

Strangers into Neighbors

Engaging the Masses for the Long Haul



[Eric:]

Good morning, everyone. On behalf of the Palm Springs delegation to NUSA 2015, I welcome you to “Strangers Into Neighbors: Engaging the Masses for the Long Haul.”

At this workshop, we’re going to share a technique — a marketing technique, really — that will enable you to look at the projects and activities for which you’re responsible from different perspective. It’s a perspective that will allow you to appreciate their deeper appeal to volunteers. This can allow you to promote your activities in a manner that will engage more people, keep them engaged longer, and rekindle the spark in members and volunteers that may have lapsed.

We’ll do this by first by presenting the concept, then providing an overview of Palm Springs’ programs. But we’re not presenting these programs as models for your cities. Rather, they will be used as a way to show examples of the concept in action. After the examples, we’ll do a few interactive workshop exercises where you’ll have the opportunity to work with the technique yourself.

Who are we?



- ONI
Palm Springs Office of Neighborhood Involvement
– Lee Bonno



- ONE-PS
Organized Neighborhoods of Palm Springs
– Greg Gilman
– Eric Chiel

I’m Lee Bonno. Director of Neighborhood and Community Relations for the City of Palm Springs. I’ve been with our City’s neighborhoods program since its infancy overseeing the formation of neighborhood organizations. Currently we have 39 neighborhood organizations. They meet monthly as a group called “ONE-PS” or “Organized Neighborhoods of Palm Springs.”

I’m Greg Gilman and I’m a volunteer with ONE-PS and a co-Chair of its Communications Committee. I also Chair a neighborhood organization called “Tahquitz River Estates” that encompasses approximately 1200 homes.

I’m Eric Chiel and I Chair the Twin Palms Neighborhood Organization in Palm Springs. I’m on the Executive Board of ONE-PS and co-Chair, along with Greg, its Communications Committee.

Who are you?

- Cities large and small
- Single- and multi-neighborhood responsibilities
- City- and public-service support professionals
- Neighborhood residents and city staff
- Need to attract and retain volunteers
- Principles are universally applicable

[Greg:]

Okay, so that's who we are. When we received the first list of people in our workshop I thought it would be good to know a bit about the people who signed up for the workshop.

I took advantage of the internet to go to your city websites, and see if I could find out a little about your neighborhood programs. Sometimes I found a great deal about neighborhood programs, and for other cities, I didn't find too much.

Very interesting study. Guess What? We are all different! We have towns and cities that range in size from the 14,000 population of North Adams, Massachusetts to the 2.2 Million people here in our host city, Houston. Palm Springs happens to be toward the lower end of the list. Our full-time population is only about 46,000 people.

I found some amazing programs that you are doing all over the country, which I hope that you are sharing with everyone.

Who are you?

- Cities large and small
- Single- and multi-neighborhood responsibilities
- City- and public-service support professionals
- Neighborhood residents and city staff
- Need to attract and retain volunteers
- Principles are universally applicable

Many of us represent a single neighborhood organization, like the Dahlman Neighborhood Association, in Omaha, Nebraska.

Or multiple neighborhood responsibilities like the Tulsa Neighborhood Alliance in Oklahoma with hundreds of neighborhoods.

Some of us are volunteers.

Some of us work with city departments or other groups that provide services to our neighborhoods, like the Syracuse Housing Authority in New York, or Grants Management in Compton, California.

So, it's obvious that our group this morning reflects diverse needs, experiences, and resources.

But that hardly matters. We are all here to stimulate enthusiasm for our programs. So we are going to make the assumption that everyone is here because of the need to attract and retain volunteers. We are looking for perhaps a new approach of looking at what we do.

Why are we here?

- Attract new people to an organization
- Maintain interest and increase participation of established members
- Prevent burnout of the most-active
- Re-cultivate lapsed members

Why are we here?

This is not a deep metaphysical question. This is a really practical question. What would we like to take home with us as practical information? What needs do we all have in common that will help us engage the masses for the long haul?

- **We're here to share an approach to help you build an organization that sustains and grows.**
- **A way, perhaps, to attract new people to the organization.**
- **To maintain the interest and increase the participation of the established members.**
- **To help prevent burn-out of some of the most active members, and perhaps to revitalize the interest in lapsed members.**

So hopefully we have something for everybody.

How will we do that?

- Learn some motivators that underlie our programs
- Identify motivators in your programs
- Promote those motivators to volunteers

[Eric:]

So our group this morning reflects diverse needs, experience, and resources, but the one assumption we're making is that everyone is here because of the need to attract and retain volunteers. And the good news is: The principles we're going to talk about can be effective no matter what your city size, the task you're facing, or any other factor.

As I mentioned before, more than anything else, this is an exercise in marketing. It's a marketing technique that will help you understand the range of motivators that underlie actions. It will help you identify those and other motivators in your own programs do you can promote those programs from the perspective of your potential volunteers.

The Bottom Line

It's not about the activities.

*It's about how those activities
nourish your volunteers.*

The bottom line is this — and this is probably the most important thought of the entire session:

To spark interest in potential recruits, to sustain interest in established volunteers, and to rekindle interest in those that have lapsed, remember that *it's not about the activities themselves, but about how those activities make your volunteers feel, how they're nourished and rewarded by them.*

This is what will keep them coming back for more! This is how to attract people for the long haul.

Why am I here...?



Let's start with an interactive exercise.

