South Coast Neighborhood Leaders Pilot Training Session
August 10, 2022, 6:00 p.m.
Saddleback High School Technology Room (2802 S. Flower St.)

Agenda

1. Welcome and Ground Rules
   Carl Benninger, Santa Ana Com-Link President and Metro Classic NA leader
   Margarita Macedonio, City's Neighborhood Initiatives and Environmental Services Program

2. Introductions – Group Activity
   Alyssa Ventura, City's Neighborhood Initiatives and Environmental Services Program

3. "Connect First" Graphic & Training Objectives (Margarita)

4. Communications and Outreach Resources (Alyssa)

5. Event and Project Planning Tool - Breakout Groups and Reporting
   Frank Bejarano, City's Neighborhood Initiatives and Environmental Services Program

6. Capacity-Building Plan and its Applicability to your Neighborhood (Margarita)

7. Next Steps & Future Topics (Margarita)

8. How was this session for you? (Frank)

9. Closing (Carl)

CONNECT THEN LEAD

AMY J. C. CUDDY, MATTHEW KOHUT AND JOHN NEFFINGER AT HBR

TWO WAYS WE JUDGE OTHERS

can I trust this person?

can I respect this person?

WARMTH ← leaders need both → **COMPETENCE**

leaders who project strength before warmth run risk of eliciting fear

THE WAY TO INFLUENCE is to begin with **WARMTH**

FACILITATES TRUST, COMMUNICATION and ABSORPTION OF IDEAS

BUILD FOUNDATION OF TRUST FIRST

BEFORE PEOPLE DECIDE WHAT THEY THINK OF YOUR MESSAGE, THEY DECIDE WHAT THEY THINK OF YOU.

ONCE YOU ESTABLISH WARMTH YOUR STRENGTH IS A WELCOME REASSURANCE

"CONNECT FIRST" — AND YOUR LEADERSHIP BECOMES A GIFT AND NOT A THREAT

Sketchnote by: Tanmay Vora | @tnvora | QAspire.com

Increasing Neighborhood Association Membership

One of the most difficult functions for many new (and sometimes old) Neighborhood Associations (NA) is to develop and/or sustain good attendance and participation at meetings. The following are a few tips that might help.

Talk to People in your Neighborhood

The best way to build membership is by personal invitation! Although this can be time consuming, most associations agree that personal contact is sometimes the only way to effectively bring people to meetings. Start a volunteer team of individuals (the more the merrier) who commit to contacting others. Here are three approaches:

1. Friend to friend: Ask members to commit to talking to at least one new person and personally inviting them to the next meeting.
2. Door to Door: Set up a block system to distribute flyers and ask each block "captain" to knock on doors and personally invite neighbors.
3. Telephone to telephone: Establish a contact list and personally call individuals to attend a meeting.

## Contact Other Organizations in your Neighborhood

Networking will strengthen your NA! Enrolling others to help bring new members is the next best way to increase membership. Different groups may share goals. Find out what groups are active. Chances are you have common members. Develop these connections.

- Neighborhood Schools: Ask to speak at your local PTA meetings. Or works with the school administration to identify common issues then hold a joint meeting.
- Faith Community: An informal survey of community organizations suggests a "weak" link between NAs and the faith community. Look for ways to strengthen connections.
- Nonprofit Organizations and Special Interest Groups: Identify these organizations and groups. Let them know what you are doing and look for opportunities to collaborate.

Incentives to Attend

Sometimes you need to provide extra incentives to attract people. Consider having refreshments or offering door prizes. Once you get people there you have an opportunity to give them a reason to come back ex: well run, effective, interesting meeting.
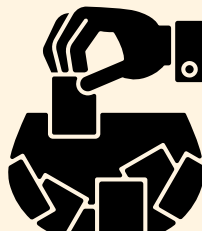
Communication Resources Available to Neighborhood Associations

Printing material for neighborhood events or meetings can be provided upon request from Association chairperson or designated contact. Content cannot express opinions, politics or otherwise. Flyers can be mailed to designated contact for hand delivery, picked up at City Hall or delivered.

- Flyers 8 ½ x 11 on colored paper and black ink
    - Limit 500 pages per event or meeting
    - Flyers can be mailed or picked up
    - Allow one week for design and printing
    - Allow 1-3 days for printing if flyer design provided
- Posters size 36 x 36
    - Limit 3 posters per event on white paper and colored ink
    - Allow one week for design and printing
    - Allow 1-3 days for printing if poster design provided
- Tri-fold brochures

