



So you want to do a Good Neighbor project, but don't know where to start? Follow these steps and you'll have an event that leaves your neighbors asking for your next one.

### **1. Come up with an idea for your event or project.**

The process starts here. Is the idea to have a neighborhood block party? To organize a neighborhood float? Run your idea by some neighbors. Remember that people are more likely to participate in, and help out with, the project if it's something they have named as a priority. So you may want to share your idea, but then ask others for theirs.

### **2. Establish a team**

Do not try and go it alone. Get some neighbors and family or friends involved in the planning, as well as in putting on the event itself. Doing so helps bring new ideas into the process. It also helps to make sure you have enough hands the day of the event, and it helps in case you fall ill!

### **3. Determine your goal, who you want to reach, and why**

Think as a team about why you want to do the project in the first place. Plus, get clear in your mind about who it's for and what you want to be the outcome. For example, do you want new families to feel more welcome because you didn't when you first moved in? If that's your goal, how will you know if you've reached it? Will you do a follow-up email survey, for example?

### **4. Figure out what it'll take, what you already have, and what you still need**

It's the least glamorous part of planning, but you've got to figure out how you're paying for, or borrowing, all the stuff (food, speakers, swag, confetti canons) you'll need. That's not to mention all of the labor it'll take to pull this off. Once you've figured out exactly what you need, evaluate as a team what you already have and what you still need to get.

### **5. Get the word out about the event by publicizing the location, time, and date**

So you know who your audience is, and you've developed an even that they will like. And, you've got a location, time, and date set. Now it's time to get the word out. Will you do this through social media, by flyering the neighborhood, or putting a notice in the local paper?

### **6. Get ready to put on the event or project**

With all of this work behind you, it is now time to focus on the event's details. Develop a list of jobs you need done the day of the event and assign partners or team members to those. And think of alternatives in case the weather or other circumstances change.

Make sure all of your volunteers know exactly when and where to be. The day of the project will be hectic, so make sure to find space to enjoy yourself.

### **7. Celebrate your successes, thank those that helped, and learn from your mistakes.**

Once your event is over, take some time to celebrate your success and appreciate everyone that helped. Now it's time to gather feedback. Start by talking with partners, volunteers, and participants to determine what went well and what could be improved. Then, take time to learn from the feedback you're gathering and make plans to implement changes so your next event can be even better.

# Project Planner

↘ **PROJECT  
NAME, TIME,  
DATE AND  
LOCATION**

↘ **PREFERRED  
FUTURE**  
What change do you wish to see  
in your neighborhood?

↘ **WHY?**  
Why does this change matter to  
you?

↘ **MAIN GOALS**  
What are your goals for this  
project? What does success look,  
sound, and feel like?

↘ **HOW**  
How will you know whether or  
not you've achieved your goals,  
the success you seek?

↘ **WHAT'S NEEDED** What supplies, volunteer help, or other needs are required?

↘ **WHAT IS**  
What's already being done? What resources do you already have?

↘ **WHAT'S NOT**  
What additional information or resources do you need?

↘ **WHO**  
Who needs to be on your project team?

↘ **HOW**  
How will you recruit and work with them?

# To-Do List

WHAT TASKS NEED  
TO GET DONE?

WHO'S  
RESPONSIBLE?

WHEN'S  
IT DUE?

↘ **REFLECTION:**  
How did things go?  
Where are you excited  
about? What would you  
like change for next time?