Answer the question Greg raised earlier: **Why are you here? That is, why are you taking the time and going to the expense of attending NUSA?**

I'll go first. I'm here because I enjoy learning from those that can help me do my job better. I'm also here because I enjoy public speaking, and enjoy getting to know people and sharing my perspectives and experiences with them.



OK, now some of you. Why are *you* here?

[call on several people to evoke their core desires for being here]

Notice that no one said anything like “I had nothing else to do this week,” or “My boss paid me to go,” or “I really like Houston.” Now, you may, in fact, *really like Houston*, but you would have attended no matter *where* the conference was held, right? So none of those things really were your primary motivators.

What we did hear was things like: “I want to learn from others,” “I want to improve my city,” and “I want to more-effectively help my neighborhood.”

In other words, we’re all here because of some very specific benefits that work as personal motivators for us.

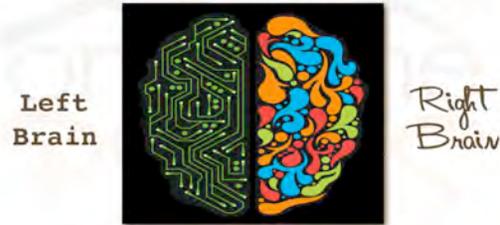


Here’s a list of personal motivators, but there are many others. These are some of the most powerful reasons we participate in any of our activities — particularly our *volunteer* activities.

So even though you may not have had anything to do this week, or even if you are here as part of your job, or even if you love Houston, there are *additional* reasons — very personal reasons — why you’re here. And those tend to be powerful motivators.

Let’s look at this another way...

Left Versus Right Brain



Let's reintroduce a concept you're probably already familiar with:
The discovery that the left and right sides of the brain operate a little differently from each other.

Two Sides of the Brain

| Left Brain | Right Brain |
|---|--|
| <ul style="list-style-type: none">• Analytic processes• Logic• Linear thought• Facts• Language• Science• Math• Following procedure | <ul style="list-style-type: none">• Imagination / creativity• Visual• Intuition• Holistic thought• Art• Music• Emotion |

The left hemisphere of our brain is the business side. It excels at analysis, logic, managing facts, use of language, linear thinking, science and math, and following procedure.

The right side of the brain specializes in tasks a little less regimented. It's better at looking at the big picture. It's the center for creativity and imagination, it's intuitive and emotional and artistic.

Left Versus Right Brain

Left
Brain



Right
Brain

Left Brain. Right Brain.

Left Versus Right Brain

Left
Brain



Right
Brain

Left Brain. Right Brain.

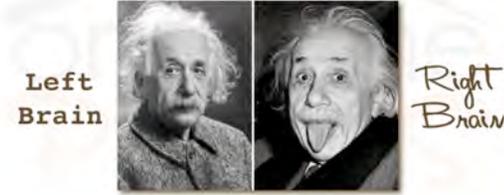
Left Versus Right Brain



Left Brain. Right Brain.

(The gentleman on the left is Walt Disney's brother, Roy. He was the financial officer and deal negotiator for the company guided by Walt's creative spirit.)

Left Versus Right Brain



Left Brain. Right Brain.

How is this relevant?

- Organizations are left-brain self-promoters
 - Who, What, Where, When
- Ignores right-brain emotions and aspirations of people
 - Achievement, Recognition, Growth, Companionship, Problem-Solving

What does this have to do with neighborhood organizations and their ability to recruit and keep members motivated? Just this...

Organizations typically promote themselves and their programs in a linear, business-like, emotionless fashion. This is who we are. This is what we do. This is when we do it. This is what happened.

All important stuff, but totally one-sided. It ignores the left-brain needs of potential contributors to your effort. It doesn't consider the emotions or the aspirations of potential recruits or those already in your ranks. It overlooks things like achievement, recognition, growth, companionship, and problem-solving.

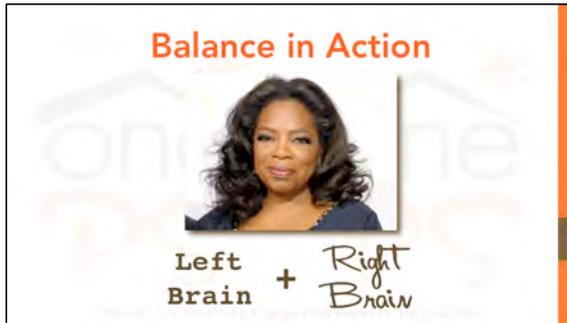
But...

Find the Balance



To attract new recruits, and to help hold onto current volunteers for the long haul, it's useful to find the balance between left and right, and to integrate the two in your communications.

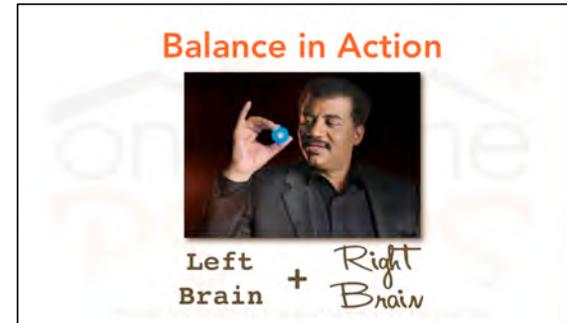
Some of our most successful and influential people became that way because they embody that balance. For example...



Here's the country's most successful business woman who built her empire from scratch. Tell me some words that describe her...

