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 you 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

Tuesday, July 30, 13
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.