

Appendix B

Fliers & Newsletters

This section contains tips on creating fliers and newsletters, along with several sample hand-outs that can be used by groups wishing to launch an Anti-Speeding Campaign.

Create a Flier / Create a Newsletter

These two short articles list the basic elements of leaflets and newsletters for neighborhood groups.

These samples — created in Microsoft Word — can be downloaded from www.knoxvilletn.gov/slowdown and modified as you see fit.

Canvass “At Home” Note

For use during a door-to-door canvass, when you are able to talk with an adult member of the household – and wish to leave some information with the person you have spoken with. Include the things you want each neighbor to know.

Canvass “Missed You” Note

For use during a door-to-door canvass of the neighborhood, when no one is at home. Leave your own version of this in the door if you are unable to circle back to this house in the near future. Include the things you want each neighbor to know. For example, such a letter could include information about an upcoming meeting.

Community Cleanup Flier

While this flyer is for a different topic, it is an example of an effective flier for a community event.

Community Meeting Flier

Distributed door to door, a flier is one of the most effective ways to get the word out — and to give everyone an equal chance to participate.

Neighborhood Newsletter

A newsletter gives extra credibility to an anti-speeding campaign, because your “slow down” message is accompanied by other items useful to the community. OON may be able to help with printing fliers and newsletters.

Street Demonstration Flier

Note the extra details needed for an event of this type.

Create a Flier

An attractive flier or leaflet can be a very effective way to inform neighbors about an upcoming meeting or event planned by your group. Include basic information and keep them simple. The most effective neighborhood fliers have the following features:

- 1) **Names of one or more individuals** along with their phone numbers and email addresses. This way, residents can contact you to ask questions, RSVP, and maybe even volunteer!
Contact information is often placed at the bottom of a flier, but we list it here first because **names and contact information show that you are for real.**
- 2) **The WHAT of the event** (e.g. a community meeting) in large, bold, eye-catching type that stands out from the rest of the words on the hand-out.
- 3) **Enough words** to explain the event or action you are promoting. Less is more.
Hand-outs with a simple design and an economy of words will get more attention from your audience. Such a leaflet, with some words larger and bolder than others, is also suitable for posting on a bulletin board.
- 4) **A clear explanation** of the date, time, and location of a meeting or event.
- 5) **A format or design that fits** what you are trying to accomplish.
For example, a traditional flier may be all you need to advertise an Anti-Speeding Street Demonstration or a community meeting, but a different format – such as the “Sorry We Missed You” canvass letter – may be the best way to get across more detailed information.
- 6) **What participants can expect.**
Give people a sense of what the meeting or event is about (information to be imparted, issue at hand, major discussion items), who is speaking (e.g., a guest speaker), and whatever else might persuade them to attend (childcare available, door prizes).
- 7) **What participants should bring or prepare for.**
An example of this is a list of things to bring to an Anti-Speeding Street Demonstration — or a neighborhood picnic.
- 8) **Printable in black and white.**
Some people design fliers in color, but color fliers do not always translate well when printed in black and white. For example, a red headline will not be very visible against another dark color background. At the very least, before printing a color leaflet in black and white, convert the electronic file to gray scale. Plus, color printing is expensive. Save your bucks for other needs.

9) **Designed with a basic font.**

Some people have a difficult time reading Times New Roman and other fonts with fancy curlicues and lettering. Use a “sans serif” font (a typeface without the curlicues) like Arial, Calibri or Helvetica.

10) **Artwork.**

A drawing or a photograph can make a leaflet livelier, more interesting, and more readable, but this is not an absolute must.

11) **An accurate, compelling message that makes sense.**

After you have prepared a hand-out, ask a couple of your neighbors to read it and give their feedback. Are all the words spelled correctly? Are your neighbors likely to participate as a result of the flier; if not, why not? Is the leaflet clearly written? Have you included all of the essential information?

Sometimes event organizers are so close to the planning of an event that they fail to include key facts in their publicity. Test drive your leaflet before you print it!

12) **Multiple Messaging**

Fliers by themselves are effective. But you can double their effectiveness by also making phone calls, visiting neighbors on their front porches, meeting neighbors on the street, posting signs, sending email reminders, and posting on Facebook.

Get the message out in as many ways as possible. A flier delivered door-to-door ensures that everyone gets the message at least once.

Create a Newsletter

A newsletter is a great way to communicate on a regular basis with all of the residents in your neighborhood, but it is also a big commitment, requiring several volunteers dedicated to the task.