[evoke words that exemplify both the left- and right-brain qualities]

Oprah couldn't have gotten where she is in an extraordinarily competitive, high-risk/high-reward industry unless she were able to prove herself an effective practitioner of the left-brained business end of her enterprise. But the following she developed — at a time when mass audiences were beginning to shrink — relied heavily on right-brain principles. She built her empire on emotion and compassion and relationships.



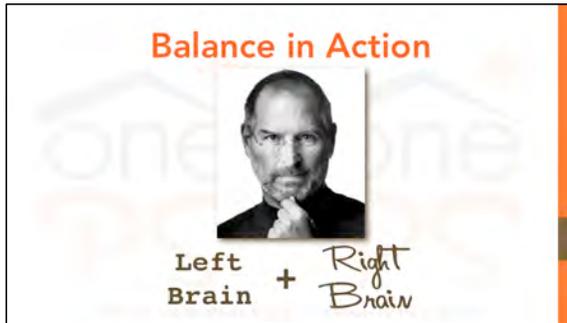
Here's another example of a single individual that embodies both left- and right-brained qualities.

Consider this: How many living astrophysicists can you name? The list for most of us is very short, but Neil deGrasse Tyson is probably first on the list, if not the only one on the list.

Tell me some words that describe him...

[evoke words that exemplify both the left- and right-brain qualities]

Here's a field of science and math that can be exceptionally left brained. But Neil deGrasse Tyson's name is better known than just about any other because he successfully communicates his left-brain knowledge through right-brained techniques — emotion, passion, creativity and imagination, and by using compelling visuals.



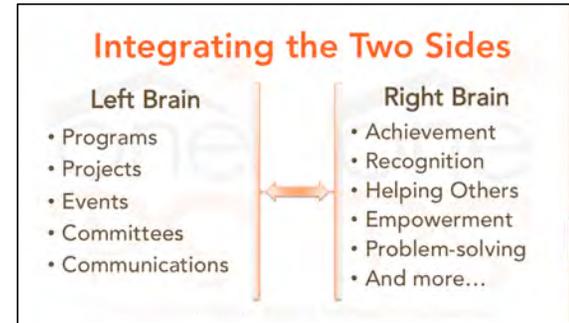
Now, name the founder of a company that grew in less than 40 years from an operation in a garage to the world's largest and most successful company. Tell me what you know about this man...

[evoke words that exemplify both the left- and right-brain qualities]

How did Steve Jobs become so successful? He was able to combine a left-brained sense of business and marketing dynamics with right-brained creativity, imagination, insight, and intuition. And to this day, the company he built still integrates extraordinary business acumen with a deep understanding of how the mind of their customers — and potential customers — works.

Some of you may recall that in 1983 Steve Jobs hired the former President of Pepsi-Cola to head Apple. When the job offer was all about salary, bonuses, stock options, and vacation time, John Sculley refused it. This was before the Macintosh, so why would he want to leave Pepsi for a four-year-old company that just came out of a garage!? Steve Jobs final appeal was saying: "Do you want to sell sugar water for the rest of your life? Or do you want to come with me and change the world?"

Did it work? Well, John Sculley was the Chairman, CEO, and Chief Technology



What does this mean to us? Well, this approach obviously works for businesses but it can also help organizations like ours recruit people for the long haul.

It's a way to make our work more appealing and more *broadly* appealing by integrating right-brain qualities into our left-brain communications.

In other words: To appeal more broadly and more deeply, appeal to the right brain, as well as the left.

People want to achieve and be recognized for it. Many of us like to work with and help others. We enjoy a sense of authority and many of us are problem-solvers.

This is the way we need to sell our programs.

What's our currency?

To Attract and Retain Volunteers,
Our Only Currency
Is Our Ability to Provide Volunteers
Rewarding Experiences

The bottom line is this: As representatives of volunteer organizations, we generally don't use financial incentives to motivate people. We don't pay salaries or give bonuses. We can't reward people with vacation time or confer stock options.

The only currency we have is our ability to provide rewarding and fulfilling experiences. That's what will attract people. And that's what will keep them coming back for more.

And it starts with the way you perceive your own programs and how you promote them.

Motivators

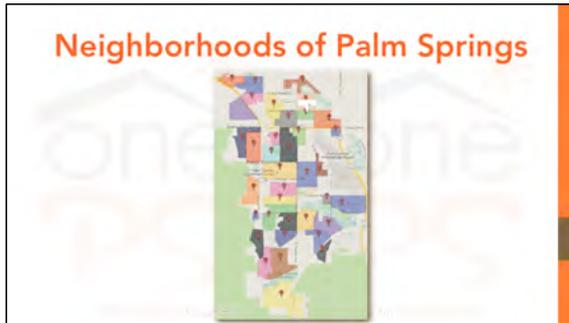
- Achievement
- Recognition
- Creativity
- Growth
- Security
- Self-Esteem
- Authority
- Working as a Team
- Supervising/Guiding/Helping
- Make a Difference
- Varied/Interesting Work
- Pleasant Working Environment
- Challenge/Stimulation
- Sense of Identity
- Sense of Belonging / Pride of Association
- Empowerment
- Responsibility
- Independence
- Problem-Solving

So how do we identify the motivators in our programs? Before we get to our workshop exercises where we'll do this for yourselves, Lee and Greg will show some examples of Palm Springs programs, focusing on the kinds of benefits we promote for those programs and that keep our volunteers coming back.

Once again, keep in mind as you watch these that we're not necessarily recommending you recreate the programs themselves. We're just using them as examples to show the underlying right-brain appeal inherent in *any* program — including those for which you're responsible.

