



NeighborWorks®  
AMERICA  
Working Together for Strong Communities

Breaking with  
Isolation:  
The Power of  
Neighbors

CB001WT

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1

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2

## Meet the Presenter – Karimah Nonyameko



Karimah Nonyameko has worked in the non-profit sector for over twenty-five years. She is currently the regional manager for NAMI South Carolina Lowcountry. She works with schools, universities, and organizations to end the silence regarding mental health illnesses. Karimah began her career as a community organizer for over twelve years before pursuing training and consulting. She organized in every region of the U.S., building relationships among people and focused on neighborhood improvement, housing, community economic development, strategic planning, community organizing, fundraising strategies, board governance, community safety, police accountability and intergenerational issues. Karimah has worked as a staff member with national and international organizations including Habitat for Humanities International and Encore.org. She also co-founded ChangeWork Consulting Inc., a national group of trainers, educators, and organizers.

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3

## NeighborWorks America

To ensure that you have a successful experience

- **Technical Functions**
  - Audio
  - Visual
  - Issues?
- **Engagement Functions**
  - Chat
  - Raise Hand
  - Breakout rooms
- **Questions/ Breaks**
- **Course Completion Policy**

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4

# Meet Your Virtual Neighbors Introductions

Who is with us today?

1. Organization?
2. Location?
3. One thing you want to learn?

5

## COURSE DESCRIPTION

The term "community building" is used in a variety of ways and situations. In this course we focus on its most fundamental aspect: developing the solidarity among neighbors that builds community and provides the foundation for sustainable civic engagement. It is the most basic and the most critical element of community building, by no means the simplest. **Through this course you will understand the factors that keep neighbors from joining community activities. We'll explore the safety, belonging and self-actualization needs we all have and how community life and civic engagement can be used to meet these needs. We'll develop strategies to break through to the uninterested and practice the skills necessary to engage them. We'll learn how to organize the kinds of activities that are best suited for their initiation, to develop them into committed neighbors, and retain them as enthusiastic volunteers.**

6

## COMPETENCIES

- Participants can define and characterize personal and societal factors that hinder and support the ability of neighborhood residents to engage in their community's civic life.
- Participants can “break-through” isolation and build relationships with neighborhood residents leading to their engagement in civic life and community-building activities.

7

## COMPETENCIES

- Participants can organize virtual meetings.
- Participants can establish a system for effective identification and follow up with residents contacted through outreach or otherwise engaged in their organization's activities.

