

ORGANIZATIONAL SUCCESS

How to Engage the Community



GOAL

Build organizational capacity, recruit new members, and keep them engaged.

IDENTIFY YOUR AUDIENCE

- Effective engagement is like a business you must know who your customer is to effectively give them what they want and need.

Tools:

Census/American FactFinder

Look for Demographic information regarding the area of your neighborhood

Neighborhood Plan

Use existing plans to give you ideas of where the neighborhood has planned for the future.

Survey current members

Survey new members

WHY ARE YOU ENGAGING?

- Be specific
- What will you want from participants?
- Be clear about the purpose
- Tie into organizational mission and goals
- Ask where participants see themselves
- Match interests with work activity

MEANINGFUL MEETINGS

- Time is a nonrenewable resource...don't waste it!
- Create meaningful agendas
- Based on your audience and their concerns
- Make the “main thing” the “main thing”
- Insist on a starting and ending time!
- Use a consent agenda so routine items don't consume
- Provide agenda and materials at least 6 days prior to the meeting
- Ensure that everyone participates (the chair's key job)
- Create a culture of participants coming prepared for the meeting

RECRUITMENT

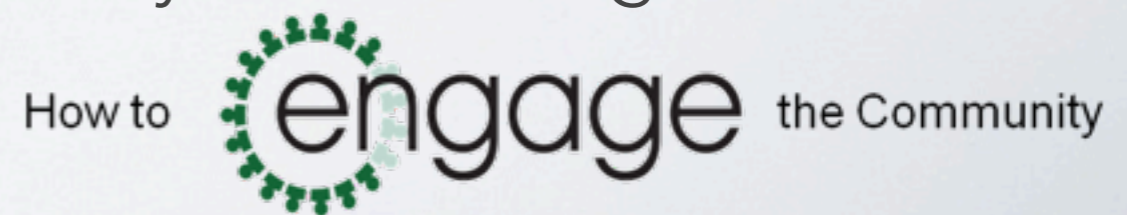
- Develop a membership recruitment plan

10 Elements of a good recruitment plan

1. Organization Mission
2. Assumptions
3. Careful Analysis
4. Benefits
5. Positioning
6. Objectives, clearly defined
7. Strategies - Proactive, activity-related, and responsive
8. Tools & Materials
9. Master Schedule
10. Resources

ENGAGEMENT STRATEGIES

- Ensure that resident engagement opportunities allow for meaningful contribution to the neighborhood and express how the opportunities connect to the mission
- Create projects that meet the needs of the neighborhood, but also meet the needs of the individual resident volunteer.
- Provide resident volunteers with training and professional development.
- Create volunteer teams to complete volunteer opportunities that incorporate fun and dynamic leadership.
- Have volunteer celebrations and continually acknowledge the work that your volunteers are doing.



KEEP THEM ENGAGED

- Provide an Orientation and/or Training
- Specify The Role
- Timeframe
- Be Available
- Recognize

MAKE IT EASY TO PARTICIPATE

- Use Variety
- Using a range of methods and occasions will help to keep peoples' interests, as well as helping to get input from all ages and of the community.
- Social Media
- Printing and distributing information about the organization
- Attracting volunteers
- Developing community champions
- Simply going out and having conversations
- Incorporating 'quick wins', alongside long term vision can be very motivating.

ENGAGE NEXT GENERATION LEADERS

- Provide events or connection opportunities for new young professional residents to learn about the history of the neighborhood and existing association events from older residents.
- Provide networking opportunities for residents to connect with other residents, local businesses, community leaders, etc.
- Provide opportunities for new residents to voice comments and opinions about neighborhood plans and efforts. Include opportunities for them to participate in the efforts as a **“first date”** to the association.

ENGAGE NEXT GENERATION LEADERS

- Create a young professionals group or up-and-coming leaders group to connect residents together and give them ownership in a neighborhood project.
- Utilize neighborhood events as recruitment tools to highlight the activities of the neighborhood association, the skills needed for future projects, and ways to connect with after the event.
- Provide leadership opportunities for younger residents.

SHOW OFF!

- Advertise your successes
- Use the means you have for outreach to show that you are an effective and important association to the neighborhood.
- People don't know what you do unless you tell them.
- Use active language to encourage continued or increased success.