

FLYER AND DELIVERING TIPS

- 1) Flyers may include meeting notifications but they also may be a newsletter to distribute information for the neighbors.
- 2) Copy Max and Fed Ex both have copiers so you can make your own copies. Depending on how many flyers you are printing be sure to check out the rates. For example, rather than making your own copies (1,000) double sided at Office Max it is actually cheaper to have the desk copy people do the job and turn it around in 24hrs., it's less expensive!
- 3) When delivering the flyer to homes, you CANNOT use the mail boxes, you need to hand deliver, secure under foot mats or stick securely in front doors.
- 4) To make it easier try to establish a street mayor or block captain person to cover 2-3 blocks and to have a backup person in case they cannot deliver flyers.

Taking ownership of your neighborhood, this can mean many things all of which can be a very positive move on your part. Thank you personally for getting involved. You will be involved in the most critical part of organizing your neighborhood and streets. It will take a few hours of time but you will meet interesting neighbors and learn more about issues that neighbors want to take care of in your neighborhood. At this point, your mission is fairly simple and easy but very important to carry through on for networking your neighborhood.

You have been selected or volunteered as a Street Mayor or Captain or whatever you feel comfortable explaining in your greeting. Here's a typical conversation:

Hello my name is _____. I'm one of your neighbors on this street or in this neighborhood. We have decided to organize and network our neighborhood. I already have your address and I was wondering if you would write your name, phone and email address on this clip board. (at least the email address, if they don't want to share anything else) Explain that their email will be past on to one person in the neighborhood who will have the ownership and they will protect the information. They will also blind copy the email so not to pass on the email to other neighbors. This will help the neighbors to network and pass on information about the neighborhood, crime in the neighborhood or other issues that may come up. You may even choose to take a survey to see what issues are bothering the neighbors or what they would like.

The neighborhood will also be connected to a city wide group of neighbors called SANTA CRUZ NEIGHBORS. This group has informational meetings and helps neighborhood to solve problems and network with other neighborhoods that may have the same issues....not to pass on the problems but help the problems to leave the city! (Hopefully you will have a brochure to understand Santa Cruz Neighbors) Even renters should get involved – they live in your neighborhood and need to know what's going on as well. OR at least they can pass on the information about meetings etc to their landlords.