



Promote Your Organization

Social Media

Facebook: Create a Facebook group or page is an excellent way to get word out about your organization. Lots of people have a Facebook, and by having people in your neighborhood “like” or “join” the page, others will see it and join in. This can also be a great way to communicate with your members about meeting times, events, policies, and deadlines.

Twitter: Twitter is useful for rapid-fire interaction with members of your community, and is especially helpful for posting about a live event on social media.

NextDoor: NextDoor is a unique form of social media because it is the only social media created explicitly for neighborhoods. You can post about suspicious activity, advertise your yard sale, or get information on neighborhood meetings.

Flyers

Flyers are still one of the most effective ways to get word out about your neighborhood organization. Flyers are helpful because they can be placed strategically, where people are more likely to see them, and they can reach potential members even if they don't have internet or social media accounts. Therefore, it is important to make sure your flyer is just right.

A good flyer should be:

- **Eye-catching** (have a nice picture, bright colors, or a large text to brighten it up)
- **Informative** (give contact information of your organization, next meeting time, and an outline of what your group does)
- **Readable** (make sure your font isn't too small, and there are no typos)
- **Organized** (use bullet points as a way to get your points across)

Flyer Resources

There are several online resources to help you create an eye-catching, informative, readable, and organized flyer.

- **Canva.com**- This is a FREE website that allows you to create flyers, posters, or brochures. It is helpful for creating attractive flyers, and all of their templates can be customized to fit your needs.
- **Microsoft Word**- Microsoft Word comes with hundreds of templates for flyers, and is useful because most public or personal computers come with Microsoft.





Promote Your Organization (ctnd.)

Newsletters

Newsletters are another resource that can be helpful to advertise your group, inform your neighborhood of a meeting or, get the word out about a new policy, and give general announcements about what is happening in your community. Westside Neighborhood Association's Westsider Newsletter (<https://www.wnalansing.com/newsletter/>) is an excellent example of a good newsletter.

Below are some guidelines and resources for creating a good newsletter:

- Newsletters are typically printed on a monthly or quarterly basis
- Ask your City Council member for a message or put in the letter
- If your organization is unable to afford printing or postage, sending the newsletter via email may be the better option
- Ask local business if they'd like to advertise in your newsletter, this can be a good way to generate revenue for printing and postage
- Advertise services that are being offered to the community- such as mobile food bank, tutoring, or health clinics
- Newslettertemplates.com and Microsoft Word are both excellent resources for creating newsletters

Yard Signs

Signs that can be staked in to the ground and easily removed are another excellent way to advertise an upcoming meeting or event. Ask a few members of your organization (who are far apart) to place these signs in their yards.

For help in advertising your organization, feel free to contact the Director of Neighborhoods and Citizen Engagement, Andi Crawford at Andi.Crawford@lansingmi.gov or 517-614-9695