



# Build Neighborhood Connections

## The Importance of Personal Contact

An essential part of neighborhood organizing is contacting other people in the neighborhood.. Perhaps the most effective channel for contacting and connecting with people in your neighborhood is ***personal contact***.

## Personal Visits

Making personal connections through visiting homes is one strategy for learning more about your neighbors. The purpose of such “personal visits” is to establish a social connection with your neighbors through which you may build a foundation for future work (and play) together. Especially if you are unfamiliar with the people in your neighborhood, it is a good idea to go on personal visits with a partner.

### What is a personal visit for?

- 20-30 minutes of quality one-on-one time
- To make a connection and learn about a person
- To ask for specific commitments
- To evaluate previous actions/activities
- To set up house meetings or other future activities
- To prepare for upcoming activities

### With whom should you do personal visits?

- Do personal visits with a leader or potential leader
- Allies or potential allies
- Opponents or potential opponents.

### Tips for good personal visits include:

- Make an appointment
- If you can't get the person by phone, drop by
- Don't take notes—keep it informal
- Be on time
- Relax, enjoy the person's company and let them enjoy yours
- Don't bring more than two people with you
- Get a specific commitment
- Ask questions, listen, and focus – try to get past what they do and learn why they do it