



Connecting with Your Neighbors to Build an Effective Neighborhood Group

Robb Olivieri

Why is Community Important?



FEEL MORE
CONNECTED



SAFER



HEALTHIER



HAPPIER



IT FEELS GOOD WHEN PEOPLE KNOW YOUR NAME



THE ROSETO EFFECT



Roseto, Pennsylvania (1950's-60's)



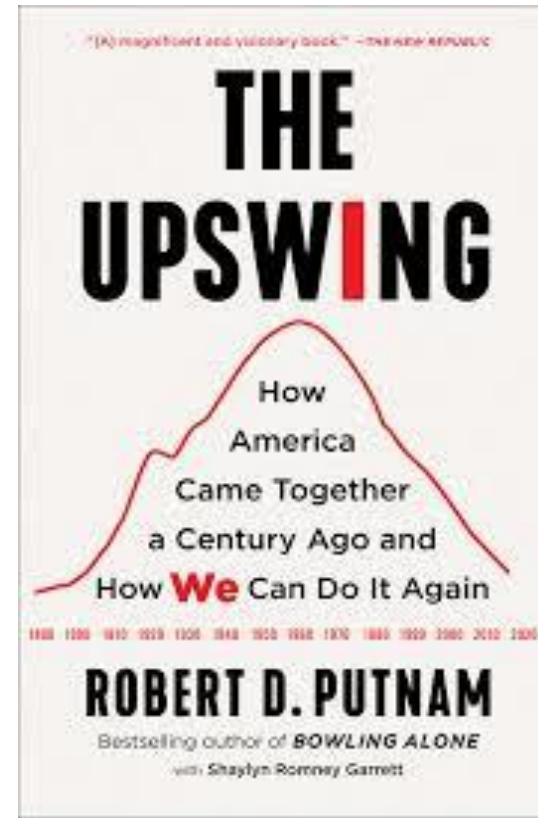
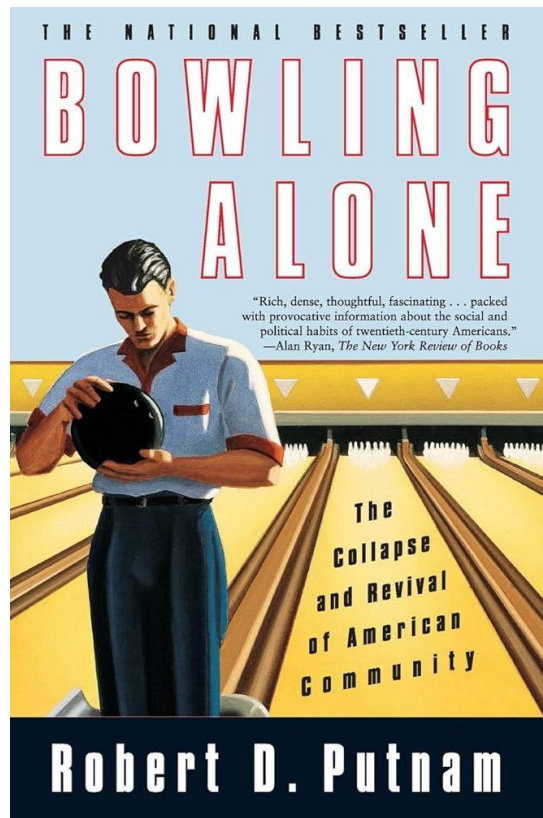
Medical anomaly

As heart disease rose across the country, Roseto registered nearly zero heart attacks under the age of 65 even with similar lifestyle related risk factors



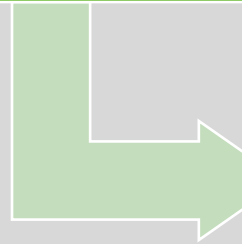
Virtually no crime

22 civic organizations for 2,000 residents, multi generational living and engagement



ROBERT PUTNAM

Less engagement



Less ownership of community



Less trust in institutions
and everything



MELROSE COMMUNITY ALLIANCE

Connecting with Neighbors

In Person Events



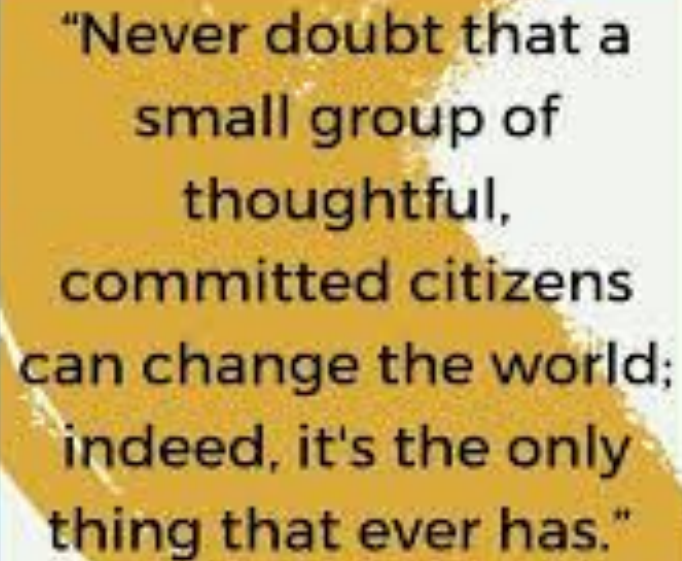
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graph TD; A[In Person Events] --> B[Informational Meetings]; B --> C[Digital & Paper Information Sharing]; C --> D[Community Projects]; D --> E[Repeat];
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Informational Meetings

Digital & Paper Information Sharing

Community Projects

Repeat



"Never doubt that a
small group of
thoughtful,
committed citizens
can change the world;
indeed, it's the only
thing that ever has."

- Margaret Mead

SarahHaykel.com

Being Effective

- Set goals, even if they're "small"
- Do not overthink it, don't let perfect be the enemy of the good
- Identify influencers in your neighborhood
- Find partners and leverage their help
- Be consistent, and keep it simple

Volunteers



Lower the barrier
of entry



Make it fun



Have the ask be
small and defined



Make them feel
included

Collaboration Tips



Work with your
Neighborhood Specialist
and relevant people at
the city



Build relationship with
your Community Action
Officer



Work with local
businesses, faith-based
community's, other non-
profits when possible



Network with other
community leaders

Idea's

◦ Events

- Front Yard Friday's
- Home Tours
- Block Party's
- Happy Hours
- Themed events
- Biggy back off
larger events

◦ Information

- Welcome packet
for new neighbors
- Newsletter
- Email list
- Survey's
- Facebook group
- Neighborhood
meetings

◦ Projects

- Mural
- Clean ups
- Tree planting
- Block Watch
- Mom's groups or
garden club
- Fundraiser

Questions?

Thank You!

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