

Building Membership & Participation in Your Neighborhood Association

Benefits of Expanding Membership and Working for More Membership Diversity

- More representative of the full community
- Increased community support
- Different opinions considered leads to better decisions
- More talent, and more varied kinds of talent, at your disposal
- More diverse contacts and connections: new community relationships spark new community initiatives that might never have otherwise existed
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Identifying New Participants – Asking Yourself the Right Questions

- What are the sectors of your community?
- Who are the folks in those sectors?
- Who are potential new members? Be specific!
- Can you make a pie chart of the groups that make up your neighborhood? Families, singles, homeowners, renters, elderly, empty nesters, businesses, schools, churches, hobby groups, organizations, clubs, government groups, more?

Think of Members as Stakeholders in Your Organization... and Identify Them!

Brainstorm – Who could become involved in your neighborhood association?

Collect categories and names from all sources in your neighborhood – consult with individuals, businesses and organizations.

Get more ideas from stakeholders as you identify them.

Understanding and engaging stakeholders can be tremendously helpful to your effort, but only if it results in their ownership of the concept of a neighborhood and their long-term commitment to it.

Prepare to Gain Stakeholder Participation and Support

- Understand who they are.
- Understand the nature of their interest in the effort.
- Invite their involvement.
- Address their concerns.
- Demonstrate how the effort will benefit them.

References: *How to Recruit People to Your Organization* by Michael J. Brown; Publisher, M.J. Brown (1994)
<http://ctb.ku.edu/en/table-of-contents/participation/encouraging-involvement/increase-participation/main>