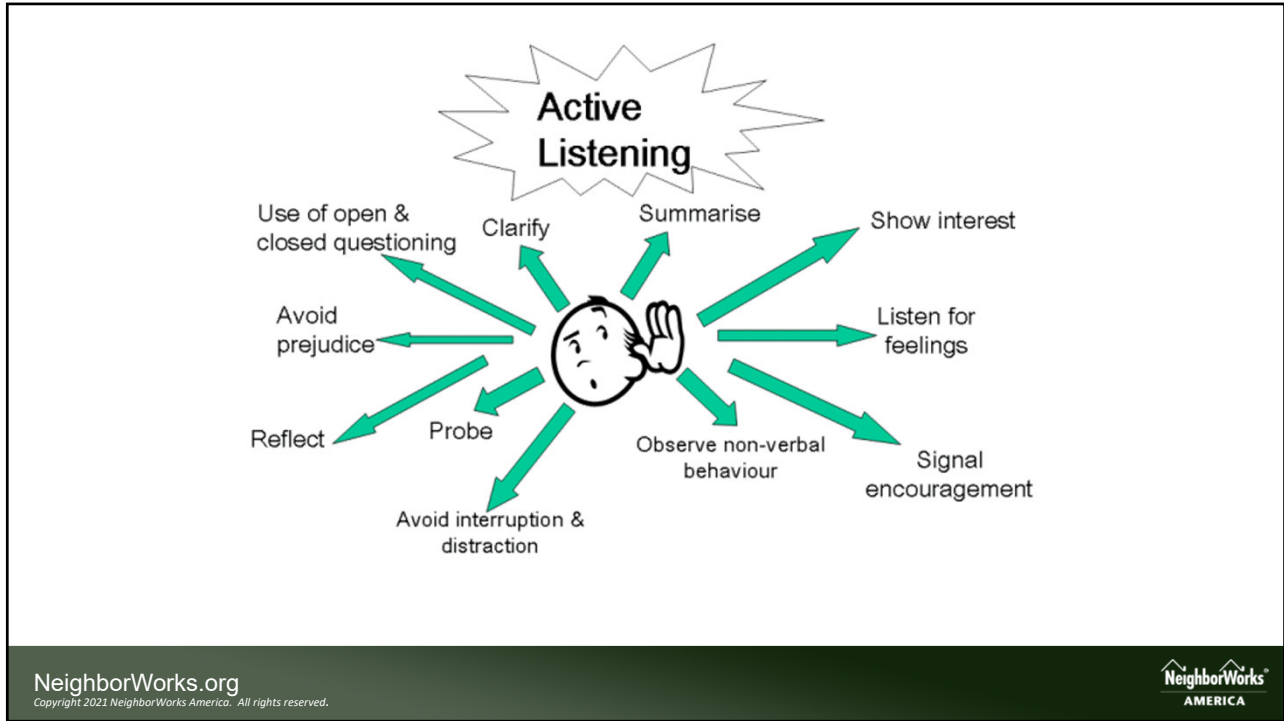
8

## COMPETENCIES

- Participants can recruit, organize and manage a group of volunteers.
- Participants are able to organize effective community events activities.

## If You Listen, They'll Talk One-on-Ones

- Identify concerns, self interests, commitment level, and available resources
- Say little; Asks questions
- Identify problems/assets from their perspective
- Get untapped Information
- Critical first step in relationship building
- Every one-on-one should lead to future contacts



11

## Causes of Apathy

HELLO  
I am  
UNINTERESTED  
& APATHETIC

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12

## Factors That can Cause Apathy

- Personal
- Political
- Social
- Economic



13

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Reflection  
 Questions  
 Learning Check

14

## How We Become and Why We Stay Engaged

**HOW** did you join? **There are 3 most probable answers:**

- People take the initiative and join the organization—or create the organization.
- People are asked and they agree to join.
- People are required to join.

15



**GET  
INVOLVED!**

16



## WHY did you join?

- Any of many variations of: *"It's who I am."*
- Agree with organization's mission and work
- Gratitude—satisfied with services they received or provided to other(s)
- To build personal connections; make friends; belong

17

## WHY did you join?



- For political and/or professional networking and advancement
- Was persuaded or required to join
- To protect self, family and/or community from real or perceived threat

18

## Becoming & Staying Engaged

1. **How** did you become engaged in an organization?
2. **What** was the process?
3. **Why** you stayed engaged?

19

## Skills for Getting People Engaged

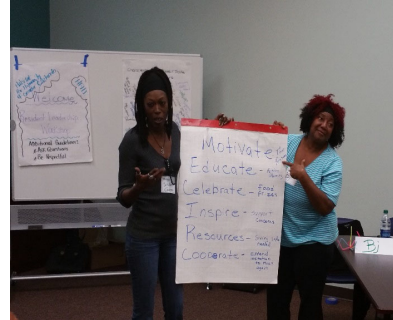
1. Communicate the vision and core values
2. Respect people's history and culture
3. What important?



20

## Skills for Getting People Engaged

4. Be encouraging and supportive
5. Be willing to learn
6. Practice active/reflective listening
7. Share Information



21

## Skills for Getting People Engaged

8. Allow people to do things for themselves
9. Make meetings work (engaging social distancing and virtual options)
10. Build relationships with/among people
11. Make content and process relevant to current environment
12. Create an inviting, inclusive and fun culture!