Purpose

Grassroots Grantmakers offers these excellent reasons for producing a neighborhood newsletter:

- Keep residents up to date about group activities, upcoming meetings, etc.
- Educate residents about issues and ideas that concern your group
- Build unity and a sense of pride among residents
- Recognize volunteers, local businesses and others who contribute to your group's success
- Share important resources with neighbors
- Spark new interest in and increase recognition of your organization
- Provide meeting summaries
- Motivate residents to join your group or association
- Let people know what the city, local companies and nonprofit organizations are doing

Why not Facebook?

Facebook can be a very useful tool to communicate with your local community. However, remember not everyone is on Facebook, it is easy to miss posts, and you cannot count on people going to the neighborhood Facebook page on a regular basis. It can, however, reach the younger neighbors.

A newsletter is universal, getting it in the hands of residents, rather than depending on residents to come to your website or Facebook page. If it is printed and hand-delivered, those delivering might get the opportunity to meet a neighbor or two and invite them personally. And it can ensure that everyone in the neighborhood is getting the same message at the same time.

Content

What types of things are covered in a newsletter? Really, the sky is the limit, but think of your audience. What will inform your neighbors? What will bring them together? What will strengthen community ties?

Here are some ideas:

- Community events (picnics, meetings, block parties)
- Speeding reminders & traffic safety information
- News about individual neighbors, with permission – news such as new neighbors, graduations, new jobs, etc.
- Crime-fighting tips and crime reports

- Local government information (elections, garbage & trash pickup, 211, 311, 911, reports from your City Council & County Commission members, parks & recreation info, etc. etc. etc.)
- Yard Sales in the neighborhood
- House repair tips
- Ads from local businesses

Creation

A perfectly acceptable newsletter can be created using Microsoft Word. See the example below. Even in Microsoft Word, you can create a newsletter with columns, photos and graphics. Someone with graphic design expertise can use a more complicated computer program, like Microsoft Publisher, to make an even fancier and better-looking product, if that option appeals to your group. Some design ideas and production options can be found on [this search page](#).

The Office of Neighborhoods may be able to print your newsletter free of charge. Contact them at 215-3232 for details.

Frequency

It is up to you how often you produce your newsletter – once a year, twice a year, quarterly, monthly – whatever you can muster in terms of content and volunteer time. More frequent publication obviously has a greater impact, and residents will start to recognize it as a source of useful information.

Distribution

By far the cheapest way to distribute your newsletter is door-to-door hand delivery. You can try mailing it, but that gets expensive very fast. Some neighborhoods choose to deliver their newsletters by several different means: post on the Website and Facebook, send via email to neighbors with Internet access, and hand deliver to those neighbors who prefer a hard copy or who simply don't have Internet access. Having a centrally located drop box to leave newsletters in can also be an effective way to distribute. An example would be a Little Free Library. Be sure folks know there is something to pick up.

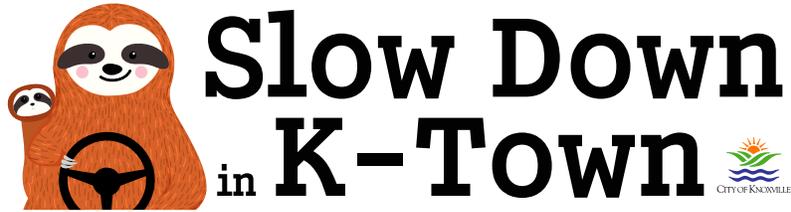
The important thing is to make sure everyone within your neighborhood boundaries gets your newsletter. Don't leave anyone out!

If you hand deliver – and yes this requires some dedicated volunteers – make sure no one places your newsletter in anyone's mailbox. The post office will impose a stiff fine on anyone who does that.

Other Advice

For more, see "[How to Create a Neighborhood Newsletter](#)" at Grassroots Grantmakers.

"[What Will You Put in Your Neighbourhood Newsletter?](#)" is another excellent overview, by the author Resource Center, is based in the United Kingdom.



THANK YOU for taking time today to talk with us about excessive and dangerous speeding in our neighborhood.

As mentioned, there are two ways we can get together to address speeding:

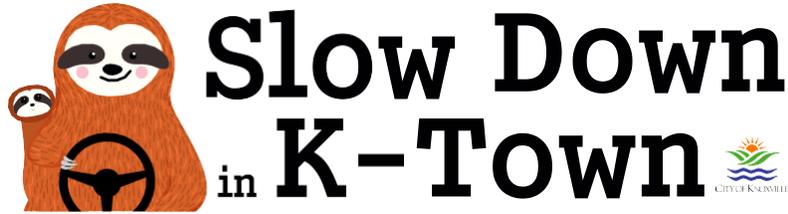
- First, we can consider applying for the City of Knoxville’s **Neighborhood Traffic Safety Program**, which provides speed studies and physical traffic calming measures such as speed humps.
- Second, we can start an **Anti-Speeding Education and Public Relations Campaign** here in the neighborhood — to educate ourselves and cut-through drivers about the dangers of speeding, and to encourage one another to slow down.

