

Appendix A

Community Organizing Tools

Utilize these tip sheets and forms to help with door-to-door outreach, neighborhood meetings, and other organizing tasks:

Door-to-Door Neighborhood Outreach

Learn how to mount a door-to-door canvass of your neighbors to hear their concerns and invite them to get involved.

Tips on Leading Successful Neighborhood Meetings

Planning and running a successful neighborhood meeting can be made easier by following these simple steps.

The following documents are available for download – in their original Word and Excel formats – from the “Slow Down in K-Town” web page at www.knoxvilletn.gov/slowdown.

Project Budget

Planning to spend money? Need to ask someone for money? Wish to remain transparent and accountable to your neighbors and donors?

Then you might need a budget — a list of projected income sources paired against anticipated expenses. Total income equals total expenses. As your project advances, you manage your expenses based on your income and income projections.

A sample budget is included here. A template document is available for download.

Project Planning Calendar

Deploy this calendar to identify the individual steps needed to pull off a successful meeting, anti-speeding demonstration, or other event. Then list who's in charge of what and by what deadline. Just by filling out this form, you will uncover tasks you might have overlooked – and see very clearly if more volunteers are needed.

Included here is a sample calendar to show you how it works. A blank calendar is available at the Slow Down in K-Town web page.

Volunteer Contact Sheet

Keep your volunteers' contact information in one handy document.

Other Neighborhood Organizing Resources

See these “[Resources for Neighborhoods](#)” on the City website.



Door-to-Door Neighborhood Outreach

Going door-to-door to talk to members of the community is a way to meet people who might not come to community meetings or events, learn more about residents' concerns, advertise a meeting, capture signatures on a petition, and/or introduce yourself and your project to the community. For neighborhood organizing, door knocking is essential.

Why is Door Knocking Effective?

Door knocking is effective because it is a personal, one-on-one contact with a community member. People living in the area are likely to be personally impacted by the issue or initiative you are discussing. While they may care about their neighborhood, they may not be involved in committees or organizations. By going door to door, you have an opportunity to reach everyone and create a connection.

Ten Steps for Effective Door knocking

1. Identify the Goal

Be sure everyone is on the same page with responses to the following questions:

- Why are you going door to door?
- What do you have to offer, or what do you hope to learn?
- Are you seeking participation from your neighbor?
- Do you want to personally invite people to a meeting?
- Do you want to get a general idea of their concerns or address a specific well-defined issue?
 - Do you want to increase their awareness of your group?
 - Is there an incident you'd like to provide information about?

2. Identify the Geographic Area

Identify the geographic area to be door-knocked for what you want to accomplish. The geographic area will be determined by the issue, the area your organization serves, and the time and number of people you have involved.

3. Determine Who Will Go

Identify residents who live in the specific area to join you in door knocking whenever possible. Train and prepare your volunteers. Don't send people out to door knock without practice, or proper instruction on safety procedures.

Make a "cheat sheet" of items to discuss, or questions to ask. Have each of the volunteers practice with a partner, and give feedback.

At first, you may not have a lot of volunteers. It may just be you and one other

person. But door knocking can lead you to neighbors who will join the effort and pitch in.

4. Notify the Community

People can be apprehensive about someone coming to their door, so whenever possible, distribute a flier in advance that lets people know you will be door knocking in the area on certain dates and times.

5. Before You Start Out

Before you begin door knocking, bring all door knockers together and assign addresses. Make sure everyone has all of the materials they need: clipboard, forms, and pens. Also, it can be very helpful to “role play” the door knocking experience, where an inexperienced door knocker gets a feel for responding to residents who are suspicious, just running out the door, mistaken about why you are there, too busy to talk, etc. See sample script below.

6. Wear an ID Badge or Shirt

If feasible, door knockers should wear some kind of ID. If your group has tee shirts, or just the same color tee shirt, wear them. If your group will be door knocking frequently, you might want to make a more permanent type of identification tag. If you have some kind of ID, mention this in any communication you send out prior to the door knocking event.

