



# Membership Development and Engagement

Webinar

Presented by

**Susan Harris,**

**City of Orlando Neighborhood Relations Manager**

Tuesday, December 1, 2015

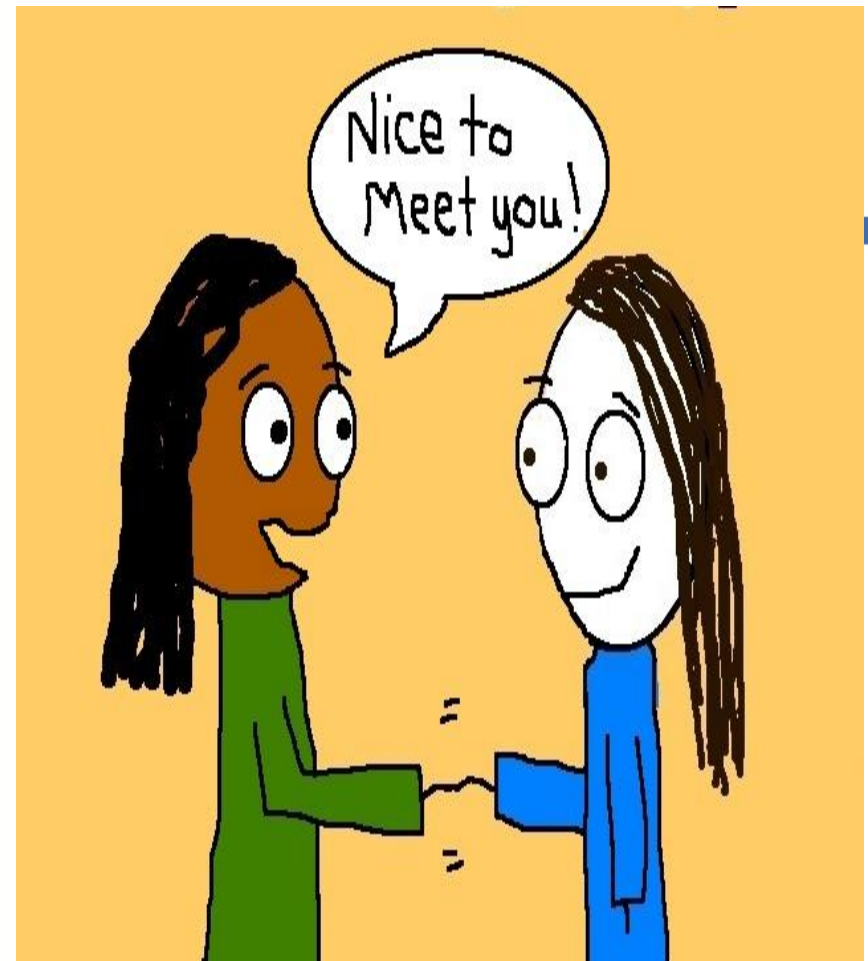
iLead

Getting neighbors  
involved in your  
association

**MEMBERSHIP DEVELOPMENT**

# Neighbors get involved to...

- Meet and get to know their neighbors
- Get to know the neighborhood
- Address neighborhood issues and concerns
- Foster a safe place to raise a family
- Protect the value of their homes



# Value of Associations

- Protect the value of their homes
- Enhance and protect the quality of life
- Strengthen the bond with neighbors
- Create a safer environment
- Host social events to build neighborhood unity and pride

# Value of Associations

- Create a unified voice for the neighborhood, including representing the neighborhood on issues impacting the neighborhood
- Rally neighbors to take part in identifying, addressing and resolving neighborhood issues and implementing neighborhood initiatives

# Value of Associations

- Communicate and partner with government to ensure a livable and sustainable neighborhood



# Membership Development

- **Mission & goals – who are you ?**



1. It's a road map
2. Keeps association on track
3. Defines success

- **Why should neighbors join the association?**

1. How quickly can you answer this?
2. What are the benefits of being a member?
3. Be positive
3. Publish the reasons to join in all association communication tools

# Membership Development

- **What is in it for me? – make it personal**
  1. Personal ask
  2. Get to know your neighbors
  3. Why did they move into the neighborhood?
  4. What do they like about the neighborhood, etc?
  5. Position the association as a forum to accomplish their vision for the neighborhood
- **Use a Membership Committee**
  1. 100% focus on recruiting and engaging new members
  2. Produces a member packet with association information



# Membership Development

- **Promote association successes**
  1. Everyone likes to be on a winning team
  2. Creates and sustains a positive and action oriented image of association
  3. Use association communication tools
- **Have fun & socialize**
  1. Have a Fun Committee – sole purpose is to inject fun into meetings, activities and events.
  2. Host a variety of events that appeal to diversity; family events, mom outings, game night, movie night, first Friday dinners, clean ups/beautification events, etc.

