THE NEWARK PARTNERSHIP

2020 GOALS

The goals outlined in this document were created and approved in February 2020, prior to the COVID-19 pandemic. Goals are subject to change in order to best serve the Newark community in 2020.
GARNER 250 MEMBERS BY THE END OF 2020
- Develop action team and identify leadership
- Solidify and launch membership campaign in first quarter of 2020
- Develop a membership database

DEVELOP A TNP STAFFING PLAN FOR
- Paid staff
- Membership action team, including a member database platform
- Finance committee, to include a financial data professional
- UD involvement for 2020-2021
- City involvement for 2020-2021

SUPPORT COMMITTEE PROGRAMMING GOALS (SEE BELOW), AS WELL AS
- Hosting one (1) members-only event
- Co-host Newark Night, in partnership with the City of Newark

MID-2020, BEGIN DEVELOPING A TNP STRATEGIC PLAN
- To be complete by the first quarter of 2021
2020 GOALS

ENCOURAGE MEMBERSHIP IN TNP
- Goal of having 30 nonprofit members by mid-2020 and 50 (total) by the end of 2020

SPONSOR 2 CAPACITY BUILDING WORKSHOPS PER YEAR
(one in Spring; one in Fall; 20 nonprofits will attend each)
- Objective 1 – Sponsor a “How to Tell Your Story” in May
- Objective 2 – Sponsor / co-sponsor - Volunteer Fair in October

SPONSOR 2 NETWORKING EVENTS PER YEAR
(one in Winter/Spring; one in Summer; 30 nonprofits will attend each)
- Objective 1 – Partner with a local faith based organization to host one event in April
- Objective 2 – Partner with a local nonprofit organization to host one event in August

SPONSOR A SCHOOL SUPPLY DRIVE FOR TEACHERS
- Collection sites will be at local businesses/nonprofits
- Work with University students to distribute and collect supplies from the donation sites and then pack up for teachers.
- Collect over 1,000 school supplies and distribute them to four local schools.
GAIN 100 BUSINESS MEMBERS BY THE END OF 2020

- 50 business members by mid-2020, beginning with Main Street businesses (east, west, and south)

CREATE A PUBLIC, ONLINE RESOURCE PLATFORM FOR BUSINESS

- Work with the City of Newark and the University of Delaware’s Institute for Public Administration (IPA) to create a public, online resource platform for business (current and/or potential) to use when gathering information about regulations, demographics, and policies
- Will be complementary to “How Newark Compares”

HOST SEMI-ANNUAL NETWORKING WORKSHOPS

- Each event will feature mix-and-mingle networking as well as a workshop/presentation from a resource for local businesses

NEWARK NIGHT

- Work with the greater TNP and City of Newark to recreate “Newark Night.”
- A family-friendly block party in the summer, perhaps to coincide with the reopening of Main Street
2020 GOALS

PLAN AND HOST THE KNOWING NEWARK EVENT SERIES

- Hold 10 sessions in 2020 (monthly, skipping August and December)
- Host at least 500 total guests/attendees

GROW COMMITTEE MEMBERSHIP

- Add a “call to action” message in TNP newsletters, asking people to volunteer as committee members
- Leverage the many expected attendees of the Knowing Newark events to join TNP
- Identify people who attend multiple events or seem particularly energized and/or engaged
- Add 10 new committee members by December 30, 2020

RESEARCH CITY OF NEWARK DEMOGRAPHICS

- Committee membership to reflect the community we serve
- Determine our community makeup by researching geographic, economic, racial and other factors
- Ask City staff and UD grad student(s) for assistance in researching most recent census information
- Submit a report to TNP Board at the December 2020 meeting