After these examples, we'll do an exercise that will enable you to identify your own personal motivators.

Lee...



[Lee:]

Encouraged by existing neighborhood organizations, our City Council adopted an ordinance in 2005 that established the Office of Neighborhood Involvement.

Among other things, the 13-page ordinance outlines the criteria and process to establish a recognized neighborhood organization.

All pretty left-brained stuff.

We started with eight neighborhood organization in 2005, and as of last week, we have 39 — with more forming.

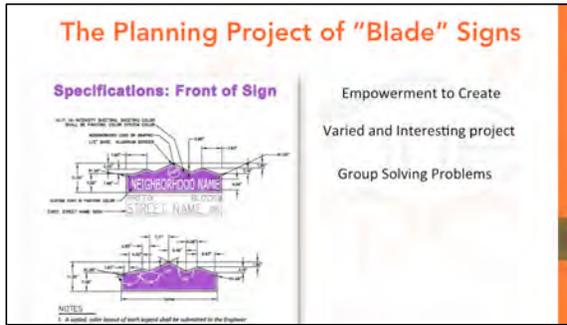
But we don't go out and solicit residents to organize their neighborhoods; rather, people come to us.

So why, when the sun is shining and the swimming pool is calling — or when it's too hot to go outside — do people want to organize their neighborhoods and put a formal structure in place?



How about: "We want what *they* have?". In other words, a program that appeals to those motivated by recognition.

In 2008 we started a neighborhood identification program whereby neighborhood organizations could design "blade signs" that the City would affix to the top of the street signs in their neighborhoods.



For the left-brain people, we came up with an application process, and dimensions and detailed technical specifications for the signs.



But the right-brain creative people have a field day with this project. The groups come up with their own designs, colors, and type faces.



People take pride in where they live, they want to be on the map and one way they can show off that pride is with signs marking their neighborhoods.



More than just a “feel good” exercise, the process provides a basis for building relationships between neighbors as they work together to create an identifying icon for their neighborhood. And then they work together to raise the money to buy the signs.

For those motivated by achievement and recognition, a sign unveiling party is the best way to celebrate and acknowledge those who made it happen.

Neighborhood Blade Signs



And then, of course, it's time to celebrate with a themed cake.

Neighborhood Participation in a Parade



On the first Saturday night in December, Palm Springs has its Festival of Lights Parade. It's a big parade for us, with probably 100,000 spectators.

Neighborhood Participation in a Parade



Neighborhoods
Commandeering
Large Festival Balloons
Achievement

Five years ago we decided to add giant, helium-filled balloons, similar to the Macy's Thanksgiving Day Parade, but not quite.

Neighborhood Participation in a Parade



Varied and Interesting

We needed people to escort these balloons along the parade route, pulling them down from time to time so they could pass under the traffic signals and other immovable objects that spanned the parade route.

The first year we got students from the high school. Which was OK, but I ended up taking attendance so they could get class credit and, well, you know some of the challenges of organizing high school kids — especially when you don't know their names or their parents.

Neighborhood Participation in a Parade



A Real Reason
To Celebrate Working Together

So the next year we asked our neighborhood organizations if they would adopt the balloons — and like helium, they rose to the challenge.

In 2014 we had 10 balloons and about 100 volunteers. We give them gloves and scarves and a banner that precedes their neighborhood balloon wranglers and they provide us with a short script about their neighborhood that the announcers read as they make their way along the parade route.

Neighborhood Participation in a Parade



Working with others

The left-brain people see this as an opportunity to plan the best way for getting from point A to point B, but the right-brain people see an opportunity to be creative and have fun.

The neighborhood with the candy cane balloon added music. “The Candy Man” played from a speaker pulled in a wagon as those not tethered to the balloon handed out candy canes to the kids along the parade route.

Neighborhood Participation in a Parade



Recognition

The Los Compadres neighborhood got decked out with cowboy hats while another neighborhood wore elf ears. We even have one neighborhood that graduated from balloon wrangling and built a float that it enters in the parade.

Neighborhood Participation in a Parade



This year the call for balloon wranglers went out and in less than a week we had commitments from 10 neighborhoods with one group saying they're working on hats with dreidels.

Creating a Picnic for the Community



Physical Environment
Good working atmosphere
Varied and Interesting

Early on we wanted to create an event that celebrates the efforts of volunteers who improve their neighborhoods, and as a result, improve our community — a signature annual event to bring together *all* our neighborhoods.

A Picnic for the Community

An activity which motivates:

- Working with others in the community
- Solving Problems
- Recognition

We decided to host an annual picnic which is free to everyone living within our program's organized neighborhoods, as well as to any other Palm Springs residents interested in forming neighborhood organizations where they live.

A Picnic for the Community



Yum!...
Tastes Good!

One of the biggest draws at the Picnic (other than free food, that is), is the Community Expo.

A Picnic for the Community



Motivates City Departments

Community Recognition



Helping Others

City departments, organizations and nonprofits, and businesses are invited to set up a booth and provide information about their products, programs, and services.

A Picnic for the Community



Neighborhood Organizations are Motivated:

- Working with others
- Recognition
- Empowerment

Several of our neighborhood organizations saw the benefit of having a booth as a way to promote themselves and recruit new members.

A Picnic for the Community



Neighborhood Organizations are Motivated:

- Working with others
- Recognition
- Empowerment
- Good working atmosphere
- Solving Problems (And, of course)
- Achievement!

It's a great opportunity to let others know what they are doing and receive recognition for their achievements.

