

MAKING A BROCHURE OR DOOR HANGER FOR YOUR NEIGHBORHOOD

Presented by: Building Stronger
Neighborhoods Committee



Think About Your Audience

Before you start creating your brochure or door hanger, think about audience and what the best way to engage them is.

- Who is the brochure for?
- What is their understanding of your organization?
- What do you want from them and what do they need from your organization?
- What is the benefit of them getting involved in your organization?
- What is the most important thing for your organization can do for them?

Plan Your Brochure For A.I.D.A.

- Attention
 - To be effective, your brochure needs to get attention
- Interest
 - Get the prospect interested enough to reach further
- Desire
 - Raise their desire to get involved
- Action
 - Get them to take a specific action such as come to a meeting, sign up for a newsletter online or visit your website

Think Of Simple Statements

- Use headlines and graphics your audience cares about
 - Your audience takes less than 5 seconds to glance at the cover of a brochure and decide whether or not to read it. If your headline or graphics on the cover of your brochure are boring, few recipients will bother opening it.
- Focus on simple explanations for complex items. Remember your audience and make sure information is accessible to all knowledge levels.
 - Use bullet points to focus on key features of your organization.
 - Don't use acronyms or lingo unless you define them.
 - Find accessible ways to present complex information clearly.

Share Accomplishments

- Show your audience what your organization has done!
 - CDBG projects built
 - Traffic Calming projects built
 - Tons of trash removed during Clean-Up events
 - Environmental projects (ex.: planted trees, restored habitats)
 - Number of concerts in the park
- Take the opportunity to educate and brag about what your organization has and can accomplish if people get involved.

Creation Considerations

Decide:

- Who does the writing?
- Who does the design?
- Who decides or approves the content & finished product?
- Timeline

Arrange:

- Help with the final product (if needed)
- Printing
- Distribution

Brochure Example



HANDY PHONE NUMBERS

Abandoned vehicles	626-4246
Alley paving	626-6700
Spokane City Council	626-6266
City customer service	311
Code enforcement	626-6083
COPS North Central	626-3348
Crime Check	466-2233
E-G Neighborhood Council	266-3072
Health & Human Services	211
Mayor of Spokane	626-6260
Office of Neighborhood Services	626-6730
Parks	363-5466
Parking enforcement	232-8800
Street light outages	489-0060
Utility billing	626-6000



WHAT DEFINES EMERSON-GARFIELD?

The approximate borders of our neighborhood are Cora to the north, Division to the east, Boone to the south and TJ Meenach to the west. The map above shows the slight notch to the southwest that is part of West Central. The small-business corridor of North Monroe bisects Emerson-Garfield.

By combining the names of two nearby schools (Emerson no longer exists; the site is now a park), these boundaries were created through a deliberate city process in the 1970s. In many ways, though, these borders are a natural extension of the social and commercial makeup of this area.

Anyone who lives, works or owns property in this area can participate in the neighborhood council and become a voting member.

VISIT US ONLINE AT:

EMERSONGARFIELD.ORG

FACEBOOK:

[EMERSONGARFIELDSPokane](https://www.facebook.com/EMERSONGARFIELDSPokane)

TWITTER:

[@EMERSONGARFIELD](https://twitter.com/EMERSONGARFIELD)

EMERSON GARFIELD

NEIGHBORHOOD COUNCIL



ABOUT US

The Emerson-Garfield Neighborhood Council (EGNC) is an active, all-volunteer organization that is dedicated to improving our neighborhood in various ways. It does so by creating and supporting neighborhood events, by giving the neighborhood a unified voice at the city level, and by providing a constructive public forum for residents, business owners and community leaders.

We encourage you to become involved and have a say in the future of your neighborhood!

EGNC MEETING SCHEDULE



Neighborhood council meetings generally take place on the second Wednesday of each month. They start at 6pm at the Corbin Senior Center.

2017	2018
FEBRUARY 8	FEBRUARY 14
MARCH 8	MARCH 14
APRIL 12	APRIL 11
MAY 10	MAY 9
JUNE 14	JUNE 13
AUG. 9 POTLUCK	AUG. 8 POTLUCK
SEPTEMBER 13	SEPTEMBER 12
OCTOBER 11	OCTOBER 10
NOVEMBER 8	NOVEMBER 14
DEC. 13 POTLUCK	DEC. 12 POTLUCK

Common Neighborhood Topics

CRIME

The issue of crime – such as graffiti, burglary or car prowling – is often addressed in neighborhood council meetings. The EGNC can help alert you of crime hotspots or let you share your firsthand experience with crime with your neighbors. A member of the Spokane Police Department is usually on hand to describe current crime trends, prevention methods and recourse for victims.

SIDEWALKS AND STREET TREES

Is the sidewalk in front of your home or place of business crumbling? Shifted by tree roots? Or maybe it's missing altogether? In the early spring, the EGNC takes sidewalk installation and repair requests and passes them on to the appropriate department at the city.

As for street trees, over time they can become overgrown or even die. The EGNC can instruct you on how to request pruning or removal from the city. We can also assist your request to have street trees planted, since they help beautify the neighborhood, protect homes against the elements and even help slow speeding traffic.

TRAFFIC

Emerson-Garfield is largely a 25mph residential zone. Even the North Monroe corridor is only 30mph. But that often isn't enough to discourage cars from using some streets as cut-throughs to major arterials like Division, Maple, Ash and Northwest Boulevard. The good news is that you can do something to stop dangerous or inconsiderate drivers.

Every year the EGNC solicits requests for traffic-calming proposals, which can be anything from speed-limit signs to traffic circles. We then vote on the most important proposal and forward it to the City of Spokane for consideration.

COMMUNITY DEVELOPMENT

Emerson-Garfield is a Housing and Urban Development (HUD)-eligible neighborhood. That means we receive money on behalf of the federal government each year to allocate toward capital improvements via the City of Spokane. Money for things such as sidewalks, home rehabilitation and community centers comes out of these funds based on input from the EGNC.

BUSINESSES

The EGNC is a big proponent of neighborhood businesses and is constantly looking for ways to support their owners. Sometimes this can be as simple as helping to spread the word about sales, events, and other news through our social media channels. Or it can be as ambitious as jointly creating and co-hosting a neighborhood event.

CHURCHES AND SCHOOLS

The health of a neighborhood can frequently be measured by the health of its schools and community organizations. The EGNC has been working toward building stronger partnerships with schools and churches in a variety of ways. We have found that the goals of Emerson-Garfield's educational and faith-based institutions are generally the same as its residents.

CODE ENFORCEMENT

Although neighborly differences of opinion can usually be resolved through friendly discussion, there are times when that falls short. Code enforcement provides Spokane residents with a way to redress outbuildings that are too close to the property line, "spite fences," constantly barking dogs, or buildups of trash in neighbors' yards. The EGNC can provide you with code violation forms and assist you in filling them out. You can also visit beautifyspokane.org



Door Hanger Example

Manito-Cannon Hill

Neighborhood Council

Spokane, WA



Japanese Garden, Manito Park (Image by Wilma Flanagan)

It's *Your* Neighborhood.

Become Involved!

- Join monthly action & information meetings
– 2nd Thursdays, 6:30 p.m., Wilson
Elementary School Library
- Routinely check the neighborhood
webpages for programs and opportunities
- Consider joining NextDoor:
manitocannonhillnc.nextdoor.com



Boundaries: North: 17th Ave, East: Grand Blvd, South:
29th Ave, West: Cedar St. & High Drive