

The Great Neighborhood Book

party kit

Dear Great Neighborhood Builder!

We at PPS believe the publishing of The Great Neighborhood Book can be an occasion to plan an inspiring event in your neighborhood that raises community spirit and tackles the challenges you face. It's an ideal reason to get neighbors together to discuss community improvements, publicize upcoming activities and just to celebrate what's great about the place you call home.

The opportunities that arise when a group of people from any neighborhood get together to share stories, concerns, and ideas are truly amazing. Getting to know one's neighbors can spawn a whole new level of energy—and fun—about the possibilities inherent in your own neighborhood.

We can help you make this happen. The Great Neighborhood Book will spark lively and constructive discussion about shaping the direction you want your community to go. Everything you need is right below in this handy kit of nine easy steps.

We hope you will use the resources we have available at PPS to help you make your event a memorable success. We have created a poster that we hope will be useful (and we can send you the artwork, so all you need to do is tailor the information for your own needs).

We are also launching a new discussion forum on our website (www.pps.org) in early June called Great Neighborhoods, which we hope will become valuable to you as a place to find ideas, chat with others, add your own story or download information from people out there who are playing their part to make their neighborhoods better places to live.

For PPS's own New York City book launch party, we are following our own advice of keeping it local, by choosing a well-known location in the residential neighborhood where many of the PPS staff lives (a local church in Cobble Hill in Brooklyn, NY). The event is co-sponsored by numerous civic and private organizations in the neighborhood (the local neighborhood association, bookstore, banks and various retailers), and we are inviting people with stories in the book to come and share their experiences in a series of short presentations.

Enjoy and Good Luck!

The staff at Project for Public Spaces

The Great Neighborhood Book: A Do-It Yourself Guide to Placemaking is available in all major bookstores from June 2007 or direct from: www.pps.org



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9 Simple Steps

to Organize a Great Neighborhood Event!

1 Seek Neighborhood Partners

Find neighborhood groups and other organizations in your area who are interested in co-hosting a party and discuss ideas for content, funding and marketing.

2 Turn up Neighborhood Stories

Use your own networks to find stories about people who are making a difference in your community who can appear at the event to give a short (5-minute) presentation about what they have done. These can be little victories as well as earth-shattering accomplishments. (Flip through the Great Neighborhood Book for examples of the many ways people can make a difference, large and small). Hosting three or four people/groups describing to others what they did to improve their own neighborhood would make a very inspiring event.

3 Find a Neighborhood Venue

Find a venue that is well known and accessible to local residents. And then look for local restaurants or caterers for food and drink (they may be willing to become co-sponsors and donate the cost of the refreshments) vendors and even local musicians for entertainment

4 Get the Word Out

Finalize the date (giving yourself enough time to organize the event well) and start thinking about how people in the community are going to hear about the event. We have designed a poster that you can use to promote your event in shop windows, telephone poles, and community bulletin boards. Leaflets, email and announcing are all good ways to invite people and spread the word.

5 Encourage Everyone to Bring a Photo of What They Like and Don't Like

The power of a picture can be more illuminating than words. We encourage everyone who hosts a Great Neighborhood party to take pictures that help tell your neighborhoods' story and encourage people (especially kids) coming to the party to bring their own pictures. You can create a "The Good, The Bad and The Ugly" display wall at the party to start a lively debate at the party about what works and what doesn't throughout the neighborhood.

6 Hold an Open House Ahead of the Event

On the day of the party, keep in mind that families or parents with young children may want to "drop by" earlier. Let people know there will be an open house in advance of the actual event. Using that time for people to bring their photographs and just see what's happening can be just as valuable for them as if they could attend the main event.

7 Gather People's Contact Information and Interests

Set up a prominent table at the event where people can leave important information (email/telephone/ chief interests) so you can get in touch with them after the party is over.

8 Make Sure Everyone Meets Their Neighbors

The most important goal of the event is for neighbors to meet one another and share their ideas about how to improve the neighborhood. Be sure to include this as part of the formal program. Immediately after the presentations, ask everyone to stay in their seats a minute and start a conversation with the person next to them about what is most needed in the neighborhood. Then ask for a few volunteers to summarize what they talked about. You will be surprised at the energy unleashed by this.

9 Keep It Going

Follow up on what people talked about most passionately at the event. If most folks wanted a community garden, create a committee to start one. If speeding traffic was a concern, get in touch with public officials to set up a meeting on the issue. Post your party stories and photographs on the Great Neighborhoods Discussion forum at www.pps.org (on the home page)! Use the discussion forum and other resources at PPS to find ideas on ways to improve your own neighborhood – block by block!



SAMPLE INVITATION FLYER
CLICK TO DOWNLOAD A FLYER TEMPLATE AT:
http://www.pps.org/pdf/poster_template.doc

YOU'RE INVITED TO THE

Great Neighborhood PARTY

June 13

Wednesday, June 13
6:00-8:00 pm

Christ Church,
Cobble Hill, Brooklyn
(corner of Clinton & Kane)

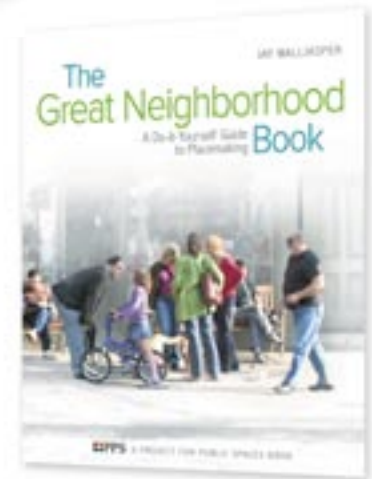
* Space is limited,
come early!

Join us!

- Photo Exhibit
- Live Music
- Wine & Cheese
- Local Stories

The Great Neighborhood Party is FREE
to attend. All are welcome from 9 to go!

Bring a photo of your favorite place
in the neighborhood.



SUPPORTED BY:

BOOKCOURT
143 COURT STREET BROOKLYN, NY 11201 - SINCE 1981

CHRIST CHURCH Cobble Hill
326 CLINTON STREET BROOKLYN, NY 11231 - 718.624.0053

Cobble Hill Neighborhood Association



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