# Membership Development

- **Positive and effective meetings**

1. Meetings may be the first impression of the association- what do your meetings say about your association?
2. Use a Welcome Committee to help meet and greet; assist the Membership Committee with welcoming and hosting new or potential members
3. Start and stop on time; summarize action taken and assignments before adjourning
4. Provide Neighborhood Issue Identification forms for members to submit issues and concerns to the association that are not on the agenda

- **Communicate – Keep me informed!**

1. 24/7 world – make it easy for members to get information
2. Web site
3. Next door
4. Email
5. Social media

# Membership Development

- **Mentor and Coach**

1. Recognize skills, experience - "time & talent" of neighbors
2. Match neighbor expertise with association needs
3. Members may gain new skills and more experience serving in leadership roles and on committees

# Membership Development

## Best Practices

- Board members to visit/welcome new neighbors, share assn., communication tools, invite to the next meeting or event
- Use a Membership Development Committee
- Encourage members to invite nonmembers to the next meeting or event – peer to peer engagement
- Assign specific members to welcome and introduce new neighbors at meetings & events

# Membership Development

## Best Practices

- Make it easy to become a member; create a member packet with association bylaws, dates/times of meetings, list of committees, newsletter, minutes from last meeting, etc.
- Use Internet based communication tools, such as a web site, social media, Nextdoor; we are 24/7 society
- Promote successes – in less than 30 seconds tell me about association successes

Keeping neighbors  
involved in your  
association

**MEMBERSHIP ENGAGEMENT**

# Membership Engagement

- **Be welcoming and inclusive**
  1. Use the Welcome Committee and Fun Committee
  2. Provide name tags for all meetings, activities and events
  3. Use communication tools to share information, thank members, tout value of being a member and successes
- **Productive & positive meetings**
  1. Use a Welcome Committee to help meet and greet; assist the Membership Committee with welcoming and hosting new or potential members
  2. Start and stop on time; summarize action taken and assignments before adjourning
  3. Provide Neighborhood Issue Identification forms for members to submit issues and concerns to the association that are not on the agenda

# Membership Engagement

- Use committees
  1. Communications – newsletter, social media, Nextdoor, web site, event flyers, etc.
  2. Fun – injects fun into meetings, activities and events
  3. Membership – recruits and engages members
  4. Nominating/Leadership Development – identifying future leaders/committee chairs, mentoring and coaching
  5. Projects – addresses concerns and issues
  6. Safety – Neighborhood Watch, emergency preparedness
  7. Social – plans events to promote socializing
  8. Welcome – Meet & greet team at meetings, activities and events



# Membership Engagement

- **Delegate**

1. Before delegating, you need to know exactly what you need done and when
2. Communicate the task to the right committee or individual
3. Provide background; why the task needs to be done, its overall importance, any complications that may arise
4. Get commitment from the committee or individual; it's important to have complete buy-in on the project/task, outcome and deadlines by all involved
5. Grant authority! This is VERY IMPORTANT. Once the tasks and outcomes are defined and there is buy-in by all involved, GET OUT OF THE WAY!
6. Provide support without interfering with how the work is being accomplished. It's okay to have updates throughout the process to make sure the tasks will be accomplished and the outcomes met.

# Membership Engagement

- **Create and use “touch points” or connection opportunities**
  1. Organize activities and events that create a sense of neighborhood, social network, and a livable and sustainable neighborhood.
  2. Help neighbors want to participate, give them opportunities to be a part of the neighborhood, including many opportunities to come together or touch-points, such as:
    - a) Membership meetings, board meetings, annual meetings and committee meetings
    - b) Newsletter
    - c) Website
    - d) Nextdoor, Facebook and other social media platforms
    - e) Social events
    - f) Work events
    - g) Casual opportunities
    - h) Local gathering places

# Membership Engagement

- **Events and socializing**

1. Fun with a purpose
2. Organize activities and events that create a sense of neighborhood
3. Provide opportunities for neighbors to meet each other or catch up with each other is the foundation of building a caring neighborhood
4. Plan events that are size appropriate and achievable and will not overwhelm association resources
5. Host children/youth activities- great way to get parents involved

# Membership Engagement

- **Help each other**

1. Association is in the position to facilitate, recruit and coordinate neighbor teams to help each other
2. Many helping hands make the job/task lighter. In helping out
3. Neighbors get to know one another and feel great about helping someone

- **Cultivate and mentor potential leaders**

1. Neighborhood leaders are salesmen for their leadership position
2. When cultivating leaders, be sure this person has the skills and talent to lead
3. Look for the skills and expertise needed to move the association forward
4. Use a Nominating Committee to identify and recruit future leaders

# Membership Engagement

- **Neighborhood projects**

1. Do projects that build neighborhood pride
2. Neighborhood beautification projects
3. Projects should support the association's mission and address neighborhood concerns and issues
4. Drive home the message that neighborhood issues will only be improved when neighbors step up and do something about them as a neighborhood
5. The City provides grants to assist associations with implement projects to enhance their neighborhood – [cityoforlando.net/grants](http://cityoforlando.net/grants)