A Picnic for the Community



City Pride

Achievements

At this year's picnic, we celebrated the 10th anniversary of the establishment of the Office of Neighborhood Involvement. A highlight of the picnic was when the group originally called the Palm Springs Neighborhood Involvement Committee officially changed its name to "ONE-PS" — Organized Neighborhoods of Palm Springs.

A Picnic for the Community



With about 1,000 people attending this year's picnic, 65 expo booths, and a program of events on the grounds and on stage, those who planned the picnic achieved a logistical left-brain milestone...

A Picnic for the Community



And



A whole lot of fun!

...while everyone was provided a very right-brained reason for celebration. And a whole lot of fun!

Neighborhood Police Officer Program



A pair of officers are assigned to each of our neighborhood organizations

Good Working Atmosphere

Quality of life and safety are key motivating factors in many neighborhoods.

One of our most successful programs is our Neighborhood Police Officer Program.

Neighborhood Police Officer Program



Working with Others

When a neighborhood organizes, we inform our Police Department of its borders and they assign a sergeant and two officers to that neighborhood.

Neighborhood Police Officer Program



Attend Neighborhood Meetings

Solving Problems

Now, we aren't going out and hiring more officers every time we get a new neighborhood. But we are more closely defining our City's six police beats to reflect our neighborhood boundaries.

Neighborhood Police Officer Program



Becoming Familiar
with our
Neighborhood Officers

These officers provide their contact information to the neighborhood's representatives and attend their meetings to discuss crime trends and crime prevention methods. Crime mapping is done using the individual neighborhood boundaries.

Neighborhood Police Officer Program



Police addressing Local Issues

Residents become familiar our officers and more comfortable calling the department's non-emergency phone number and when they should use it. They get to know their officers and build working relationships with them.

Neighborhood Police Officer Program



Police Demonstrations of
Techniques for Protection

Achievement

Recognition

Demonstrations are given for the neighborhoods, and in turn, neighborhood organizations have donated to certain police programs.

Neighborhood Police Officer Program



Police Presence at
Neighborhood
Functions

Our Police Department is always present at our annual picnic and our community police officers work with the neighborhoods to set up Neighborhood Watch programs.

Neighborhood Police Officer Program



Great Relationship with
the Police

Safety

And

Security

Those who are motivated by safety and security and problem-solving can be rewarded with an active working relationship with our Police Department.

Other examples, Greg...?

Architectural and Horticulture Organized Home Tours



Creativity

Empowerment

Challenge and
Stimulation

Financial Reward

[Greg:]

As a resort city, Palm Springs has a real advantage in that people visit us to enjoy what is here. For example, we live in a city that many people recognize as a Mecca for Architecture.

In the early 1900s, many of the first visitors to our area came here to cure respiratory illnesses and they fell in love with the climate. For most of the country back then, Southern California was distant and exotic, so it was generally the wealthy that could afford the time and expense to make the difficult journey.

Architectural Home Tours



Long story short, they came and brought with them their lifestyle, which included their own architects who were well trained from all over the world.

We have been left with a 100-year heritage of diverse and distinctive architectural styles.

Architectural Home Tours



The most popular style at the moment is what is now known as “mid-century modern” architecture.

Architectural Home Tours



We annually celebrate our mid-century architecture during what is called Modernism Week — actually 12 days of everything having to do with modernism.

Architectural Home Tours



Around 20 of our neighborhood organizations have capitalized by holding architectural tours featuring their neighborhoods, and by keeping a portion of the funds for the treasuries.



The organization of these tours incorporates many left- and right-brain activities.

Homes need to be chosen, maps and brochures need to be created, activities need to be planned, advertised, and marketed.



Each of the neighborhoods depends upon dozens of volunteer docents to assist in keeping an eye on the properties as well as to point out sites of interest.

Architectural and Horticulture Organized Home Tours



Enjoying the
Physical Environment

If one is successful, then a great deal of money is earned by the neighborhood to fund neighborhood activities.

But also, it provides the neighborhood a chance to give back to the city in grants, and *giving back* is a great motivator, as well.

Horticultural Home Tours



Because of the nature of the desert, the art of landscaping has become a passion, particularly with the extreme drought conditions in the West.



We take advantage of this with horticultural tours of our homes.



The same planning and cooperation is required for these tours as the architectural tours.

Home Tours Support Grants



Because of
neighborhood
financial gains, you
have an ability to grant
gifts back to the City

This leaves the neighborhood with the enviable ability to grant gifts back to the city in the name of their organization.

Architectural and Horticulture Organized Home Tours



Recognition
Achievement
Making a Difference
And sure feels good

Grants have been given to the Police Department, Fire Department, Animal Shelters, municipal projects, and local schools.



We have the rare advantage of instead of taking from the City, we have the privilege of giving back to the City.

The planning and the execution of these tours generate a huge benefit and instills pride in our neighborhoods. Each neighborhood will have as many as 100 people involved! At the end, they cannot wait to volunteer again the next year — and bring their friends. We have found that these tours also increase property values as neighborhoods are “discovered.”

As a large group effort the accomplishment is felt around the whole city.



We have a wash at the foot of seasonally snowy mountains that cuts the city into north and south.

In the 1930s, one of the “Founding Mothers” of Palm Springs had a dream to transform an unkempt area adjacent to this wash and right in the middle of what is now the City of Palm Springs.

Tahquitz Creek Yacht Club



Tahquitz Creek
Yacht Club
Committee

To do this, the Tahquitz Creek Yacht Club was established in 2006 by four neighborhoods.

