NEIGHBORHOOD PROFILE- A NEW APPROACH TO CREATING PARTNERSHIPS

PREPARED BY

CITY OF ORLANDO
COMMUNICATIONS AND
NEIGHBORHOOD RELATIONS

Our City strives to meet the needs of all residents who choose to call Orlando home. To do this, I have made it a priority for the Neighborhood Relations team to organize, support, mentor and guide residents and neighborhood organizations in their effort to keep Orlando a great place to live, work and play. In 2014, we launched iLead, a comprehensive neighborhood-training program that informs, connects and involves our neighborhood leaders through a series of interactive guides, videos, webinars and workshops. I encourage you to use the iLead program to build and sustain your successful neighborhood organization.

Orlando Mayor Buddy Dyer
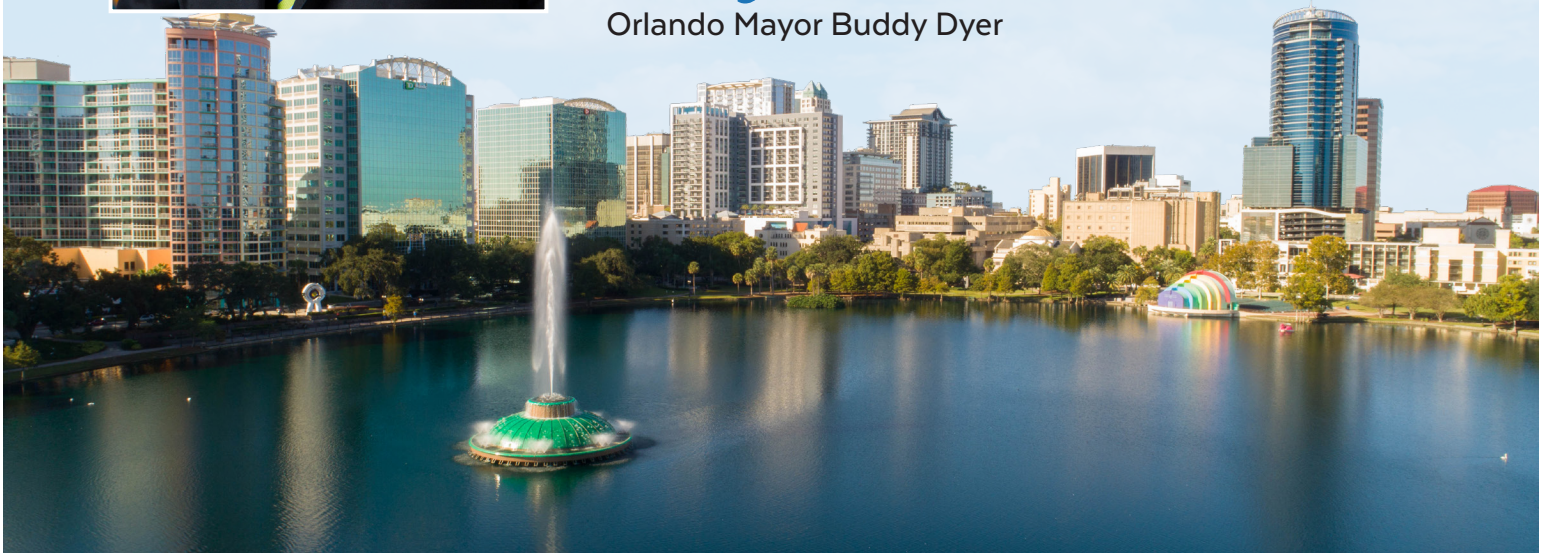
iLead

Your Interactive Neighborhood Training Source

iLead is a comprehensive program that provides you with the tools to inform, connect and involve your neighbors through a series of guides, videos, webinars and workshops. These tools cover topics such as how to effectively hold meetings, how to utilize a variety of communication tools and how to engage the next generation of leaders. Whether you download a guide, view a video, participate in a webinar or attend a workshop, iLead is your one stop shop for online leadership training.

iLead offers more than 25 comprehensive guides, including:

- Board Orientation and Operations
- Communication Tools
- Effective Meetings
- Engaging the Next Generation of Leaders
- Event Planning

- Ice Breakers
- Leadership Skills
- Neighborhood Grants
- Parliamentary Procedures made Simple
- Writing Your Neighborhood History

View the full list of guides on a variety of topics relevant to neighborhood associations at **orlando.gov/ilead**.

A neighborhood profile, when complete, should be the most **ACCURATE** and **RELEVANT** resource available for use by neighborhood organizations. Fact gathering can get out of hand, so the key to success is to be selective and gather only the facts that will be relevant resources to those groups in your neighborhood.

AN EASY REFERENCE FOR ...

RECRUITMENT

The resources should identify sources of prospects for leadership, membership, committees, short-term volunteer positions and nominees for the board of directors and other positions.

SPONSORSHIP & MEETING PLACES

The profile should uncover new sources of sponsorship and new meeting places for neighborhood groups.

TECHNOLOGY

The profile will help identify ways in which technology could be used with neighborhood organizations, i.e. engaging members and promoting association meetings and activities.