# Membership Engagement

- **Be generous with recognition & thanks**
  1. Recognition is its own form of currency
  2. One of the outcomes is ordinary things get done extraordinarily well.
  3. Let people know their contribution is valuable and the impact it has on the association; you'll get even more from them.
  4. Recognition can be verbal as well as written/posted in all of the association communication tools.
  5. It can be certificate, food, or a special memento; a dollar store is a great place to pick up items

# Inexpensive Ways to Say Thanks

1. Thank you for being a red hot volunteer! (Red Hots candy)
2. You're a star in my galaxy! (Milky Way candy bar)
3. You're worth even more to me! (100 Grand candy bar)
4. When it comes to helping out, you're worth a mint! (Peppermints)
5. I'm nuts about you! (Peanuts)
6. You never snicker at my concerns; thanks for being such a great friend!  
7. (Snickers candy bar)
8. Here's a kiss and a hug for all you do! (Kiss and Hug)
9. It's a joy working with you! (Almond Joy candy bar)
10. For all you do, you deserve an extra pay day! (Pay Day candy bar)
11. That was a whopper of an idea . . . and what a great one it was! (Whoppers)
12. You've made a mound of difference! (Mounds candy bar)
13. Thanks for going to bat for me! (Babe Ruth candy bar)
14. This place would be a zoo without you! (Animal crackers)
15. You're a lifesaver! (Lifesavers)
16. You add pop to our association! (Popcorn)
17. You're a star! (Starburst candy)
18. It's a real treat to work with you! (any candy)
19. You are more precious than gold! (gold-wrapped candy)
20. Thank you for staying fresh with your ideas! (Winter fresh gum)
21. Thank you for putting your heart into our organization! (Candy hearts)

# Membership Engagement Best Practices

- Match members time and talent to association needs
- Delegate and get out of the way
- Use committees and let them do the job
- Host a variety of different activities and events to appeal to the majority of your members
- Keep meetings to no more than 1.5 hours – start and stop on time.
- Serve food at meetings, activities and events



# Membership Engagement Best Practices

- Communicate – provide 24/7 access to association information – use a web site and other Internet tools
- A few engagement ideas:
  1. First Friday Dinner – meet at a restaurant in or close to the neighborhood on a specific day of the month, such as the first Friday; invite your membership to come eat-everyone needs to eat
  2. Front Porch Socials – Once a month host a social on someone's porch or in their front yard. Members bring their own drink and an appetizer to share
  3. Roving Social – Once a month, members start on one street and continue to walk to other streets, with each street responsible for an appetizer, drinks, etc.

# Membership Engagement Best Practices

- A few engagement ideas:
  4. Meeting Food/Refreshments – recruit members to bring food and drinks to the meeting; ask senior citizens that don't want to come out at night to bake a couple dozen cookies or a dessert for the upcoming meeting and make arrangements for someone to pick it up – be sure they are thanked at the meeting and in association communication tools
  5. Trash Busters Club – create a youth club of middle and high school youth to meet once a month to pick up litter around the neighborhood for an hour or two and ending with a hot dog lunch
  6. Halloween Parade – have the neighborhood youth dress up and parade down the street ending with treats and light refreshments
  7. Yard of the Month – promote neighborhood beautification by recognizing a great yard in the neighborhood; partner with Home Depot, Lowes or a landscaping company for gift certificates, etc.

# Membership Engagement Best Practices

- A few engagement ideas:
  8. Promote a member's business in the association newsletter to encourage neighbors to support each other – have a committee help select the business to highlight
  9. National Night Out Parties – promoting crime prevention
  10. Monthly beautification workgroups – select a specific day of the month for neighbors to come out for an hour or two to plant, weed, trim areas in the neighborhood
  11. Movie night – show a movie on a garage door or sheet for the neighborhood kids; pop plenty of pop corn
  12. Recruit neighborhood youth to plan events for themselves, such as basketball dunking contest, skate boarding, bike rides, etc.
  13. Encourage neighbors that enjoy crafts, reading or listening to music to get together monthly to share, a book club for the neighborhood could be fun

Neighborhood organization training guides  
and videos may be downloaded at  
[cityoforlando.net/ocnr/ilead](http://cityoforlando.net/ocnr/ilead)

This PowerPoint and the Neighborhood Issues  
Identification Form is posted at  
[cityoforlando.net/ocnr/ilead/webinars](http://cityoforlando.net/ocnr/ilead/webinars)

# Webinar presented by:

Susan Harris

Neighborhood Relations Manager

City of Orlando

Office of Communications & Neighborhood Relations

407.246.2779

[Susan.harris@cityoforlando.net](mailto:Susan.harris@cityoforlando.net)