Now, there are no yachts in Palm Springs. There are no docks or even navigable waterways. The name is the tongue-in-cheek handle for a citizens' group created to develop the Creek into a recreational experience for residents and visitors to enjoy.

Tahquitz Creek Yacht Club



The dream was to transform this neglected desert into a park of natural beauty for everyone to appreciate.

Tahquitz Creek Yacht Club



Maintained by all
On a regular basis

With an eye to the future, the four neighborhoods maintain what is used by bicyclists, trekkers, dog walkers, joggers, and unfortunately, the homeless.

Tahquitz Creek Yacht Club



The Work is Shared
by:

Neighbors

By organizing monthly activities involving not only the neighbors but other civic organizations, they gather monthly to maintain the wash and address its accumulation of trash, graffiti, and homeless encampments.

Tahquitz Creek Yacht Club



Youth Organizations

Once a month, even throughout the heat of the summer months, they are there.

Tahquitz Creek Yacht Club



Maintenance
And
Upkeep Shared by
4 Neighborhoods

Ultimately the design will respect the area's unique regional importance, connecting people to downtown, the mountains, the Indian Canyons, and the trail heads.

Tahquitz Creek Yacht Club



Other Civic
Organizations

And the beauty shines through, while we wait for the project to be realized and the dream to come true.

Tahquitz Creek Yacht Club



For the use of the
Entire City
A very worthwhile
achievement

The people are motivated by any number of things, ranging from working together, problem solving, growth, nature, and in particularly...

Tahquitz Creek Yacht Club



...making a huge difference to City.

Sponsoring Candidate Forums



Every few years, citizen exercise their right to examine its issues and city leaders. To help inform the electorate, Candidate Forums are held sometimes by the press, sometimes by the merchants, and sometimes by a political party with an agenda.



Candidate Forums

Presented by the
City Neighborhood
Organization

A neighborhood organization, which consists of all of those elements and more, is the perfect sponsor for a Candidate Forum. A neighborhood organization potentially can present all sides of an issue because it represents all aspects of the city.



Candidate Forums

Meeting the
Candidates

A forum offers a chance to meet the candidates, and learn what they have to say about our neighborhoods, our downtown, and our community issues.

Candidate Forums



A non-partisan way to present information

A neighborhood organization can approach this as an informational program by gathering questions of all its members of various economical and political needs and concerns, all over the city.

Candidate Forums



Inviting the neighborhoods to submit questions

These questions would then be asked of the candidates in a fair and non-partisan way. People who submit the questions are eager to find out the answers.

Candidate Forums



Allowing
equal time
and equal
opportunity

Montgomery 2016 - Photo: Mike - Progress for the People - For the People.com

And the candidates are eager to find out first-hand what the neighborhoods need and think.

Candidate Forums



Inviting
local press

Montgomery 2016 - Photo: Mike - Progress for the People - For the People.com

Civic pride and the will to make a difference is quite a motivator, and allows people of different opinions to work together to make a functional city government.

Candidate Forums



The neighborhood organization should be trusted to present a responsible and organized approach to help educate, guide and present the facts. This need to learn brings the volunteers, candidates and the public together to share this civic responsibility and inform the voters.

Neighborhood Communications



It is clear that the most important function of a neighborhood organization is to communicate. It is through communication that we satisfy the many needs of a community.

It's obvious now that the tired old way of communicating by actually facing someone and saying something is joined by a whole new world of possibilities.

The Jury is still out as to whether the new communication is as effective as the "old". They're finding that people communicate more often, with family and friends because of technology, but the quality of that communication may be weaker.

Now, families text rather than have a conversation.

Nevertheless the new world is here, and it brings forward a whole new need, and a whole variety of volunteer opportunities.

I know of someone who has a great fear of standing up in public and expressing herself, but give her a pen and paper — or teach her the computer — and she never stops sharing her ideas! These are the volunteers who stand back until we identify who they are, then bring them forward to utilize their strengths.



Facebook has covered the globe, and many of our neighborhood organizations have a Facebook page. These sites are usually populated by people who cannot physically appear at a meeting, but make their opinions known.

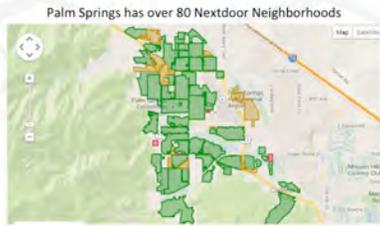


A new phenomenon out of San Francisco has swept the country as a way for Neighborhoods to virtually “stand and talk over the wall” to their neighbors.

How many of your neighborhoods are using Nextdoor.com?

With NextDoor's idea that “Neighbors who know each other, look out for each other,” they have assisted thousands of neighborhoods across the country to organize a virtual neighborhood watch, among other activities.

Neighborhood Communications



Each of the individual neighborhood sites must be monitored by someone called a Lead who must take the responsibility to maintain an environment of open communication.

Those who are computer literate adapt easily to this way of communication.

Neighborhood Communications



With so many neighborhoods, LEADS are needed to take responsibility

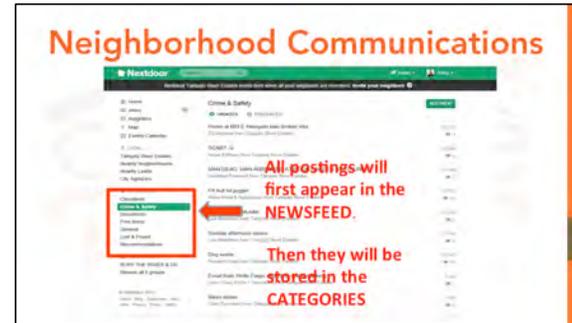
And
A tremendous need for tutorial
lessons in the neighborhood.

