

POP-UP NETWORK

THE TOOLKIT

Build community &
resiliency through
conversation



PLEASE READ BEFORE USING GUIDE - CONSTRUCTION NOTICE:

Hi everyone! This is a draft of our toolkit for small and medium restaurants in the Detroit Metro Area. Feel free to add ideas and leave suggestions. If you think we're missing something, please include it! If you think something is phrased wrong or factually inaccurate, leave a comment! Thank you!

Also, feel free to take a section you think you have authority in and fill it in. Anyone else with ideas can add to it! If you did contribute something and would like to be credited, **YOU CAN ADD YOUR NAME AT THE BOTTOM OF THIS DOC AT THE CONCLUSION PAGE HERE.**

Most importantly: This is a document in which we can be honest about the barriers small and medium businesses face trying to stay afloat in the food industry. This is a document specifically for small and medium food businesses and people with similar situations (although anyone with relevant information can contribute to the doc). If a resource did not help you or a support program was hard to navigate, share that info! It could be valuable to someone.

PURPOSE OF TOOLKIT

This toolkit was started by a team of University of Michigan graduate students during the Fall of 2020, and seeks to help small-and medium restaurants in the Detroit Area gather to form communities of support. Within the toolkit you will find strategies that you can use to identify peer restaurants, activities that you can emulate to facilitate group conversations, and tactics that you can use to keep the conversation going. For the past semester the team has worked with over 30 minority-owned and women-owned small businesses and some organizations who serve them to get a better understanding of how restaurants were surviving during COVID-19. As the semester progressed, the toolkit began to focus specifically on small and medium sized businesses given their particular challenges with changing guidelines on how they can operate, but also share common struggles that other industries are facing such as funding, managing employees, etc.

A pivotal moment in our journey was when we were able to present our initial prototype of a resource-mapping app during a meeting hosted by the Eastside Community Network's Business Association. In our discussion, we were really moved and inspired when a business owner called into the meeting after hearing a fellow a business owner share her story of resilience. After the meeting, our group felt compelled to go in a new direction focusing on how to better foster knowledge exchange through conversations. The facilitated conversations showed our group that a supportive community is the backbone of every resilient business. By enabling businesses to build community and share the resources and advice that kept businesses on track then we can ensure that more businesses succeed in the coming future.

HOW TO USE THE TOOLKIT

Feel free to copy or download any of the material that you find useful. All that we ask is that if you submit something to the toolkit please provide an explanation about why that resource was useful to you!

DOCUMENT CONTRIBUTORS

Being not Rich at UM; How to Host fun Zoom meetings;

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Post Pop-Up Network

Tip: Reserve 30 minutes after the meeting to reflect or debrief on how the meeting went. What went well? What didn't?

Wrapping Up the Meeting & Reflecting

- Create meeting takeaways and decide on any action items.
 - Send a follow-up email the next morning with these points. This creates more value by providing an additional reflection / reminder of the meeting and shows those who did not attend what they can gain if they attend the next meeting
- “Exit Ticket”
 - You can close out a meeting with each person completing an exit ticket where they write (or type) down something they learned or gained from the discussion. This is a great way

to see what value is being gained from these sessions. You can keep it simple by having them type in the chat or you can create a [Google form](#) to collect thoughts more privately. If you find no one isn't completing the exit ticket, don't worry! There are other ways to get feedback.

- 45 Critical Questions for a Successful Event [Debrief](#)
- Keep the conversation going even when you are not together
 - [Slack](#)
 - WhatsApp, Facebook Messenger
 - [Creating a Facebook group](#) can help bring people and businesses together and easily share information

Resources

COVID Respsns & Support:

- [Independent Restaurant Coalition](#)
 - Take action to support the RESTAURANTS Act to help independent restaurants and workers survive the pandemic to Congress
- [TechTown's 313 Program](#)
 - 313 STRONG is a customized support program for small businesses in Detroit, Hamtramck, and Highland Park neighborhoods who have a brick-and-mortar business
- [Michigan Restaurant and Lodging Association](#)
 - Guides: [Roadmap to Re-Opening](#)
 - Employee, financial, government, legal, operational resources

Student organizations at the University of Michigan that work with real-world clients :

- [Michigan Advertising and Marketing](#)
 - A student run organisation, at the University of Michigan, that provides services such as social media analysis, branding strategy, web optimisation and market research to businesses.
- [Design Clinic](#)
 - This is a University of Michigan run program, where interdisciplinary teams of 4-6 bachelors and masters students, mentored by professionals, work with local businesses on consulting projects.
- [Michigan Ross Accounting Outreach](#)
 - Free Accounting Fridays: "Every Friday, we provide free accounting consultations to small business owners and entrepreneurs who receive personalized 1 on 1 advice for their finance and accounting needs." ([Schedule here](#))

Support programs for SMBs:

- [Detroit Neighborhood Entrepreneurs Project \(DNEP\)](#)

- U-M small business accelerator for Detroit entrepreneurs
- Applications accepted year-round, but projects start every September