**FARGO DNA – MESSAGE MATRIX**

**OCTOBER 2017**

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| **Target Audience** | **Key Message** | **Proof Points** |
| Prospective residentsCurrent membersProspective members | **We make the heart of the city home.** | * Downtown Fargo is a neighborhood with unique amenities and issues. Fargo DNA members offer advice for and answer questions from newcomers and rooted residents alike, making downtown living convenient and comfortable.
* Fargo DNA embraces the fact that downtown is one of the city’s most diverse neighborhoods and welcomes input from all of its residents, whether they are renters, homeowners, students, retirees or families.
* Members of Fargo DNA love downtown, urban living and the unique role downtown residents play in shaping a sustainable new neighborhood in one of Fargo’s oldest areas.
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| Current residentsProspective residents | **Speak out to make the area you love more livable.** | * 1,900 people live downtown; 16,000 people work downtown. Fargo DNA gives a voice to residents who otherwise are not always considered by decision-makers.
* Fargo DNA is developing neighborhood initiatives aimed at curbing crime/safety concerns.
* Downtown residents are passionate about their neighborhood, but diverse in the reasons why they love it. Fargo DNA provides a melting pot for opinions to be shared and recommendations to be formed, with a goal of creating a neighborhood everyone can enjoy.
* Fargo DNA provides a bridge to connect residents with policymakers to influence positive changes for the neighborhood.
* Members can take an active role in addressing and solving livability hurdles such as handicap and stroller accessibility, parking, and building upkeep, which will enhance the quality of life for every resident.
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| Current membersProspective members | **Help shape the future of your community.** | * As a member of the Fargo DNA, your voice can be joined by others, increasing the power of your message.
* Fargo DNA representatives regularly offer input and recommendations at city meetings on behalf of the group.
* City decision-makers are receptive to neighborhood association feedback.
* Long-term decisions are being made now that address topics including greenspaces, accessibility and affordable housing, giving downtown residents the chance to make a lasting impact on the neighborhood’s functionality.
* Input from groups like Fargo DNA help inform city budgeting.
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| Prospective residentsCurrent residentsCurrent membersProspective members | **Stay informed and make an impact.** | * Downtown Fargo is rapidly changing. Fargo DNA stays connected with city leaders and community influencers to keep group members as up-to-date as possible.
* Fargo DNA representatives regularly attend city commission meetings and neighborhood association coalition gatherings. Updates are shared with DNA members.
* By participating in Fargo DNA activities, members have the rare opportunity to help create policy and community initiatives that can impact generations.
* Fargo DNA actively pursues connectivity with other downtown community stakeholders, including the City of Fargo, Fargo Police Department and the FM Homeless Coalition. Special speakers are often included at Fargo DNA meetings to increase our understanding of neighborhood issues.
* As active planning continues for downtown Fargo and commerce continually evolves in the neighborhood, Fargo DNA serves as a great source of information for residents of the neighborhood through regular meetings, social media and casual conversations.
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| Current membersProspective membersPolicymakersProspective residents | **Be a part of something historic.** | * Fargo’s oldest community is undergoing rapid change. Fargo DNA members have an opportunity to play a role in creating an urban living environment that allows for long-term sustainability.
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