Be on the lookout for notices about upcoming meetings and events. In the meantime, feel free to contact one of us if you have any questions or wish to get involved in this effort to make our neighborhood safer and more livable for everyone.

Terry Day – Linden Street – 865-999-9999 – TDay@email.com

Jenny Dusk – Oak Avenue – 865-777-7777 – JDusk@email.com

George Noonley – Elm Street – 865-999-1111 – GNoon@email.com



Sorry We Missed You!

Dear Neighbor,

Some of your neighbors walked from house to house today to talk about what we would consider **excessive and dangerous speeding in our neighborhood**.

Some of us are parents or grandparents of small children. Others of us walk or bike in the neighborhood. All of us drive in the neighborhood, and we are concerned about speeding.

Did you know that a pedestrian hit by a vehicle traveling at 20mph has a 9 out of 10 chance of surviving the impact — but that the survival rate is just 5 out of 10 persons hit at 30 mph? **Only 1 in 10 pedestrians hit by a vehicle traveling at 40mph will survive.** We are sobered by these numbers, and we need to find ways to get speeders to watch their speed.

As concerned neighbors, we are planning to address speeding in two ways:

- First, we would like for our neighborhood to consider applying for the City of Knoxville's **Neighborhood Traffic Safety Program**, which provides speed studies and physical traffic calming measures such as speed humps.
- Second, we would like to start an **Anti-Speeding Education and Public Relations Campaign** here in the neighborhood. Our goal is to educate ourselves and cut-through drivers about the dangers of speeding, and to encourage one another to slow down.

If you would like to help out, or just want to learn more, please contact us soon. You live in the neighborhood just like we do, and we want you to have a voice in helping to address this problem. Please get in touch with one of us!

Terry Day --- Linden Street -- 865-999-9999 --- TDay@email.com

Jenny Dusk --- Oak Avenue --- 865-777-7777 – JDusk@email.com

Marsha Noonley – Elm Street – 865-999-1111 – Mnoon@email.com



JOIN YOUR NEIGHBORS



MECHANICSVILLE COMMUNITY CLEANUP

10 a.m. – 12 Noon
Saturday, May 20, 2017

Meet at Danny Mayfield Park for gloves, grabbers, and trash bags.

A City Dumpster will be available for this cleanup.

Please do not use this dumpster for personal items
until AFTER the cleanup event is over!

Here is what CANNOT go into the dumpster

NO tires, concrete, rock, construction debris (siding, sheetrock, roofing materials, 2x4s, etc.), dirt, gas cans, paint cans, or chemicals

Sponsored by

Mechanicsville Community Association

In cooperation with Keep Knoxville Beautiful and the City of Knoxville

Monthly Meetings

6 p.m. on the First Tuesday of Each Month
Fairview Recreation Center, 1628 Dora Street

Please Join Us to Help Build Our Community!

Community Meeting

“Let’s Do Something about Speeding in Our Neighborhood”



For All Residents on the Following Streets

Elm	Wilder	Carter	Jeremiah
Dogwood	Linden	Westland	Jacksboro

Tuesday, August 14, 2017

7:00-8:30 p.m.

Riverview Church

2442 Carter Road

(Park in the back and enter through the double glass doors)

The reason for this meeting is to discuss ways that neighbors can work together to **reduce dangerous speeding on our residential streets.**

Please attend, meet your neighbors, and join the discussion. Help create a safer neighborhood!

Refreshments / Door Prizes

Childcare Provided

Please call Julie at 111-222-3333
no later than Aug. 12 to make arrangements.

Questions?

Paul Newman
Westland St.
999-888-7777

Doris Day
Linden Rd.
777-888-9999

NEIGHBOR NEWS

News and Information for Residents of These Streets: Alton, Beatrice, Charles, Deer Trail, Edisto, Franklin, Meridian, North Tyler, South Tyler, Turney, and Zenith

June-July 2020

Neighborhood Begins Campaign to Reduce Speeding

Enough is enough. Speeding in our neighborhood needs to end, and we residents can do something about it.

That was the outcome of our neighborhood meeting in mid-May. Twenty-seven residents from seven neighborhood streets voted to address the speeding problem on two fronts.

