

Working together to promote Neighbours Day Aotearoa (26-27 March 2011) in YOUR neighbourhood, town or region...



What are the benefits of getting involved?

If you want to create, facilitate or be involved in a Neighbours Day coalition in your area – we are confident this will bring many benefits for your organisation.

Meeting regularly with other groups in your community around the vision of Neighbours Day will provide a way to strengthen local networks and relationships with other groups and organisations. By working with other organisations, you can strengthen your own practice and learn from different approaches. These relationships may provide you with future opportunities to work together on other projects beyond Neighbours Day.

Forming a Neighbours Day coalition can be a great way to start bringing different sectors together – such as non-government and government agencies, your local council, schools, service organisations, local businesses, cultural groups - all working together to promote a vision of strong neighbourhoods in your community.

Getting started: Some ideas for creating a Neighbours Day Coalition in your place

Our experience with Neighbours Day 2009 in Auckland showed that seeking out and working with other organisations who were also passionate about the Neighbours Day message was incredibly beneficial – not just for a successful local campaign, but for growing relationships across local organisations.

You too might like to think about other organisations in your area who might be interested in working together to develop a local Neighbours Day coalition and campaign. Some potential organisations or groups that might be interested could be your local:

- Marae or iwi
- Civil defence controller/coordinator
- Neighbourhood Support
- Community Constable
- Schools
- Churches
- Media organisations (e.g. local newspaper)
- Community organisations such as - Community House, Citizens Advice Bureau, Council of Social Services, R.E.A.P, RSA, family or social service agencies, or Country Women's Institute branch.
- Council or Community Board
- Service Clubs such as Lions or Rotary
- Businesses or business association
- Transition Town

You could start by sending out a message to groups and organisations explaining what Neighbours Day is about, and invite anyone who is interested to meet for morning tea or shared lunch, to discuss local possibilities and interests in working together. Create a simple database of people and organisations who want to be part of a coalition and keep each other informed of progress via email, phone calls, and face-to-face meetings to keep the vision alive.

Working together can happen in many ways – it may lead to sharing ideas about what each organisation is thinking about doing to support Neighbours Day, or it could mean working together to support specific local activities or events. How you work together to support Neighbours Day in your place is up to you – there's no one-size-fits-all model!

Ideas for topics you might explore with your Neighbours Day Coalition:

- Your own local vision for Neighbours Day
- A local action plan for how you will promote and encourage the Neighbours Day message in your town or community
- Ways to encourage locals to 'get involved' - e.g. through local street competitions, promotional posters, t-shirts and caps, working with other community events around this time, seeding ideas like a shared lunch, street barbeque, bake offs, sharing vegetables or seedlings and favourite recipes, street clean-ups, gathering stories (see the Neighbours Day website for other ideas!)
- How your local media (radio, newspapers, television) could get in behind Neighbours Day in your area
- Different ways to promote Neighbours Day, such as community newsletters, school newsletters, billboards, banners, community notice boards, community websites, Facebook or Twitter, or local radio
- Parts of town that could be supported and encouraged to get involved in some kind of specific Neighbours Day activity - for example, approach and work with local residents to help organise something special for their street, neighbours cleaning up a local stream followed by a shared barbeque, or family sports activities in a local park or playground
- Which leaders and organisations could be approached to support, facilitate, or lead different Neighbours Day activities

Please help the Neighbours Day Development Team spread this movement throughout Aotearoa by sharing your progress and good news stories with us: kiaora@neighboursday.org.nz

Remember: Neighbours Day is about encouraging us all to act and connect in our own streets – it isn't about what organisations can do for neighbourhoods. When local people are encouraged to take the lead in their own backyards, every day can be Neighbours Day.

www.neighboursday.org.nz