

# CONNECTING YOUR NEIGHBORHOOD COUNCIL WITH BUSINESSES & NON-PROFITS

---

Presented by: Building Stronger  
Neighborhoods Committee

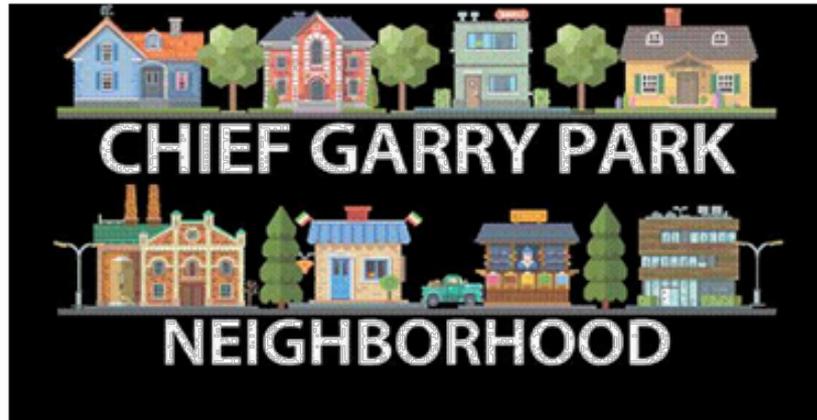


# Create a welcome packet for businesses and non-profits

- Compose a Welcome letter (see example on last slide).
- Contact each business or non-profit one on one and introduce yourself/neighborhood council. This outreach can also be in the form of a mailed letter.
- Provide business & non-profits with neighborhood council rack cards, magnets, crime tips, neighborhood leadership business cards, etc.
- Do a business of the month promotion on social media and ask the business to offer a small incentive to neighbors to get them in the door (% off items or service. etc.)
- Engage with businesses and nonprofits when you are having an event don't just ask for donations but invite the business owners, managers employees & family to participate

# Create a welcome packet for businesses and non-profits

- Share information about previous events the neighborhood has hosted and how being involved in future events can promote their business
- Get Neighbors to help promote a business
- Let them know you appreciate that they choose your Neighborhood to do business
- Look for ways to get businesses involved by holding meetings in their establishments, have an garage sale or other events in their parking lot, hosting a Coffee w/a Cop event
- Check in once in a while to see if they are having any issues particularly around safety if there are issues ask your Neighborhood Resource Officer (NRO) to stop by when they have time
- Use your social media to help identify area of concerns for the business or nonprofit
- Ask the business how the Neighborhood Council can assist them



# Welcome letter example

Welcome to the Chief Garry Park Neighborhood

We have an active Neighborhood Council and invite you to join us on the 3<sup>rd</sup> Thurs of each month (except July, Aug, & Dec) at 6:30pm, 2103 E Mission

We have a number of events each year that you will find listed on our Facebook Page, Nextdoor and send out via our distribution list.

We have included, for you information contact and general highlights of the Neighborhood and as a welcome gift a Chief Garry Park tote.

Please like us on Facebook or join Nextdoor and if you want additional information that we put out please send us you email address so we can add you to our distribution list.

If you ever have any questions, concerns or ideas you would like to share please contact us at the email listed on the attachments.

Welcome and we are glad you chose Chief Garry Park as your home.

Chief Garry Park  
Executive Officers  
Colleen Gardner  
Cathy Gunderson  
Trudy Lockhart  
Betty Krafft