



DNA Orientation Brief

Mission

The Downtown Neighborhood Association (DNA) advocates for the safety, well-being, and quality of life of downtown West Palm Beach residents.

DNA serves as the central hub for residents — built by residents — through:

- Events
- Information sharing
- Advocacy

We are currently the only organization focused specifically on representing downtown residents.

The Opportunity

Downtown West Palm Beach currently has approximately 10,000 residents and continues to grow rapidly.

Our goal is to connect as many of those residents as possible so that DNA can serve as a strong collective voice when advocating for residential issues.

Current reach:

- 4,500 email subscribers
- 460 paid members
- 8,000 Instagram followers
- 6,000 Facebook followers

Long-term goal:

Grow membership and engagement toward 10,000 connected residents.

Technology Platform

DNA uses NationBuilder for:

- CRM database
- email marketing
- website
- surveys
- membership management
- event registration

NationBuilder was selected because it is user-friendly and does not require coding to manage.

Our website wpbdna.com was recently rebuilt within this platform with updated logo, branding and design.

Revenue & Financial Position

DNA is a 501(c)(3) nonprofit organization.

Revenue sources include:

- Membership dues
- Donations
- Sponsorships

Communication Channels

Newsletter (Primary Channel)

Our monthly newsletter is currently our most effective communication tool.

- Average open rate: 40–45%
- Used to share:
 - local news
 - upcoming events
 - advocacy issues
 - community updates

We have recently begun gating newsletter access on social media so people provide their email address before reading it. UPDATE: The DNA just hired Smoking Gun Media to take over the design, build and send operations of the newsletter. The decision was made so that there is continuity even if the current volunteers are no longer at the organization.

Social Media

Current audience:

- 8,000 Instagram followers
- 6,000 Facebook followers

To date:

- We have not run sponsored ads
- We briefly hired a social media company but ended the engagement after two months due to lack of execution on posting commitments.
- There is a huge opportunity to attract new members by following a good social media strategy and creatives.

Content That Performs Well

The Downtown Happy Hour Guide is currently the most visited page on our website.

This indicates strong interest in local lifestyle and neighborhood resources.

One idea under consideration is creating a “Downtown Welcome Wagon” digital package for new residents that would include:

- Happy Hour Guide
- Local resources
- Neighborhood tips
- Upcoming events

Access would require an email signup, helping grow the database.

Events

DNA hosts approximately 10-12 events per year.

Typical attendance: 50–150 residents

Topics include:

- development projects
- arts and culture
- history
- transportation
- civic issues
- social gatherings

We have observed that membership increases when events are members-only, as people join in order to attend.

Marketing Ideas Being Explored

Several outreach strategies have been discussed to grow awareness and membership:

Direct Mail

- Mail introduction to all downtown residents
- Lists may be available without rental fees (printing and mailing would be the main cost but can be minimized if we get a sponsor)

Building Engagement

- “Best Condo Spirit” or similar awards to encourage buildings to compete and vote online (email required to vote)

Welcome Materials

- Cards or resources included in apartment or condo move-in packets

Local Business Partnerships

- Flyers distributed through local businesses such as pizza delivery
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Strategic Priority

The primary opportunity for DNA is growing the email database and membership base so the organization represents a larger share of downtown residents.

As membership grows, DNA’s ability to advocate effectively on behalf of residents increases.