However, particularly in senior neighborhoods, the population is either afraid to enter the world of the internet, or are willing to, but don't know what steps to take.



A huge need for volunteers to organize local tutorial sessions as teachers to help those who are unfamiliar with technology.

These sessions can be offered by the neighborhood at community centers to utilize those people who might otherwise be sitting alone in their own homes, not realizing their value to the community.



Where people have traditionally volunteered their time to youth, our senior population now is in need of learning these new skills from youth.

Let's get them involved!

Neighborhood Communications

Neighborhood Newsletters,
Both
Electronic Format
and
Printed Format

Neighborhood newsletters have always been around in printed form, but now there is the ability to send newsletters in the electronic format.

Neighborhood Communications



We need to identify those who can create these newsletters. We also need to encourage the neighborhood to submit their own articles to be published in the newsletters.



There are paid applications like ConstantContact.com which help you distribute your newsletters online, but there are also free applications like MailChimp.com to help you create your own email newsletters.



Neighborhood websites are becoming easier and easier to build and maintain. Free sites like Weebly.com are available to help you get your website out there.



You have in every neighborhood the people with the talents who would either love to sit quietly and produce these communications, or would love just to be taught how to join this “new world” of communication.



Find the people who would be well-suited to tutoring. These are the people who need to be asked to participate.

Neighborhood Communications



They don't always volunteer themselves. It's also a great opportunity to get the youth involved.

Examples From Our Programs

- Blade Signs
- Lights Parade
- Annual Picnic
- Home Tours
- Neighborhood Police Officers
- Wash Clean-Up
- Candidate Debates

Ultimately all of these activities end up being a lot of fun. But what is not immediately apparent is the opportunity that they provide to take advantage of everyone's individual strengths by appealing to both their left and right brain.

Now, Eric has an exercise for you to help you identify your own motivators.

Personal Exercise

What are some of *your* specific motivators and how are they served by your own personal activities?

[Eric:]

So now you've seen the many motivators that underlie that same type of projects and programs you probably sponsor. But before you create your list of motivators for your own projects, let's make this even more personal.

What are some of *your* specific motivators and how are they served by activities in which you participate? These don't have to be neighborhoods-related. They can come from any part of your life, anything you're involved in.

Use the "Personal Motivators Inventory" form you received and complete it with activities to which you contribute, the nature of your responsibilities, and then most importantly, the specific ways in which those responsibilities are motivational to you.

Personal Exercise

What are some of *your* specific motivators and how are they served by your own programs or activities?

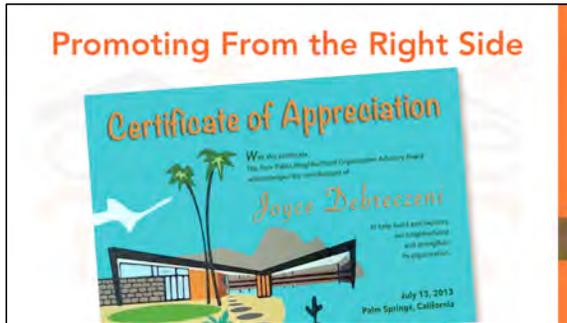
- Achievement
- Recognition
- Creativity
- Growth
- Security
- Self-Esteem
- Authority
- Working as a Team
- Supervising/Guiding/Helping
- Make a Difference
- Varied/Interesting Work
- Pleasant Working Environment
- Challenge/Stimulation
- Sense of Identity
- Sense of Belonging / Pride of Association
- Empowerment
- Responsibility
- Independence
- Problem-Solving

To start you off, here's a list of some motivators, but there are many others. Which of these — and what other — motivators drive *you* to volunteer your time?

Take about 10 minutes to complete your chart.

[review responses]

Now that you see how you're motivated by specific qualities of your programs, let's look at some examples of how Palm Springs promotes some of its programs based on motivations from the right side of the brain.



One of the easiest, least costly, and most effective things you can do to is create reasons to express appreciation to your volunteers.

One way my neighborhood does this is by issuing “Certificates of Appreciation” to members who have made a noteworthy contribution to our organization. Once it’s designed, your only cost needs to be printing the individual pages on your office printer.

Sometimes this can have unexpected benefits. One of our members that earned this certificate is a real estate agent. He framed and mounted it in a home he was selling in our neighborhood. He understood that this type of recognition spoke well of him, but at the same time, he was informing prospective neighbors of the existence of our organization which then became a selling point for him. So in the end, he was a sales agent not just for the home, but for our organization, as well.

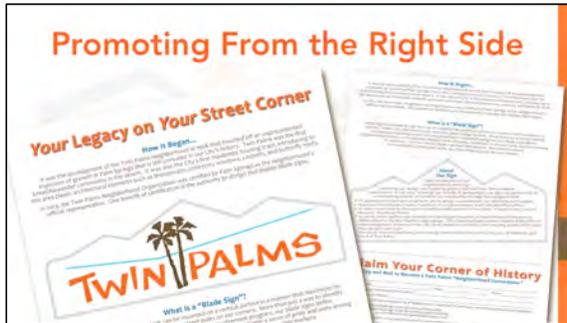
Similarly, other local real estate agents now include a bullet point about neighborhood organizations on their sales materials.