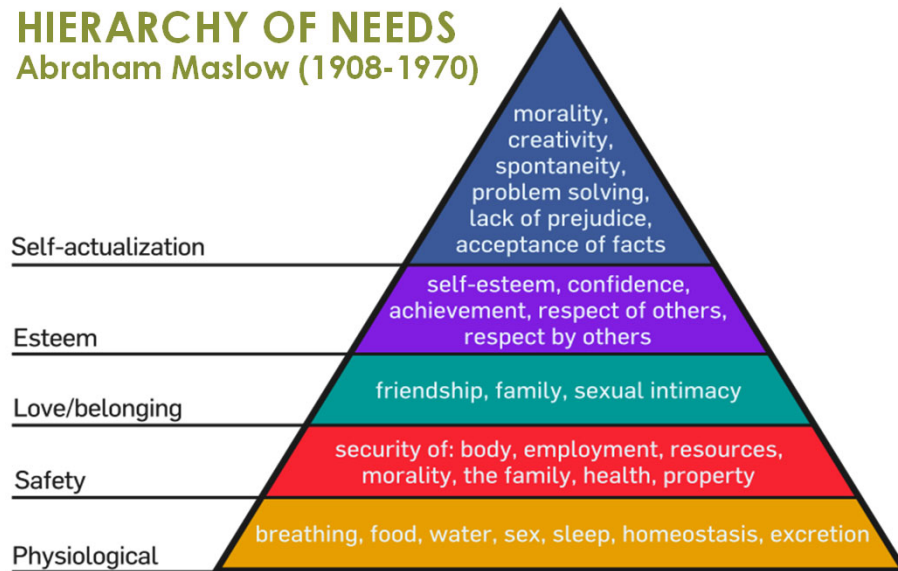
22

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## Reflection Questions Learning Check

23

### HIERARCHY OF NEEDS Abraham Maslow (1908-1970)



24

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## Reflection Questions Learning Check

25



26

# Connecting with Neighbors

## Key Focus of DOOR KNOCKING:

- Identifying Self-Interests
- Relationship Building
- Make Connections for Engagement

27

# 8 STEPS TO SUCCESSFUL DOOR KNOCKING

**#8 FOLLOW UP**  
Be sure to get back with the person on any questions they asked or information they requested.

**#7 GET THEM INVOLVED**  
Share how your organization brings people together to work on issues. Share what you think can be accomplished by working together.

**#6 BUILD THE RELATIONSHIP**  
Talk about your own experience working in community. Try to identify common connections between you two, as well between the resident and

**#5 PRACTICE ACTIVE LISTENING**  
Get them involved in the conversation. Repeat what they say, ask them to clarify. Don't interrupt.



**#1 INTRODUCE YOURSELF**  
Introduce yourself and the organization. Explain why you are at the door.

**#2 GET IN THE DOOR**  
Ask to come in or sit to talk about their neighborhood.

**#3 BREAK THE ICE**  
Repeat your name. Get their name, confirm address and phone number. Ask how long they've lived in the neighborhood. Ask if they know their neighbors

**#4 IDENTIFY SELF-INTEREST**  
Ask what three things they like about the neighborhood. Ask what three things need to be changed. Ask what one issue they'd be willing to work on to bring change.

28

# What's The Difference?

## One-on-Ones



## Door Knocking



# Creating a System to Engage Neighbors and Build Relationships

## READY TO SUSTAIN AND DEEPEN PARTICIPATION? DO YOU KNOW THE WHOLE WORLD?

- *We maintain active and on-going communications and information exchanges with organizations similar to us*
- *We compare census data and information from other sources for our community to the same information*
- *Sending our staff, members of the Board of Directors, organizational members and volunteers to conferences, institutes and meetings is a high priority*

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31

## READY TO SUSTAIN AND DEEPEN PARTICIPATION? DO YOU KNOW HOW TO KEEP INFORMED AND ENGAGE YOUR CONSTITUENCY?

- *We supplement data and information from official sources with our own information gathering ...*
- *The strategic planning process achieves direct involvement of community residents, whether they are or not members, do volunteer work or participate in working groups or committees.*
- *We publish a newsletters and have a webpage that's easy to use with up to date information and available in all of the languages spoken in our target community.*

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32



**READY TO SUSTAIN AND DEEPEN PARTICIPATION?**  
DO YOU KNOW HOW TO KEEP INFORMED AND  
ENGAGE YOUR CONSTITUENCY?

- *There is a clearly defined process for anyone in the community to communicate with us, make suggestions and provide feedback, and we have an established internal process to review and make action-decisions on that feed back.*
- *We know, maintain communications and support the work of business associations, block associations, churches and faith-based organizations, sports leagues, etc, in our community.*

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33

**READY TO SUSTAIN AND DEEPEN PARTICIPATION?**  
DO YOU KNOW HOW TO KEEP INFORMED AND  
ENGAGE YOUR CONSTITUENCY?

- *Our meetings and events are held on days and at times that allow for highest community participation, help with transportation arrangements, provide child care, food, etc,*
- *We have a master list of community residents that includes everyone that has come to any one event organized by us, and continually update it for accuracy.*
- *Everyone that attends one of our events receives information on our organization, dates of future meetings and events, and on the opportunities to engage in our committees and working groups, and how to contact us and who to contact.*