7. Go in Pairs

Never send door knockers out alone. Two people should always go to a door together. This ensures the safety of the door knockers. If possible, send man-woman teams. This helps some residents feel more at ease opening the door and talking to you.

8. Use a Clipboard

A clipboard makes it much easier to get signatures on a petition. Consider providing a form for residents to record name, address, email, and phone number. If you are trying to identify residents' concerns, you might wish to include a list of issues or concerns — such as safety, speeding, and economic development — that you or they could check or circle easily.

9. Leave a Flier or Brochure

This can be a formal brochure or just a one-page meeting flier or information sheet with at least one leader's name, email address, and phone number. This helps establish the credibility of your effort.

10. Check In and De-Brief

After door knocking, make sure everyone returns to a specific location and checks in. Collect the forms, and spend a few minutes de-briefing about the experience. What has been learned? What, if anything, should change for future door knocking?

Door-to-Door Quick Check At

the Door

- Smile
- Say Who You Are
- Say where you live
- Tell something about yourself.
- Name of the organization.
- I'm here to find out what YOUR concerns are about the neighborhood.
- Then LISTEN.
 - 80-20 Rule – Listen 80% of the time, Talk 20%
 - By listening, find out:
 - What the org. might mean to them.
 - How they can best participate & contribute.
 - What role or task they might best manage.
 - What they think the issues are.
 - Ask open-ended questions
 - If they don't know issues... bring up things others have brought up.
- Could we keep in touch with you about events and issues in the neighborhood?
 - Provide clipboard / form to capture name, address, phone, email.
 - Keep careful record of which addresses you've visited.

Follow Up...

- With answer to a question that you could not answer at first.
- Phone reminder for meeting or to ask for help
- Find a way to take on issues neighbors consider most important

Sample Door Knocking Script

Here is a sample script that you might use when knocking on doors to talk about speeding and traffic calming. Each conversation will be different, but this will help get you started.

Hi! I'm Jane Neighbor, and I live just one street over... This is Joe Organizer, and he lives two blocks down.

We're out in the neighborhood today to talk about speeding traffic. We are concerned about it for the sake of the children in the neighborhood. Cars are just going way too fast.

(Wait to see if resident responds.)

So Joe and I, along with another neighbor, Sam, have applied for to the City of Knoxville's neighborhood traffic safety program. Have you heard about it?

In order to move this forward, we need to show the City that other neighbors are also concerned. So we have a petition to request that the city conduct a speed study on our street / in our neighborhood. Would you consider signing the petition so we can do something about the speeding?

YES – Okay please read the petition and let us know if you have any questions about it....

NO – That’s entirely okay. If we do get something going, would you like to be informed of any meetings with the City?

YES – Could I ask you to write your name, email and phone on this other form?

NO – Okay. If you change your mind, here is a flier explaining what we are doing. It has our contact information on it...

Other Questions

- Have you lived in the neighborhood very long?
- Do you have young children who play in or near the street?
- Do you ever talk to your neighbors about speeding, or call the police?
- Do you have any ideas of how we could make our streets safer?
- Are there any other issues that concern you?
- Do you have any questions for us?
- You seem really interested in_____.
- Would you be interested in serving on a committee?

Thank you so much for your time today! We really enjoyed talking to you. Our phone number is on that sheet we gave you, so please call us if you have any comments, questions, or concerns. Have a good day!



Tips on Leading Successful Neighborhood Meetings

This flier has been prepared with neighborhood organizations in mind. However, these suggestions also apply to community meetings in unorganized neighborhoods.

One of the key ways to attract and retain members in your neighborhood organization is to conduct well-run community meetings with topics relevant to the neighborhood and its residents. Here are a few tips for planning and facilitating a successful neighborhood meeting.