Neighborhood history can also be a powerful recruitment tool.

Planning and implementing the research and disseminating the outcome appeal to the left brain, but the emotional connection it instills and the creativity invoked in its production feeds the right brain.

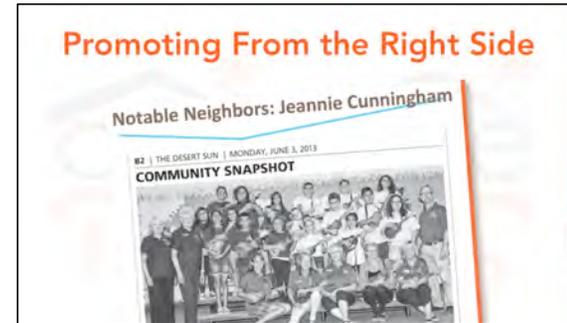
Plus, once the history is complete, it will help others in your organization appreciate themselves as part of that history. Very right-brained.



When our neighborhood solicited neighborhood funding for our blade signs, we could have simply asked people to “contribute to the fund.” Instead, we made it personal and emotional.

Our headline read: “Your Legacy on Your Street Corner” and the funding-request form said “Claim Your Corner of History”.

This is no longer a generic left-brained fund-raising operation. It’s a right-brained emotional appeal that describes the personal benefit donors will receive.



One of our neighbors received a grant from the Steinway Foundation to purchase ukuleles and teach their playing to underserved youth.

This program had nothing to do with our neighborhood. But that didn’t matter. What mattered was that it gave us an opportunity to let everyone at our general membership meeting, and every visitor to our web site, know of her good deed. That recognition was important to her and we made it work for us.



Every one of our cities holds City Council meetings. They're all open to the public, they're generally televised, and they all provide opportunities for public comment.

Take that opportunity to recognize people in your organization. Not only will they appreciate the acknowledgment, but you'll be promoting your programs to potential volunteers and building awareness amongst City officials at the same time.



This is just a small sampling of the ways neighborhood programs can be promoted from a right-brain perspective. Again, we don't show you these as model programs to follow, but rather, as examples that *any* program — including those you're currently running in your city — has motivators you can use to your advantage.

Promoting the benefits of any single program can begin to make a difference in your ability to attract and retain volunteers. But when it's done collectively — cumulatively — they establish and reinforce the image of your organization as one that provides many and varied rewards and opportunities for fulfillment of its members.

And that's what keeps volunteers coming back.

Implementation Exercise

What are some programs for which you're responsible and what motivations do they serve?

Now that you have a better sense of how to approach programs in way that will extend their appeal, let's make it specific to your own responsibilities. This is what you can bring back and immediately apply to your daily work.

Consider some of the specific motivators offered by the projects you're responsible for? Complete the worksheet entitled "Program/Project Motivators" in much the same way you did for your "Personal Motivators Inventory." List some activities, the nature of their responsibilities, and then the specific ways in which those responsibilities can motivate others.

Implementation Exercise

What are some programs for which you're responsible and what motivations can they serve?

- Achievement
- Recognition
- Creativity
- Growth
- Security
- Self-Esteem
- Authority
- Working as a Team
- Supervising/Guiding/Helping
- Make a Difference
- Varied/Interesting Work
- Pleasant Working Environment
- Challenge/Stimulation
- Sense of Identity
- Sense of Belonging / Pride of Association
- Empowerment
- Responsibility
- Independence
- Problem-Solving

Here are some motivators you can draw from, but remember: This is not a complete list. You can think of many others.

Take about 10 minutes to complete your chart.

[review responses]

So you see, *your* programs have inherent motivators just waiting to be identified. And once you do, you can begin to promote them and make them even more appealing to your volunteers.

What did we learn?

- Role of underlying right-brain motivators
- Identify motivators in your programs
- Promote those motivators
- Reconsider your own programs

So to summarize:

This morning we came to understand that there are emotional, right-brained components inherent in all our programs that can be motivational to volunteers.

You've practiced identifying those motivators for the programs in which you participate as a volunteer and programs for which you're responsible as a developer or leader.

And we've seen some ways these programs can be promoted that take advantages of the motivators and increase your ability to attract and retain volunteers for the long haul.

So now you can return to your cities and apply this skill to other *existing* programs and develop *new* programs.

Opportunities to Engage

- Seek Out Marketing Expertise
 - Internal
 - External
- Create Reasons to Acknowledge Others

The concept of using emotional and other benefits to help persuade is neither new nor original. It's basic to marketing, and is second-nature to anyone with a background in marketing communications.

Someone with this background may readily available to you. In your neighborhood. In your organization. Or in your department. If not, it shouldn't be difficult to identify someone from a local communications agency willing to donate their time and talent as a way to give back to the community or in exchange for professional recognition.

And the easiest and most-accessible way of all, is to simply create reasons to acknowledge others. Create an award. Make a little ceremony. Start a tradition. Use your imagination to find ways to reward the volunteers that support your cause.

Because the bottom line is...

The Bottom Line

It's not about the activities.

*It's about how those activities
nourish your volunteers.*

If our only currency is the ability to provide a rewarding experience, then that needs to be central to your actions and your communications.

It's not about the programs. It's about how those programs nourish your volunteers.

This is a way to engage the masses for the long haul. This is a way to turn Strangers Into Neighbors.

Strangers into Neighbors

Engaging the Masses
for the Long Haul



Thank you.