



EVENTS

EVENTS PROVIDE OPPORTUNITIES TO:

- Cultivate volunteers as leaders in your organization.
- Build relationships with local businesses.
- Get word out about who you are and what you do.

EVENT TIPS

- Keep it simple. Make engagement & organization easy. Team up with buddies on event planning.
- Be clear on roles and decision-making processes.
- Have a promotion plan (social, e-news, flyers). Include your logo and website.
 - Rule of 3: Save the date, Announcement, Reminder/s
- Distribute a “fridge ready” calendar of major events at the beginning of the year.
- Designate someone to welcome people and introduce your organization (mission, values, activities)
- Draw people to your table with engaging props and activities.
- Keep fundraising asks general to avoid restricting those dollars.



EVENTS

MORE EVENT TIPS

- Identify rock stars and cultivate them.
- Build momentum: advertise your *future* events (tell them where to find)
- Conduct surveys to find out what people want.
- Keep a steady calendar of engagement, stewardship events.
- Consistency is key – repeat successful events periodically.

EVENT IDEAS

- Concerts have been a huge success in some neighborhoods.
- Schedule weekly (or periodic) neighborhood walks.
- Hold ice cream socials, “date night” movies.
- Trivia Nights, Scavenger hunts for kids, smaller events that draw 1-2 dozen attendees.
- Trash clean-up events.
- Invite service providers (e.g.: housing) to present at general meetings.
- Hold get-to-know-you gatherings to build camaraderie and broaden recruitment.
- Schedule informative talks on topics that interest your community
- Host community debates/discussions/forums on “hot topics”.
- Collaborate events with other NAs



COMMITTEES

COMMITTEES PROVIDE OPPORTUNITIES TO:

- Cultivate volunteers as leaders in your organization.
- Mobilize your neighborhood around issues you care about.
- Meet people where their capacity and passions are.
- Get word out about who you are and what you do.

COMMITTEE TIPS

- Establish meeting ground rules and expectations.
- Be clear on roles and decision-making processes.
- Set a regular meeting schedule and advertise it.
- Promote and recruit on social and through your e-news.
- Share accomplishments at NA board and/or general meetings.
- Use annual elections to promote committee accomplishments.
- Committees can have board liaisons who don't have to serve on the board.



VOLUNTEER ENGAGEMENT

- Supercharge volunteers by recognizing them and rewarding them
- Promote opportunities at local businesses and get donations as perks for volunteers
- Collaborate with businesses to promote each other's events on social media.
- Recruit through E-Newsletters. Have a Pop-up on the website for folks to subscribe.
- Use Nextdoor to get the word out about events, speakers, etc.
- Use printed newsletters delivered door-to-door by volunteers including planned events and what the NA is doing.
- Build a resource library around various topics of interest.
- Place flyers in local businesses and engage with neighborhood small businesses.
- Engaging renters / apartment tenants can be challenging. Utilize targeted messaging to engage and create a welcoming space.