- Plan your meeting well enough in advance to give yourselves time to inform all of your neighbors about the meeting. Delivering fliers door to door is the most effective single way to communicate an upcoming neighborhood meeting. Use other communications tools as well (see last bullet point).
- If possible, meet in a neutral place where you can set up chairs in a circle or semicircle so that everyone can see one another. Most neighborhoods meet at houses of worship, recreation centers and the like.
- Newcomers may hesitate to go to a meeting in someone's home, so use this venue option with care.
- Make sure your meeting is set for a time that is convenient to a majority of your neighbors.
- Plan your meeting well in advance. The organizer's rule of thumb: A one-hour meeting requires two hours of planning.
- If you have a special program or speaker, think about whether that should go first or if regular business should go first. If you do not have them go first, give them the choice of coming later.
- Leaders should show up early to set up chairs and welcome early arrivals. Post direction signs so that newcomers can easily find your meeting as they approach a building and once inside.
- As neighbors come into your meeting space, capture their names and contact information on a sign-in sheet. Ask folks to fill out name tags.
- Involve as many people as possible in the meeting --- setting up, reports, task assignments, participation, refreshments, putting chairs away, etc. The most successful meetings are handled by more than one or two people.

- Never be discouraging about the number of people attending your meeting. Celebrate those that show up.
- Begin and end on time.
- Welcome everyone and state that this is the (monthly) (quarterly) meeting of the Maple Street Neighborhood Action Group. Then say or read your mission statement — or the purpose of the meeting. Remember that some new folks might not understand what they have walked into. Others may need a reminder about the mission or purpose.
- At the very beginning of your meeting, ask everyone to introduce themselves briefly (name, address and perhaps one other detail, such as how long the person has lived in the neighborhood). This allows everyone to participate at least once in the meeting.
- Make sure everyone has the agenda. You can print hand-outs or put it on a large poster on the wall. Briefly go over the agenda and make sure there are no needed additions or changes. If there are, get the group's consent.
- By getting agreement on the agenda at the start of the meeting, the facilitator has the authority (exercised gently but firmly) to keep the meeting on track when discussion wanders off topic.
- The facilitator should keep the session moving. Handle one agenda item at a time; stay on subject. Allow enough time for discussion and then move on.
- Make sure the meeting is task-oriented and decision-oriented, so that people go away saying, "We got some things done tonight!"
- Whoever is facilitating the meeting --- it does not have to be the president --- should remain neutral, draw other people out, and share his or her ideas sparingly.
- Invest in an easel, large pads and magic markers so you can capture ideas and concerns for everyone to see and consider. When someone sees their idea written on the pad, they feel their idea is important to the group. The OON may have supplies to lend your group.
- Label one large sheet the "Idea Parking Lot." Say in advance that ideas or concerns that are off topic (not on the agenda) will be parked for consideration at a later time --- at the end of the meeting (if there is time), or at the next meeting, or as soon as possible. This allows the facilitator to honor these concerns (for later discussion) but to keep moving on the task at hand.
- Create an atmosphere where people will not be afraid to participate. If one person is dominating the discussion, ask if others who have not spoken would like to comment.

Draw out the quiet folks: “Mary, you haven’t said anything. We’d be interested in your views on this.”

- Create a respectful atmosphere. Politely ask people not to carry on side conversations or conduct personal business in the middle of the meeting. Meetings do sometimes “get out of control” with everyone talking at once. The facilitator is responsible for restoring an orderly one-person-at-a-time discussion.
- Allow your members to make the key decisions, not just the leaders. Trust the group. If you don’t, people will leave thinking they have no say in the deliberations of the organization.
- Test for readiness to make a decision. “Are we ready to take a vote?” If more discussion is needed, keep talking. Sometimes agenda items have to be dropped to accommodate the extra time required by a difficult topic; advance planning helps determine how much time each topic will take.
- If you are facing a difficult discussion and decision, it’s okay to say in advance that it will be hard. Then, when you finish, celebrate your accomplishment. Stay positive. “We weren’t able to reach a decision tonight, but this was a frank discussion and we know what we need to work on for next month.”
- If you take a vote, the facilitator can ask if there is a motion on the issue at hand. If the motion is seconded, the facilitator can then allow for continued discussion. But when discussion is over, the facilitator must ask for a voice vote or a show of hands of those in favor of and against the motion. A motion and a second alone are not enough for a group decision!
- At the end of your agenda, if possible, allow enough time for folks --- especially newcomers --- to bring up topics that you had not anticipated (new business). If it’s a difficult or time-consuming topic, ask if it can wait until the next month’s agenda, or if the person will talk to the leadership after the meeting. Encourage your newcomers; they could be tomorrow’s committee chairs or board members.
- At the end of your meeting, review the tasks that people are to accomplish before the next meeting. Does every task have someone assigned to do it?
- Always think a step ahead. How will this meeting lead to the next activity? Will a committee have to meet before the next general meeting?
- Reach out to your neighbors before each meeting; otherwise, your numbers will dwindle. Do not depend on one mode of communication. Be sure your neighbors “get the message” in several ways: a newsletter or flier, reminder phone call, email message, and a sign announcing the next meeting, with date, time & place.

