

# RALLY

**To** Culver City  
**From** RALLY  
**Re** 2022 Deliverables

- **Planning & Messaging**

- [Project Homekey Groundbreaking Brief](#)
- [Messaging Framework](#)
  - [Frontline staff messaging](#)
  - [General messaging on encampments](#)
  - [KNBC Talking Points](#) (405 on Washington)
- [Content Plan](#)
  - [Website Recommendations](#)
- [Messaging Framework](#)
- [Community Engagement Plan](#)
- [Social and Online Workplan](#)
- [Content Calendar](#)
- [Mayor's Video Work Plan](#)
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- **Collateral**

- Facebook Comment Moderation
  - [Comment Recommendations](#)
  - [Comment Responses](#)
- [City Council Outreach Presentation](#)
- [Kaufman Sisters Statement and Talking Points](#)
- Project Homekey
  - Ground Breaking Event
    - [Name Ideas](#)
    - Community Meeting Invitations ([Residents](#) & [Businesses](#))
    - [Community Meeting Agenda](#)
    - [Community Survey](#)
    - [Fact Sheet Outline](#)
    - Fact Sheet ([B&W](#)) ([Color](#))
    - [Podium Sign](#)
    - [Banner](#)
    - Social Graphics ([Option 1](#) & [Option 2](#))
    - [Run of Show](#)
    - [Public Program](#)
    - [Media Advisory](#)
    - [Media list](#)
    - [Invite](#)
    - [Press Release](#)

- Ribbon Cutting Event
  - Naming Contest Flier
- [Outreach Video](#)
  - [Work Plan](#)
  - [Production Schedule](#)
  - [Graphics Outline](#)
- [Groundbreaking Video \(first cut\)](#)
- **Guidance and staffing**
  - Weekly check in meetings with Culver City team
  - Provide timely communications, messaging and outreach guidance on issues involving housing and homelessness
  - Manage outside vendors and production timelines
  - Availability for providing communications support at events and meetings