FUND RAISING

The profile can help identify contacts for fundraising campaigns, as well as possible business partners for such campaigns.

EVENTS OR PROJECTS

Sources, both material and personnel, are readily pointed out in a complete profile.

NOTE

To facilitate the information gathering process, it is suggested that different sections of the neighborhood profile be distributed to different members of association. When completed, the sections of the profile should be collected and reassembled. It will be necessary to update the information yearly. The completed profiles from all of the geographic areas offer valuable input for planning, member recruitment, fundraising and major neighborhood projects.

NEIGHBORHOOD RESOURCE MAP

Contact our office (Communications and Neighborhood Relations) for a map of your neighborhood that is divided into units of workable size. Indicate the following resources with appropriate symbols: schools; hospitals; libraries; museums; houses of worship; housing developments/apartment complexes; recreational facilities; public transportation lines; parks and others.

The resulting map will yield a ready reference for neighborhood resources in a geographic perspective and support services can be more easily and logically organized.

Some portions of the map could be reproduced for leaders as a resource guide. If a standard scale and selection of symbols are used, the maps can be used for group-wide planning or planning with a specific group of neighborhoods.

Use markers to pinpoint businesses, schools, faith based organizations, etc.

NEIGHBORHOOD LEADERS

List the individuals/organizations who makes things happen in the neighborhood. Include merchants, business and union leaders, neighborhood club presidents, religious leaders, educators, military personnel and residents who are generally admired by the neighborhood.

NAME OF PERSON/ ORGANIZATION	CONTACT PERSON	PHONE/FAX EMAIL	HOW CAN THEY HELP?

BUSINESS RESOURCES

Businesses can provide resources to neighborhoods such as meeting place locations and special event donations. They are also a great resource for board members and consultants. Chart those businesses in the neighborhood and indicate possible resources:

NAME/TYPE OF BUSINESS	CONTACT PERSON	PHONE/FAX EMAIL	HOW CAN THEY HELP?

GOVERNMENT RESOURCES

Local, state and federal officials can provide information, support and potential collaborations for neighborhood organizations.

NAME OF AGENCY AND ADDRESS	CONTACT PERSON	PHONE/FAX EMAIL	HOW CAN THEY HELP?

COMMUNICATIONS/MEDIA RESOURCES

Most newspapers, magazines, radio and television stations receive information about neighborhood happenings through the association. Examples of communication resources:

- Local newspapers or radio stations
- Special events flyers (block parties, parades, county fairs, ethnic celebrations, etc.)
- Newsletters of faith based/PTA groups
- Neighborhood bulletin boards

List those media resources in and around your neighborhood:

MEDIA	CONTACT PERSON	PHONE/FAX/EMAIL	AUDIENCE

EDUCATIONAL RESOURCES

List all the public and private schools in the neighborhood and their contact person. Include college and universities, technical and vocational and adult learning centers.

NAME OF SCHOOL/ ADDRESS	CONTACT PERSON	PHONE/FAX EMAIL	SPECIAL FACILITIES FOR EVENTS

VOLUNTARY MEMBERSHIP GROUPS

These groups include fraternal and civic organizations; sororities and university/college organizations, religious groups and congregations and special-interest groups. Examples of voluntary membership groups include: senior citizens; cultural organizations; professional organizations; grass roots and self-help groups.

ORGANIZATION	CONTACT PERSON	PHONE/FAX EMAIL	HOW CAN THEY HELP?

NON-PROFIT ORGANIZATIONS

List other non-profit organizations, both national and local, and special local programs that are active in the neighborhood who can be potential partners.

ORGANIZATION	CONTACT PERSON	PHONE/FAX EMAIL	HOW CAN THEY HELP?

ADDITIONAL ADULT VOLUNTEERS

List potential individuals available to assist in bringing new resources into the neighborhood.

NAME	PHONE	POSITION	EMAIL

DEMOGRAPHICS AFFECTING NEIGHBORHOOD PLANNING

Demographics are used to **IDENTIFY** those areas needing concentrated efforts and **HELP** determine how effective these efforts have been. Some of this information is provided by the Office of Communications and Neighborhood Relations by request. Some information can be found through the U.S. Census Bureau. In the following sections, describe characteristics that affect the development in the neighborhood.

AGE COMPOSITION:

RACE COMPOSITION:

ECONOMIC COMPOSITION:

RESIDENT COMPOSITION:
Total number of neighborhood residents   _____
Total number of residents that are members of the organization   _____

MOBILITY OF POPULATION (CONTINUOUS, SEASONAL):

ADDITIONAL INFORMATION SPECIFIC TO YOUR NEIGHBORHOOD

NOTES

NOTES

STAY INFORMED, CONNECTED AND INVOLVED

NEIGHBORHOOD NEWS
Events, information and helpful resources to share with your neighborhood straight to your inbox! Subscribe at orlando.gov/neighborhoodnews

NEIGHBORHOOD RELATIONS FACEBOOK
Like us at facebook.com/orlandoneighborhoodrelations

NEIGHBORHOOD RELATIONS NEXTDOOR
Sign up at nextdoor.com to receive important information that effects your neighborhood.

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Building Stronger Communities
Best Neighborhood Program
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