Projected Cash Budget
ABC Neighborhood Anti-Speeding Project

Anticipated INCOME

<u>Source</u>	<u>Amount</u>	
Neighborhood Fund Raisers	150	
Donations from Businesses	145	
Neighborhood Small Grants	0	
City Council 202 Funds	0	
Yard Sign / Bumper Sticker Donations	95	
Individual Neighbor Donations	75	
Total Anticipated Income		465

Anticipated EXPENSES

<u>Item</u>	<u>Cost/each</u>	<u>Quantity</u>	<u>Total</u>	
Yard Signs & Stakes from City	3	20	60	
Bumper Stickers from City	0.25	52	13	
Blank Signs & Stakes	2.5	20	50	
Markers for Signs	10	1	10	
Copying Charges for Fliers	0.4	400	160	
Snacks/Drinks for Sign Party	125	1	125	
Miscellaneous	47	1	47	
Total Anticipated Expenses				465

Project Planning Calendar Sample

Note: This file was created using the "table" feature in Microsoft Word. Go to the table tab at the top of your screen to add or delete rows & columns, add shading, etc.

Project or Event Name: October 15, 2019, Neighborhood Meeting	Team Leader: Sigourney Weaver
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TASK	VOLUNTEER in Charge / DEADLINE to Complete Task	
Confirm reservation for usual meeting hall	Joan R. Sept 1	Joan R. Oct. 10
Confirm Speaker / ID Speaker's Needs	Danzania A. Sept 1	
Plan Meeting & Prepare Agenda (with leadership team)	Sigourney W. Sept. 25	
Publicity – Create Flier	Danny S. Sept 30	
Publicity – Get flier printed at Office of Neighborhoods		Sue G. Oct 3
Obtain map of neighborhood for the door-to-door flier distribution		Johnny D. Oct. 3
Publicity – Organize 5 volunteers & distribute flier door to door		Martin L. Oct 6-7
Publicity – Post Reminder Signs in N'hood		Danny S. Oct. 8
Publicity – Send reminder emails		Need Volunteer Oct. 8
Publicity – Make reminder phone calls		Need Volunteer Oct. 12
Secure Door Prize and raffle tickets. Handle this part of the meeting		Angela Y. Oct 10
Invite Elected Officials	Yolanda W. Sept. 30	Angela Y & Tim G. Oct 15

Notify S. Weaver of any announcements that need to be made at the meeting				Everyone Oct. 13
Print copies of Agenda or make a large poster of the Agenda				Yolanda W. Oct 14
Set up welcome table and sign-in sheet to capture contact information				Nancy G. Oct. 15
Refreshments (with committee)				Abdul Z. Oct 15
Set-up the Room				Abdul Z.
Put away chairs, sweep, clean up, lock up				Mary & Harry L. Oct. 15
Follow up with any newcomers to see how they felt about the meeting and if they would like to get involved in some way.				Tim M. Oct. 20
Convene leadership team to discuss meeting and go over agenda arising from the meeting				Sigourney W. Oct. 22

