with the potential partners identified below with a view to scoping out and developing partnership initiatives that help us achieve objectives across the three areas of our work.

Safe Communities	Prepared Communities	Connected and Inclusive Communities
NZ Police Purpose: Develop plans around specific (to be identified) initiatives	MCDEM Purpose: Partner in Gets Ready Week	Mental Health and social isolation Partners: MoH and Mental Health Foundation Purpose: How do you help a neighbour experiencing mental health issues?
Victim Support Purpose: joint initiative/info to support victims of burglary	EQC Purpose: Shared information	Disability: My Safe Place Partners: MoH, Disability Support Services, Age Concern, Safelet Purpose: Support people with disabilities to feel safe in their communities

<p>Women's Refuge Purpose: how do you support a neighbour experiencing family violence?</p>	<p>Red Cross Purpose: Working together around first response in emergencies.</p>	<p>Ethnic Communities Partners: Multicultural NZ Purpose: Building awareness of NSNZ and cultural awareness for NSNZ</p>
<p>Community Patrols NZ Purpose: Strengthen our MoU by developing mechanisms for mutually promoting each other's work.</p>	<p>Local Government: Councils Purpose: Grow awareness of the contribution of NS in their communities, including our role in relation to social, economic, environmental and cultural well-being¹.</p>	<p>Children and young people Partners: Brian and Bobby/Ara Taiohi/Blue Light Purpose: Rejuvenate JNS</p>

3. Expand and develop our connections with potential sponsors and funders who can support our work and vision (see also Fundraising Strategy).

¹ The 'four well-beings' of the Local Government Act. Legislation has recently been introduced to insert these back into the Act, after they were removed in 2012.

NSNZ Learning and Development Strategy

Purpose: The Learning and Development Strategy will assist NSNZ to train and upskill Neighbourhood Support champions, staff and Board.

Organisational Goals

Vision: Safe, supportive and connected communities

Mission: Collaborative national action and practical support for grassroots neighbourhood champions

Objectives

7. Refresh our public image	8. Invest in our people	9. Develop an effective communications strategy
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Strategic Context

Our members need information and support from NSNZ, and the opportunity to connect and learn from one another. They are busy, often small organisations with high volunteer involvement, and diverse needs.	We are organising Leadership training for the NSNZ Board, which will focus on NSNZ’s strategic direction and governance.	We are organising a pilot workshop for Area Co-ordinators and have gathered feedback from them regarding their training needs. (See Training Needs Analysis)
We have a number of potential training platforms including via our Operations Manual, NSNZ internal training and events, linking members to external training opportunities.	Other NSNZ strategies have identified that we could provide support to members to: help them build relationships and broker partnerships; develop communications plans and utilise NSNZ key messages.	

Stakeholders

- NSNZ members and groups
- Area Co-ordinators
- NSNZ Board (District Reps)
- Executive Committee
- Staff

Training Needs Analysis

Members were asked about their training needs in a recent Snapshot Survey. 80% of members responded.

National Office Staff have also considered the types of assistance that members have asked for over the past year. The requests align with the findings of the Snapshot Survey but also identify further specific training needs.

Members have identified that they would like the opportunity to learn more about:

Snapshot Survey Responses	% of responses	National Office requests
Running a NS group <ul style="list-style-type: none"> • NSNZ Operations, Policies and Procedures • Marketing and promotion • Starting new groups • Recruiting contact people • Junior Neighbourhood Support • Event organisation 	67%	Running a NS Group <ul style="list-style-type: none"> • Communications strategies • Outcomes reporting
Funding <ul style="list-style-type: none"> • Income generation • Budgeting 	60%	Funding <ul style="list-style-type: none"> • Grant applications
Partnerships	48%	Partnerships <ul style="list-style-type: none"> • Sponsorship
Governance	33%	Governance <ul style="list-style-type: none"> • Strategic Planning • Charities returns
Other: Mental Health		

Preferred Training Formats

- Face to face 71%
- Conference 50%
- Written 35%
- Webinar 31%

Barriers to participating:

- Cost
- Time
- Location

Strategy

1. Develop a programme of internal and external training opportunities, based on the training needs analysis, that can be offered to Area Coordinators to provide them with the information and inspiration they need to operate consistent and effective Neighbourhood Support groups.
2. Investigate ways to fund the training programme.
3. Ensure the Operations Manual includes resources and information about topics identified in the Training Needs Analysis.
4. Identify the best ways to provide NS committees with governance training and support, especially in the areas of strategic planning, outcomes reporting and financial management.
5. Organise regular local and national forums where members have the opportunity to network, share ideas, discuss challenges and learn from one another.

NSNZ Fundraising Strategy

Purpose: The Fundraising Strategy will assist us to identify alternative funding opportunities to support and grow the work of NSNZ.

Organisational Goals

Vision: Safe, supportive and connected communities

Mission: Collaborative national action and practical support for grassroots neighbourhood champions

Objectives

10. Refresh our public image	11. Invest in our people	12. Develop an effective communications strategy
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Strategic Context

We recognise that our public image requires refreshing in order to increase our profile and ensure that the community knows who we are and what we do. Raising our profile is a pre-requisite to fundraising.	Fundraising requires the buy in and commitment from staff and Board. Educating and securing the Board and staff commitment is essential to a fundraising programme.	Developing a multi-legged funding plan will be based on a mix of core contracts, grants, partner-sponsored projects and resources / services sold.
NSNZ is reliant upon on one funder, NZ Police. Grants have been obtained spasmodically for specific projects but there is currently no other significant funder of our work.	NSNZ can explore opportunities with a range of sponsors and partners.	We have no current information on how people perceive Neighbourhood Support.

Stakeholders

Internal	External (existing)	External (potential)	Sponsors (potential)
<ul style="list-style-type: none"> • NSNZ members and groups • Area Co-ordinators • NSNZ Board (District Reps) • Executive Committee • Staff 	<ul style="list-style-type: none"> • NZ Police • Community Post • Southern Trust 	<ul style="list-style-type: none"> • Community Matters - Lottery Board • Gaming Trusts • Community Trusts • Trusts & Foundations (Private) • Government and NGO • Corporate Businesses • Public • Event Participants • Community Service Groups (Rotary/Lions) 	<ul style="list-style-type: none"> • Tower Insurance • ADT Security • FMG • Real Estate Institute of NZ • Bunnings • Safelet

Strategy

8. Increase the profile of NSNZ in the community utilising the strategies identified in NSNZ Communication and Marketing Strategies.
9. Develop a plan to educate and support members in their income-generating activities, which may include advice and resources on: how to complete funding applications; how to tell their stories in order to attract funders; how to report on outcomes and be accountable to funders; and Charities' Services reporting and financial requirements.
10. Develop and maintain relationship with existing primary funder, NZ Police, and work towards achieving agreed outcomes. (Refer NSNZ/Police Outcome Agreement 14/11/17.)
11. Collect data and research which can assist us in making cases to potential funders and sponsors, e.g. undertake a survey to ascertain what the perception in the community is of NS.
12. Establish a grants calendar which identifies potential grant funding sources, and apply for funding from the most appropriate grant provider within specified timeframes for items or projects identified as requiring priority funding.

13. Develop strong relationships and/or partnerships with existing Government and NGO networks in order to establish greater reach in the community and maximise our resources.
14. Identify and pursue networking opportunities with companies whose values and target market align with NSNZ as potential sponsors/partners.
15. Increase NSNZ's on online presence with the establishment of a crowd funding page and link to our website supporting a nominated programme. Utilise sites such as Trade Me to generate income from on line auctions and update the website with a 'Donate Now' button with functionality to make donations on line.
9. Undertake a feasibility study into hosting a revenue generating NSNZ national conference.
10. Seek speaking engagements with community groups.
11. Deliver a maximum of two Contestable Funding rounds per annum open to all NSNZ Affiliates.
12. Obtain letters of endorsement from appropriate stakeholders to support our applications and negotiations for funding.