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34

## READY TO SUSTAIN AND DEEPEN PARTICIPATION? DO YOU KNOW WHO YOUR SYMPATHIZERS ARE?

- *Within 2 weeks after an event, we reach out to first-time participants to ask if we met their expectations, can be of help, and if they are interested in joining a committee or working group.*
- *When they respond positively we schedule a home visit—regardless of whether they have expressed any interest to join a committee or working group.*
- *Everyone that receives program services is provided information on our organizing work and invited to become a volunteer or join a committee or working group.*

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35

## READY TO SUSTAIN AND DEEPEN PARTICIPATION? DO YOU PROVIDE OPPORTUNITIES AND REWARDS FOR ENGAGEMENT?

- *For every activity we organize we define roles for and assign tasks to volunteers and committee members, and actually get volunteers to fulfill those roles.*
- *We have a standing formal orientation for all new volunteers and committee members, including written job descriptions for all volunteers, and written missions or task-work descriptions for all committees and work groups.*

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36

**READY TO SUSTAIN AND DEEPEN PARTICIPATION?  
DO YOU PROVIDE OPPORTUNITIES AND  
REWARDS FOR ENGAGEMENT?**

- *Volunteers and committee members are recognized for their contributions in our newsletter, other publications and webpage, and receive awards at our annual meeting or in other appropriate organizational events.*
- *We organize car pools or otherwise provide transportation, child care, food and other support necessary for our volunteers.*

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37

**READY TO SUSTAIN AND DEEPEN PARTICIPATION?  
DO YOU HAVE A CLEAR PROCESS FOR MEMBERSHIP?**

- *We have a formal, clearly defined process for community residents to become members or active volunteers of the organization, including a id card or certificate, and a ceremony to welcome new people.*
- *There are clearly defined and meaningful advantages to being a “member” or active volunteer of the organization.*

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38

## READY TO SUSTAIN AND DEEPEN PARTICIPATION? DO YOU HAVE A CLEAR PROCESS FOR MEMBERSHIP?

- *We have a formal training and orientation for new members or volunteers, including written and clearly defined rights, roles and responsibilities.*
- *Volunteers / members make an annual financial contribution to the organization.*

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39

## READY TO SUSTAIN AND DEEPEN PARTICIPATION? TRAINING AND OPPORTUNITIES FOR INCREASING LEVELS OF LEADERSHIP RESPONSIBILITY?

- *As members prove their reliability and better their skills, we provide them with increasing levels of responsibilities.*
- *Members that distinguish themselves receive awards and are otherwise recognized at our Annual Meeting and other appropriate events.*
- *We have a leadership transition plan and actually do rotate people in leadership positions.*

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40

## Free Volunteer Management Software

1. I4a AMS
2. Hivebrite
3. Bubble You
4. Toucan Tech
5. Wild Apricot
6. Nimble AMS
7. Roster Volunteers
8. Signup Zone
9. Sons Of Service
10. Volunteer Local

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41

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**Reflection**  
**Questions**  
**Learning Check**

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42

## LEGAL CONSIDERATIONS WHEN USING VOLUNTEERS

- Make sure your insurance policies cover volunteers.
- If you need to use “Release of Liability” forms, your insurance carrier can provide the language.
- Follow your local and state laws regarding programs with children and adults.
- Don’t create situations where children are alone with only one adult.

## LEGAL CONSIDERATIONS WHEN USING VOLUNTEERS

- To screen volunteers, use Megan’s Law database and inexpensive internet searches such as Intelius.
- Quicker and cheaper and yield similar results as a formal fingerprinting process.
- Combined with common sense supervision and accountability, they should be sufficient.

## Digital Engagement

What virtual options have you all been using to engage?

How have you dealt with digital security issues?

45

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### Reflections

What stood out for you?

What idea and tool will you try?

46

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## REMINDERS:

Evaluations

Stay safely connected!

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Instructor: Karimah Nonyameko

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47

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Your opinion is very important to us

Please take a moment to complete the PBT post course evaluation by scanning the QR code or by using the access link provided in the chat:

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48



# Thank you!

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