

# A Reason to Return

Turning casual attendees into  
committed members

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# Welcome!



Please partner with a fellow participant and introduce yourselves.

Share the following info with each other:

- ▶ Your name
- ▶ Your neighborhood
- ▶ How long you've lived in your neighborhood
- ▶ Why *you* started going to your neighborhood council

We will switch partners and then share our answers with the group.



# Why do people show up in the first place?

- ▶ A problem they want fixing
- ▶ Development (pro/con)
- ▶ Traffic calming
- ▶ Curiosity
- ▶ Meet their neighbors
- ▶ Crime
- ▶ To be informed
- ▶ Word of mouth



# What might prevent people from coming to start with?

This is a Family Feud-style game!

We'll divide into two teams. Each team will send one representative to the front of the room, where they'll provide an answer to the following question:

“We surveyed some folks, and when asked why they didn't attend neighborhood council meetings, this is what they said...”



# What might discourage people from returning?

Think of some experiences in the meeting that could make someone reluctant to come back to the next one.

- ▶ Dysfunction and inefficiency
- ▶ Conflict or hostility
- ▶ Perceived level of commitment
- ▶ Feelings of alienation
- ▶ Poor attendance or low morale
- ▶ Uncertainty over purpose



# How do we keep people coming back?

“I” statements:

- ▶ I feel a sense of camaraderie and belonging.
- ▶ I get a feeling of pride in my neighborhood and a sense of ownership.
- ▶ I want to help improve the quality of life in my neighborhood.
- ▶ The neighborhood council offers fun and enriching things to do.
- ▶ My neighborhood council is where I feel seen and heard.
- ▶ I ...



# In a word: Efficacy

It's the ability to get things done. And it begets itself.

- ▶ Large, regular core memberships self-regulate
- ▶ Ability to mobilize in times of crisis
- ▶ Distribution of responsibility
- ▶ Perceived as more legitimate (internally and externally)
- ▶ Sense of pride, belonging carries further
- ▶ Succession planning, outreach, problem-solving get easier



# Building Your Toolbox



Create a toolbox that will give both new and longtime attendees a reason to return.

Consider the following:

- ▶ What is your neighborhood council already doing well?
- ▶ What are your opportunities for improvement?



# Debrief and Feedback



- ▶ What surprised you about what we covered today?
- ▶ What tool are you excited about using moving forward?
- ▶ What tool is most important to your council?
- ▶ What tool does your council need to try and attain ASAP?



THANK YOU!