*Whether vaccinated or not, if you’re planning to gather with community members, think about what you can do to help keep yourself and your loved ones safe from COVID-19. Washington Department of Health offers the following guidance in a multitude of languages:*

[*https://coronavirus.wa.gov/information-for/you-and-your-family/safer-gatherings*](https://coronavirus.wa.gov/information-for/you-and-your-family/safer-gatherings)

You will be planning several great activities for your neighborhood, so don’t keep them a secret. Publicizing events and meetings will help others in the neighborhood join you in your efforts and take part in making a difference.

Publicity is also an easy way to increase membership in your association. There are different sources that can be used for publicity that groups should take advantage of. A good publicity network is important to make people aware of activities and projects and to keep members informed.

# Audience

Consider including people from the following list and any organizations, groups, or places that make your neighborhood unique. Build working relationships with these groups.

* Schools (elementary, middle and high) – the parent teacher organization and school staff.
* Faith-based organizations, faith leaders.
* Nonprofits, community-based organizations, boards.
* Scouting group leaders.
* Lodges, fraternal organizations.
* Local business owners and employees.
* Business associations, Chambers of Commerce.
* Labor organizations.
* Local professionals (doctors, real-estate agents, etc.).
* Cultural centers and organizations.
* Local government leaders.
* Long-time residents (people with a sense of the area’s history).
* Childcare providers.
* Newspaper editors/neighborhood blogs.
* Online platforms such as [Nextdoor](https://nextdoor.com).

# Whatever means you use to gain visibility, try to consistently provide or make available this information:

* The name of the organization.
* Its basic mission.
* Its boundaries.
* Any membership requirements or dues.
* Meeting schedule and location.
* Full contact information of a designated organization contact.
* A very brief list of activities and/or committees.

# Flyers

Flyers can be used for any activity, project, or goal. Some tips to keep in mind are:

* Keep wording bold enough to see from a distance of ten feet.
* Design one and photocopy the rest.
* Ask for permission to post flyers in markets, laundromats, schools, stores, or any other place frequently visited by the people you are trying to reach.

Free flyer layout resource: [www.canva.com](http://www.canva.com).

# In Person Outreach

## Community Gatherings

Community gatherings or other events are also a great way to recruit new members. Sponsor a booth at a community festival or event. This provides an opportunity to talk to people in your area. Have membership sign-up sheets available. You can also have information packets about the group to hand out.

## Going Door-to-Door

Going door-to-door is a great way to meet neighbors and spread the word about your organization and upcoming events. Traveling in groups of two can help make this task safer and go by faster. Make sure to bring flyers with you to leave behind if someone is not home or with people who you talk to.

## Designate Block Captains

## Block Captains can pass out flyers and newsletters to prospective new members, welcome new residents, serve as a sounding board for specific problems or issues on the block, and organize volunteers to help with activities they might be interested in.

# Online Presence

Many people have access to the internet, making it a great place for your association to publicize events. You can build a homepage for the association and post current issues, an association calendar, and an email address so the association can be contacted. It’s a good idea to have a group of people share responsibility for a group’s online platform, because it can be hard for one person to keep information up-to-date.

Website/Blog Resources: [www.facebook.com](https://www.facebook.com/), [www.wordpress.com](https://wordpress.com/), [www.squarespace.com](https://www.squarespace.com/)

Online City Resources: [communityconnector.seattle.gov](http://communityconnector.seattle.gov/)

Beginner’s Guide to Social Media: [www.moz.com/beginners-guide-to-social-media](http://www.moz.com/beginners-guide-to-social-media)

# News Releases, Public Service Announcements

News releases are used when you want give information about an event to the public, such as a neighborhood cleanup or election of officers. Public Service Announcements (PSA) can also be used when you want to announce an event.

When writing a news release, keep the following in mind:

* News releases should be one typewritten, double-spaced page.
* Your first paragraph should include who, what, when, and where. Following paragraphs should provide details and background.
* Include information for a contact person: name and phone number.
* Include a “release date” and “do not use after” date.
* Send a copy of the news release to neighborhood blogs, regional news sources, involved parties and anyone else you want to be aware of the event at least two weeks ahead of time

## Public Service Announcements

When writing a Public Service Announcement (PSA), follow the same format as a news release except for the following:

* PSAs are shorter than news releases, maybe only a paragraph.
* When sending a PSA to a radio station, be sure it can be read in 30 seconds (7 or 8 lines) and attach the details and background on a separate sheet.

# Logos

Designing logos can be fun and can bring members together when an image is associated with the group. The logo can be simple, such as an attractive way to display the group’s name. The logo should be unique to the group so it can have a maximum impact.

## Buttons, T-shirts, and Decals

Once the group has a logo, you can transfer it to T-shirts, decals, and buttons. They can be sold for fundraising or distributed to volunteers. Using these items can also increase awareness of your group around the city.

Material adapted from the City of College Station Neighborhood Services’ *My Neighborhood* Manual and Lincoln, Nebraska Urban Development Department’s *Neighborhood Association’s How To’s*.