

MAINTAINING ENTHUSIASM

Keeping Members Interested

Whether your organization is young or old, the possibility that neighborhood spirit and enthusiasm may begin to wane is very real. Here are some preventative measures that can help to preserve your association. Maintaining the interest and enthusiasm of your association is a lot of work, but not nearly as tiresome as it was to form the group! Do not forfeit all of your past efforts--you've come a long way.

- ◆ Meetings should be well-organized. People have volunteered their time, so make effective use of it.
- ◆ Maintain annual membership records and designate a month for membership renewals.
- ◆ Help members find a place in the organization. A list of committees and job descriptions should be made available to every member of the association.
- ◆ New people should always be welcomed. The appearance of cliques should be avoided.
- ◆ Remind members that the quality of their work is important not the quantity.
- ◆ Recognize people for a job well done. Thank them openly at meetings. Have a yearly event to show appreciation for your members' work.
- ◆ Welcome new ideas and input.
- ◆ Organize fun events for your members. This will allow neighbors to become acquainted with one another on an informal basis.
- ◆ Do not burden one person with too much responsibility.
- ◆ Ask individuals what they would like to do to support the neighborhood group and help them in implementing their ideas.

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Recruit New Members

Attracting new members is crucial to keeping the neighborhood associations alive. Here is a list of association survival tips:

DOOR TO DOOR MEMBERSHIP DRIVE

The most effective ways to recruit new members is to have existing members knock on doors and invite neighbors to join the association. Provide flyers or brochures with some brief information about your association.

SIGN UP NEW MEMBERS AT COMMUNITY FUNCTIONS

Community projects and gatherings are great opportunities to meet and recruit new members.

DEVELOP A BLOCK LEADER OR CAPTAIN NETWORK

Block leaders can pass out flyers and newsletters on their block. As they continue this process, they will become acquainted with their neighbors and can encourage them to join the association.

START A NEWSLETTER OR EXPAND THE CIRCULATION OF AN EXISTING NEWSLETTER TO INCLUDE PROSPECTIVE MEMBERS

When local residents read in the newsletter that members of their neighborhood association are involved in an array of neighborhood functions, they will be motivated to become involved.

CIRCULATE SURVEY FLYERS DOOR TO DOOR TO SOLICIT VIEWS FROM NEIGHBORHOOD RESIDENTS

This can be a great source of ideas as well as good publicity for your association. Make your next meeting a brain storming session to discuss the information obtained from the flyer distribution.

KEEP YOUR MEETINGS ON TIME AND TO THE POINT

When new residents come out to a meeting on a specific topic make sure that that meeting is on time and on target. If there is a desire to socialize set time aside after the meeting.

PROMOTE VOLUNTEERING OUTSIDE OF NEIGHBORHOOD MEETINGS

Create a list of volunteer opportunities that neighborhood residents can become involved in. Not everyone can come out to meetings but they may have the time or willingness to help on some neighborhood projects. Also remember that if someone volunteers for something to follow through to see that they get an opportunity to help. Nothing is worse than volunteering for something and then never being called to help.

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Recognize New Residents

We have all been new residents in a neighborhood at one time or another. There is nothing more meaningful than to have a neighbor stop by or call to welcome you and your family to the neighborhood. Your neighborhood association can serve as a neighborhood Welcome Committee for new residents. Such efforts will instill a positive first impression about the neighbors who live there.



Here are a few suggestions on how your association can be effective in welcoming your new neighbors:

- ◆ Establish a welcoming committee.
- ◆ Ask neighborhood residents to be on the look out for new arrivals and notify the welcoming committee when new residents move in.
- ◆ Send a note or letter, or visit new residents to welcome them to the neighborhood. Invite them to your next meeting.
- ◆ Help acquaint new residents with the neighborhood by providing them with a list of local shopping places, parks, schools, restaurants, information about garbage pick up and recycling, etc. To obtain City of Longmont information materials for this purpose, call the Neighborhood Resources Program or the City Manager's Office.
- ◆ Offer new residents a list of the names and phone numbers of their neighbors on their block.

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A Job Well Done!

Active members of the association and local volunteers are special people and should be praised for the time and energy they have given towards making the community a better place. Provide certificates and awards at a special event for your volunteers. Here are some award suggestions:

COMMUNITY VOLUNTEER AWARD

Recognize those special persons who have sacrificed endless hours of their free time.

SPARKLING SENIOR AWARD

The oldest or the most active seniors in your neighborhood can be given special recognition for their involvement in the association's activities.

BEAUTIFICATION

Award the owners of an attractive yard that brightens your neighborhood.

FUND RAISING AWARD

If there is a particular group or person that has helped to raise funds for your organization, let them know you appreciate them.

ACTIVE YOUTH AWARD

Always encourage the youth in your neighborhood and recognize their contributions for the improvement of the community. They are the neighborhood leaders of tomorrow!

TERRIFIC TEACHER AWARD

Poll the youth of your neighborhood to see if there is a teacher who should receive special recognition by your association.

GREAT NEIGHBOR AWARD

To a person who has helped a neighbor over and beyond the ordinary. Nominations could be made by neighbors. Do once a year so that it is special.

HOME OF THE MONTH

Recognize the homeowner that has done an exceptional job of landscaping or making the outside of their home attractive.

BE CREATIVE! TAILOR YOUR AWARD TO THE ACCOMPLISHMENTS OF YOUR NEIGHBORS.

