

CREATIVE TOOLS FOR NEIGHBORHOOD PARTNERSHIPS



CITY OF
ORLANDO

COMMUNICATIONS AND
NEIGHBORHOOD RELATIONS

The intent today of today's lunch and learn is to give you out of the box ideas on creating partnerships in your community.

Share best practices and learn about the neighborhood profile.



Why are partnerships important?

- Ability to do things we wouldn't be able to on our own, to expand, skills, resources, and offerings.
- The beauty of a partnership is working together, building relationships to complement one another.



What kind of partnerships do
you have
in your neighborhood?



360° Approach



- Look *outside* of your existing neighborhood for resources and partnerships.
- Tap into *existing resources* to maximize your partnership potential.





EDUCATION

BUSINESS

**FAITH
BASED**

**VOLUNTEER/
MEMBERSHIP
GROUPS**

GOVERNMENT

**NON
PROFIT**

TECHNOLOGY

**COMMUNICATION/
MEDIA**

NEIGHBORHOOD

What is the Neighborhood Profile?

A neighborhood profile, when complete, should be the ***most accurate and relevant resource*** available for use by neighborhood organizations.



It is all about developing relationships!



Neighborhood Profile

Fact gathering can get overwhelming.

- The *key to success* is to be **selective**.
- Gather only facts that will be **relevant** to your neighborhood.



Neighborhood Profile

RECRUITMENT TOOL

Identify sources of prospects for:

- Leadership roles
- Committee members
- Short-term volunteers
- New partnerships



Neighborhood Profile

SPONSORSHIP AND MEETING PLACES

- Uncover new sources of sponsorship and new meeting places for neighborhood groups.



Neighborhood Profile

TECHNOLOGY

- Engaging members through social media
- Promoting meetings and events



Neighborhood Profile

FUND RAISING

Identify contacts for:

- Giveaways, in kind and cash donations.



Neighborhood Profile

EVENTS OR PROJECTS

Organizations to partner with for community service, partnering as well as possible venues.



How to gather your resources

- Use a small team to gather the many resources.
- Look at the individuals/organizations that make things happen in your community.



MUST HAVE resources

When collecting information know your:

✓ **Demographics**

What does your neighborhood look like?

(Seniors, working class, children.)



MUST HAVE resources

✓ Neighborhood Leaders

Who are they?

- Merchants
- Business leaders
- Religious leaders
- Military



MUST HAVE resources

✓ Business Resources

- Meeting locations
- Donations
- New board members



✓ Government Resources

- Local, state and federal officials



MUST HAVE resources

✓ Communication Resources

- Social media
- Local newspapers
- Bulletin boards
- Blogs
- Websites



MUST HAVE resources

✓ Voluntary membership groups

- Civic groups
- Religious organizations
- Special interest groups
- Senior organizations
- Professional organizations



MUST HAVE resources

- ✓ Non-profit organizations
 - National and local that are active in the neighborhood
- ✓ Additional adult volunteers
 - Who else??



MUST HAVE resources

✓ Educational resources

- Public and private schools
- Colleges, technical, vocational schools and adult learning centers.



Profile is done...now what?

- How do you save this information?
Board notebooks, web page, social media

Use it!!!



Profile is done...now what?

- Invite partners to association meetings and events.
- Say THANK YOU
- Great asset for neighborhoods
- Helps with continuity of association.





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NEIGHBORHOOD

What kind of partnerships are there with your city?

- Neighborhood Relations Team
- Commissioners
- Mayor's Matching Grants
- Neighborhood Watch
- Green Up
- Keep Orlando Beautiful



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