

# REACHING OUT TO NEW NEIGHBORHOOD RESIDENTS/REALTORS

---

Presented by: Building Stronger  
Neighborhoods Committee



# Neighborhood Welcome Packets



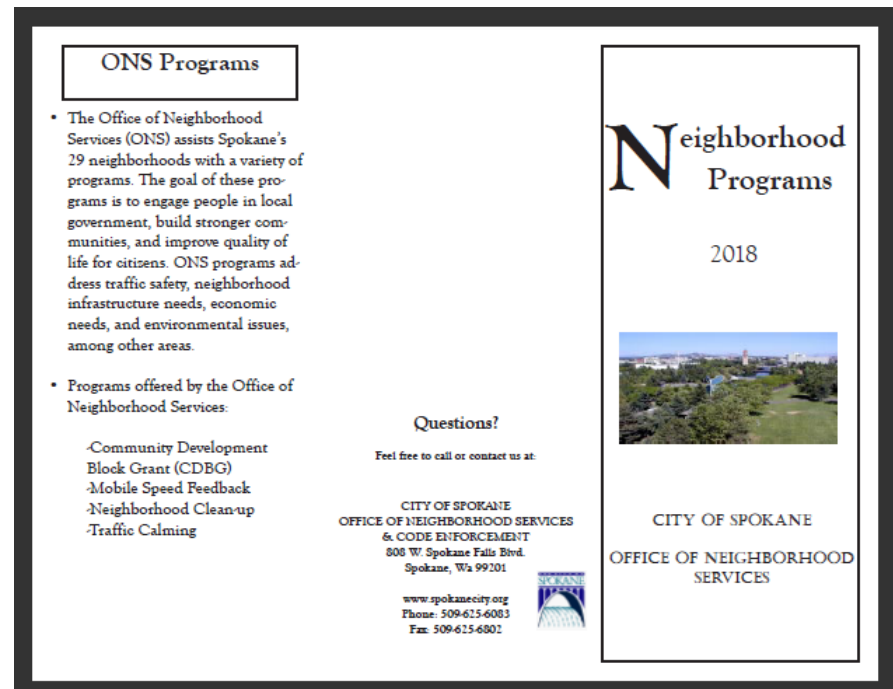
- A very powerful and positive outreach effort for a Neighborhood Council is a welcome packet / bag or whatever items the council chooses to use to welcome new residents to your neighborhood.
- How do you pay for the welcome items? There are a few options that neighborhoods have taken advantage of to fund their Welcome Bags:
  - The Neighborhood Councils can use their Neighborhood engagement grant (*permitted **only** if welcome bags are designed to increase participation in their respective Neighborhood Councils and overall engagement at the neighborhood level*)
  - Donations of bags from local businesses could be secured through donation requests
  - For environmentally friendly options, ditching the bag all together or using reusable grocery totes is another option.

# Neighborhood Welcome Packets

- The first decision point is what type of bag / packet the Neighborhood Council would like to use to welcome new residents.
  - If using Neighborhood Grant funding, you will need to contact the Office of Neighborhood Services for printing instructions.
  - We have used Sign Factory down town, but processed the billing through City Hall printing.
- The second decision point is how the neighborhood council wants to track the new residents.
  - Could use the neighborhood meeting sign-in sheets for the tracking.
  - Could use Nextdoor new resident.
  - Can track the new / relocated residents through real estate sales database notification.
    - This will not easily track rentals.
    - To track rentals, the Neighborhood Council will need to rely on resident feedback.

# Welcome Bags Can Include

- Neighborhood Brochure
- Voucher for free Neighborhood item
- Coupons from other local businesses.
- Visit Spokane Packet
- Spokane Transit Info
- Avista Info
- Spokane utilities – water dept.
- Spokane Fire Department
- COPS info
- Spokane Historic Association packet for the neighborhood
- Spokane Library information
- Local Business information
  - This could become a means of sponsorship
- Anything creative / interesting to your neighborhood



# Cost of Welcome Packets

- Most of these items can be gathered from the local business / office for free.
- All materials for inserting will be free or sponsorship from business advertised
- The Reusable Bags cost around (\$490 for minimum print number of 250)
  - \$1.60 each (250-500 count)
- Can look for some local business sponsorship or add a logo to the bags to help offset some of the cost.
  - One difficulty with adding a business logo is impacting the use with other competing stores or business.
  - Will be more difficult to get sponsorship than coupons / advertisement