

Civic Associations 101



What is a civic association?

A civic association is a type of organization whose official goal is to improve neighborhoods through volunteer work by its members.

Wikipedia

Getting Started

Get the word out!

- Start a Facebook group
- Hold a meeting
- Newsletter
- Website
- Door to Door
- Neighborhood event

Facebook

- Decide on an Admin
- Set your perimeters – residents only, pinned post with guidelines, what Township entities do you want to friend, posting pictures of minors, etc.
- Create the page and start inviting people to join!

Newsletters

- Solicit business owners to advertise in your newsletter – this can defer the cost of printing/mailing
- Make it informational and fun. Include a communication form (see sample)
- Hand deliver/mail
- Post on your website

Website

- Find someone willing to set up a website and be your webmaster.
- Put links to other sites:
 - Cherry Hill Township
 - Public Works
 - Community Policing Department
 - Cherry Hill School District
- Include your newsletter on the site
- Use this as an sponsorship opportunity

Door to door

This may be the hardest thing to do in this day and age...you will need volunteers – block captains – who are willing to deliver a flier or newsletter to each person on their street.

If you have an event, then you can try to recruit volunteers there.

Events

Events should be tailored to your community.

Some ideas:

- Neighborhood picnic in your park
- Pumpkin painting
- Wine and cheese party
- Egg hunt
- Summer party at your swim club

ESCA Independence Day Parade



Erlton Egg Hunt



Halloween Parade



Nuts and Bolts

- Leadership

Elect your leadership team; president, vice president, treasurer, membership chair, secretary,

Establish monthly meetings to plan events, discuss volunteer opportunities within your community and issues that may be of concern to your particular community.

Set a date for a general meeting (annually)

- By laws – write your by laws and post them on your website once they are approved by your leadership team and accepted at your general meeting
- Insurance- if you have events, you are going to need insurance.
- Dues – how much and when are they due?
- Bank account
- Paypal
- PO box

Establish Relationships

It is important to have a solid working relationship with the Township, Police Department and Public Works.

Contacts:

- Bridget Palmer – Director of Communications
- Renee Houlihan – Community Policing Dept.
- Megan Brown – Director of Parks and Recreation
- Steve Muselli – Director of Public Works

Q & A

Thanks for coming tonight!

If you have a question that you didn't get to ask
please reach out to me directly:

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