Welcome Packets for New Neighbors

Neighborhood Meeting or Event Notification Assistance

- Mailer notification for upcoming events or meetings
    - Can include up to 4 flyers on colored paper in black ink
    - Limit one mailer per month per neighborhood
    - Allow 2 weeks for envelopes to be printed and mailed to neighborhood list in NIP database
    - Allow 3 weeks for GovClarity list which is all single family homes within the neighborhood
- Constant Contact is an email Messaging campaign
    - Email reminders to Neighborhood list for meetings, events, etc
    - Provide message and attachments
    - If your neighborhood has its own contact list provide an excel file to send to your contacts otherwise email campaign will be sent to contacts in NIP database
- Nextdoor
- Voiceshot Message
    - A recorded voice message can be sent to neighborhood for a meeting or event
    - A script and instructions on how to record the message can be provided
    - Voice recording will be sent to neighborhood contacts in NIP database

Event Planning Template

Event Plan	Lead	Timeline	Resource Needs
★ **Event Vision and Overview:** *(Event Title, Event Date, Event Location, and Event Description*			
★ **Goals:** *(What do you want to accomplish)*			
★ **Event Program:** *(ex. Opening & Welcome Keynote Speakers, Recognitions, Entertainment, Resource Fair, Closing Remarks, etc.*			
★ **Timeline:** *(ex. Planning Meetings Scheduled, Event Flyer, Permits submitted to appropriate agency, Community Outreach, Budget for expenses, Agency/Partner event invitations and confirmations, Evaluation and Debrief of event, etc.)*			

Project Plan Template

PROJECT PLAN	Lead	Timeline	Resource Needs
★ **Program goal:** *(What do you want to accomplish?)*			
★ **Framework & Strategy:** *(How are we going to achieve this?)*			
★ **Objective #1:** *(What are specific actions that will help us meet our goal?)* ★ **Activities:** *(Activities that you engage in to complete your work)*			
★ **Objective #2** ★ **Activities:**			

Santa Ana Neighborhood Capacity Building Plan 2022

Capacity-Building Strategy Areas	Workplan Goals and Activities *(How to build your strategies)*	Baseline *(Starting point)*	Accomplishments and Goals *(Specific, Measurable)*	Short Term Outcome **(1 year)**	Long Term Outcome **(3 year)**	Vision
I. Community Assessment & Analysis	A. Social and Demographic Data B. Identify Priority Issues C. Asset Mapping and Relationship Analysis					example: Residents and leadership team are aware and knowledgeable in identifying community assets and needs.
II. Leadership Development & Succession Planning	A. Membership Recruitment and Retention B. Membership Commitment and Mobilization C. Training and Mentoring					example: Residents develop capacity to be effectively involved in Neighborhood and City Decision Making, Planning and Problem Solving.
III. Organizational Development & Engagement	A. Organizational Structure (Policies, Procedures, Committee Structure, By-Laws, Fundraising Plan, etc.) B. Engagement (Sharing info, engaging team and neighborhood, events, newsletter, etc.)					example: Residents' group is well structured and actively involved in creating a thriving neighborhood association.
IV. Resource Development, Partnerships, & Networks	A. Building Local Resources (Sponsors, In-kind, Business, Nonprofit, Faith-based) B. Relationship Building with Decision Makers C. Networking Activities and Future Partnerships					example: Residents are effective in working together with other groups and organizations and in bringing new resources to their neighborhood.

Plan para Construir Capacidad en Vecindarios de Santa Ana 2022

Áreas de Estrategia	Metas e Actividades del Plan de Acción (*como construir sus estrategias*)	Base (*punto de comienzo*)	Logros y Alcance de Metas (*específico, medible*)	Resultados de Periodo Corto (1 año)	Resultados de Periodo Largo (3 años)	Visión
I. Aseso de la Comunidad y análisis	A. Datos demográficos y sociales B. identificar problemas de prioridad C. Cartografía de bienes y Análisis de Relaciones					ejemplo: Residentes y comité de liderazgo están consientes e informados en identificando bienes de la comunidad y necesidades.
II. Desarrollo de Liderazgo y Plan de Sucesión	A. Reclutamiento de Miembros y Retención B. Comprometiendo a la Membrecía y Movilización C. Entrenamiento y Mentores					ejemplo: Residentes desarrollan la capacidad para ser efectivamente involucrado en Haciendo Decisiones, Planeamiento, y Resolviendo Problemas del Vecindario y La Ciudad.
III. Desarrollo de Organización e Integración	A. Estructura de Organización (Estructura de comité, Politicas, Procederías, Reglamentos, Plan Para Recaudar Fondos, etc.) B. Integración (Compartir información, integración al equipo y vecindario, eventos, boletines, etc.)					ejemplo: Grupo de los residentes está estructurado bien y involucrado activamente en construyendo una asociación de vecindario que prospera.
IV. Desarrollo de Recursos, Asociaciones y Redes	A. Recursos Locales (Patrocinadores, En-especie, Negocios, Organizaciones sin fines de lucro, Comunidades religiosas) B. Construyendo Relaciones con quien hacen Decisiones C. Actividades de Redes y Asociaciones Futuras					ejemplo: Residentes son efectivos en trabajando junto con otros grupos y organizaciones y en trayendo nuevos recursos a s vecindario.