

Ideas for Maintaining and Expanding Neighborhood Association Membership

- Consider utilization of technology to both expand communication venues and as a way to provide variety, both in meeting structure and also as a way to reach out to, and keep, people who may not want to attend a traditional face-to-face meeting
- Consider maintaining a hybrid meeting structure as another way to provide variety and expanded communication. Design it so that it works for your members first and then for others. Perhaps have in-person meetings for a couple of months for folks that prefer in-person, then host hybrid or zoom meetings to keep that variety as an option.
- Think about using virtual meetings seasonally. People usually want to be out and about in good weather and to stay home in bad weather, so perhaps have some Zoom meetings in the winter and have in-person or hybrid meetings in other months.
- Utilize ONC free Zoom licenses for recognized neighborhood associations if your association doesn't have one.
- Consider demographics in your neighborhood. Are there younger families with kids who live there? They may have challenges in attending evening meetings, so consider hosting a neighborhood meeting/meet and greet at a park with fun stuff for the kids. Are there older, retired folks who live in your neighborhood? Maybe they could be persuaded to walk door to door with you to meet new residents.
- The good old method of walking door to door with a buddy is always a great way to meet new neighbors and also helps you keep an eye on what's happening in your neighborhood.
- Think about developing an "elevator speech," a short 5-minute chat that you could have with someone you just met in your neighborhood. The elevator speech should talk about what's great about the neighborhood.
- Remember that ultimately, most neighbors want the same things: a clean neighborhood, a safe neighborhood, an attractive neighborhood, and a neighborhood that shows growth economically or otherwise. Use that as the basis of your elevator speech.
- If your budget allows, think about putting together a welcome packet for new neighbors who move into your area. Include pertinent neighborhood contact information, City and

County phone numbers and websites, the location of nearby parks, libraries, grocery stores, etc., and use that as some recruitment for the neighborhood association.

- Remember that not everyone has the same interests or needs. Land use, public safety, economic growth, and neighborhood aesthetics are just some of what people are interested in. Some people may not either have those same interests or may not perceive them as being important. If there is a way you can communicate the importance of development issues or neighborhood safety issues, that's a good way to reach people but also keep in mind that other folks might want to connect with their neighborhood association for the socializing, for the focus on economic growth, or other community-focused areas.
- Establish a community garden if possible.
- Put together a neighborhood art project.
- Set up a little free library or community pantry where folks can share books or other items. This is also another good way to share association information.
- Utilize flyers, newsletters, neighborhood signs, e-mail list, telephone trees, social media, and websites as additional ways to promote your association and the benefits of membership.
- Utilize free ONC monthly neighborhood trainings as learning opportunities and as potential topics of interest for meetings.
- Partner with churches, temples, faith-based organizations and/or non profits in your area. Expand your membership in that way.
- Establish partnerships with businesses in your area to also expand your membership. Businesses may also want to advertise in a newsletter if you have one.
- Use your annual meetings as a fun way to reach out to people. Consider a fun event in your park or at someone's home and use it as a way to promote what's great about your association.
- Collaborate with other neighborhood associations, either that are in direct proximity to you or in other parts of the City. In addition to further expanding networking, you never know who they may know in your area and vice versa. This is another beneficial way to spread information and knowledge.
- Utilize the ONC's eNews and other resources. We promote neighborhood events, give suggestions for guest speakers, connect you with City resources, and much more.

- Use National Night Out as another way to reach people, either by having an event in your neighborhood park, a block party, or a driveway party. Invite City and County departments and consider including the APD horse patrol or AFR fire trucks, which are always a draw.
- Invite the officers of your Area Command to have their shift briefings near or at your meeting locations, both as a way to meet them and as a way to draw attention to neighborhood safety.
- When having meetings, think about timely, interesting topics and see if you can find someone who'd be willing to talk or present. You can also ask your members what topics and speakers they would enjoy having, which is always a draw to meetings.
- Consider jazzing up your traditional meeting location and structure. Instead of a community center, why not a park (weather permitting), someone's nice backyard where you can have a potluck, or even a movable feast event, where you have appetizers at one house, dinner at another house, and dessert at yet another. Obviously you want to do this in a way that is safe and comfortable, but it can be yet another beneficial way to meet people and break the ice.