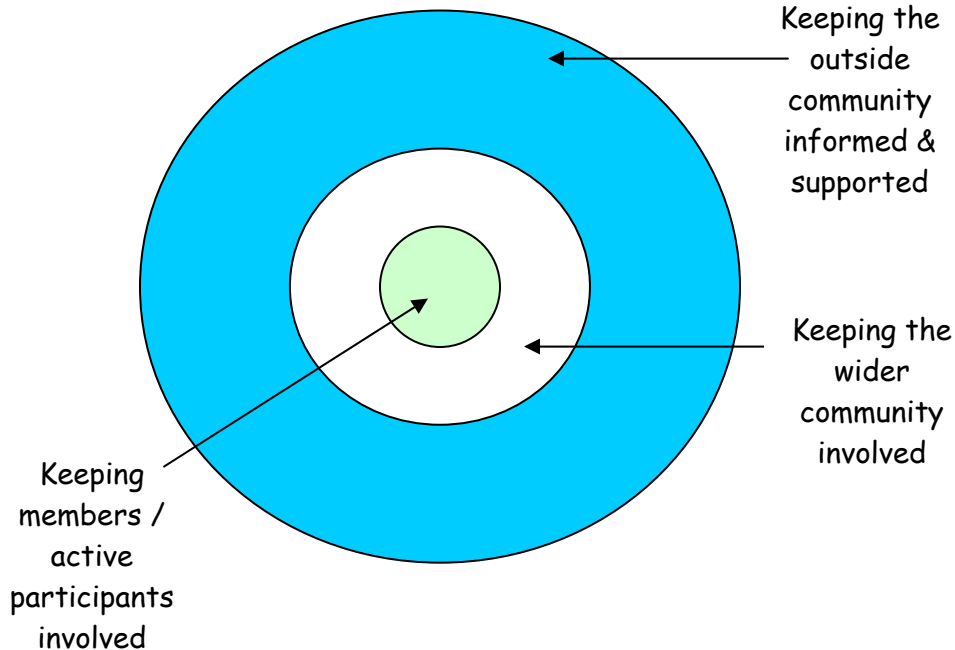


# Tips for Maintaining Community Interest and Involvement



## Keeping Members/Active Participants Involved and Informed

- Frequent telephone calls
- Meetings at convenient times
- Creation of a newsletter
- User friendly minutes
- Regular acknowledgment of individual and group contributions (e.g. comments at public meetings, over radio and within newspaper articles, awards etc)
- Regular and fun times to celebrate achievements (have a celebration coordinator as a committee position)

## Keeping the Wider Community Informed and Supportive

- Regular news column in a local newspaper(s)
- Regular distribution of press releases
- Use of any media opportunity to highlight initiatives
- Use of radio talkback programmes
- Addresses to schools, services clubs, churches and other organisations
- Regular community consultation and feedback sessions
- Frequent publication of 'user friendly' reports, brochures, flyers, posters
- Public acknowledgment of sponsorship and support (eg, quarterly newspaper acknowledgment ad, acknowledgment on brochures and documents etc)

## Keeping the Outside Community Informed and Supportive

- Identification of champions (politicians, civic leaders, sports people, prominent ex-residents) willing to regularly 'blow the trumpet'
- A regular mail out to a targeted mailing list (including annual and user friendly progress statement)
- Regular media exposure (radio, television, newspapers, journals)
- Participation in regional and national forums and networks
- Briefing/lobbying trips to state and national capitals
- Getting to know key political, bureaucratic and industry influential people on a personal level
- Finding reasons for influential people to visit, 'Declare something open', socialise with members etc
- Sponsorship of community members to attend regional and national conferences, workshops and training events
- Generous acknowledgment of outside support