First, a committee of four people will submit an application to the City of Knoxville's Neighborhood Traffic Safety Program for a speed study and possible traffic calming devices (like speed humps) on our two busiest streets – Charles and Edisto. The very first step in this process will be to meet with City officials, so there will be time for everyone's questions and concerns to be addressed. The members of the "Speed Hump Committee" are...

Second, we agreed to launch an Anti-Speeding Education and Public Relations Campaign to educate ourselves, our neighbors, and cut-through drivers about the dangers of speeding and the negative impact it has on our quality of life. Six people agreed to serve on this committee; they are.... This committee already has a lot of great ideas. Stay tuned!

Neighborhood Picnic Set for July 4

We will hold our very first neighborhood-wide Potluck Picnic from 5-7 p.m. on Friday evening, July 4, in Joann Johnson's backyard, 2222 Zenith Street. The picnic committee (Evelyn G., Tommy V., Carol S., and Wendy R.) will provide iced tea, soft drinks, cups, plates and utensils.

Money raised at the May neighborhood meeting will buy enough fried chicken for 30 people. Plus, two grills have been donated for grilling hamburgers. **Please bring a dish to share and a folding chair.** There will be games for the kids. Come meet your neighbors!

All Around the Neighborhood

Neighbor News welcomes Tom Jones, Cynthia Smith, and their two children, George, 11, and Mindy, 7, who moved into a house on Franklin Street. They moved here from Atlanta. Cynthia will be teaching school this fall at Holston Middle, and Tom drives for UPS.

Congratulations to our graduating seniors! Harold Horton, North Tyler Street, will be joining his dad in the car repair shop – "at least for now," he says. And Shelley Smuthers, Deer Trail, will be attending Pellissippi State Community College starting this fall.

(continued on next page)

George Standifer, Beatrice Avenue, reports that an elderly neighbor needs help getting her yard mowed. He can do it once per month but is looking for someone else who can also mow once a month. If you can pitch in, call George at 999-888-7777.

If you have news to report in "All Around the Neighborhood," please call Anne G. at 123-4567.

Know Your City Government

Check out www.knoxvilletn.gov/solidwaste to learn all of the schedules, rules, and tips regarding garbage disposal, brush pickup, recycling, and bulky waste disposal.

The City of Knoxville's 3-1-1 call service makes it easy to report a problem, make a complaint, or ask a question about city services. In addition, the City operates the 2-1-1 service, which provides information about social services over a multi-county area.

Zoom in on crime statistics all over the city and down to the neighborhood level. Go to www.communitycrimemap.com, click on Tennessee, and then select Knoxville. You can then zoom in on a neighborhood and select a time period to view crimes that have occurred. Knoxville Police Department updates this website daily.

Distracted Driving

We all know that texting while driving is such a bad idea that it is outlawed by the State of Tennessee. But what about eating a Big Mac while driving? Putting on makeup? Fiddling with a CD? Yes, all of these are examples of distracted driving that can put you into a nasty traffic accident. Learn more about distracted driving. Take this quiz: <https://www.roadtrafficsigns.com/are-you-a-distracted-driver>

Business Sponsors

Please take the time to thank:

- The Tire Store for making it possible for us to print this newsletter.
- Food Nation for supplying the snacks for our May meeting.

Help Distribute This Newsletter!

We deliver this newsletter door-to-door but need help doing so. If you can assist, please call Denny at 111-111-1111. We need help on Alton, Turney and the 1200-1400 blocks of South Tyler.

About This Newsletter

This newsletter is printed six times per year. If you have suggestions for articles or have a question about what we're up to, please contact the editor, Larry Tuning (Meridian Rd.), at 111-1111. Leave a message, please.

STREET DEMONSTRATION FLYER

Tired of Speeding in Our Neighborhood?

Join Your Neighbors

Anti-Speeding Street Demonstration

Friday, March 1, 2022

4:30 p.m. – 6:30 p.m.

1400 to 1700 Blocks of Speedway Blvd.

All Ages Welcome

Children Under 14 Must Be Accompanied by a Parent or Guardian

What to Bring

Balloons, Horns & Other Fun Stuff
Signs Asking Drivers to Slow Down

Please Observe These Guidelines

Gather Only in the Yards with Anti-Speeding Signs.
Stay Well Off the Street.



This is a Peaceful Demonstration.
No yelling. No name-calling.



Our goal is to let drivers know that we care about this issue and
to make them think twice about speeding.

For More Information

Jeffrey Smith
Hawkins St.
222-3333

Tobi Marlowe
Speedway Blvd.
333-4444

Mary Martin
Knott Lane
444-5555