



Neighborhood Matching Fund Public Outreach

The purpose of this handout is to assist community groups in creating an outreach strategy for Neighborhood Matching Fund (NMF) projects. We encourage partnerships with neighborhood-based groups in order to demonstrate the community-building that will result from this project, as that is a key goal of both Seattle Parks and Recreation and the Seattle Department of Neighborhoods (DON). When designing your project's outreach strategy, insure that all members of the community, regardless of age, race, class, income level, ethnicity, ability, sexual orientation, tenancy or religion are able to participate in some way.

How do I start letting neighbors know about my project idea and getting their support?

- Talk to your neighbors and friends.
- Parks, the DON project manager and the Neighborhood District Coordinator can help share contact information, and identify critical groups and key players in the neighborhood. It is key to hold this meeting early in the process. Since the District Coordinator is familiar with their specific districts, this meeting ensures that major groups are identified and can be included in the outreach strategy.
- Public Information specialists at both Parks and DON can help get media coverage for the project.

What is required by Parks once the project starts?

- Once the project starts, read the Parks Public Involvement policy ([PIP](#)). The PIP requires a large sign and a mailing for each project. Parks can provide examples of each.
- In order to create these signs, the community group will work out what needs to be communicated on the sign and in the flier. This should be done as a group and keeping in mind that the sign might be up for two or three years. The standard large sign template that recognizes the partnership between the neighborhood group, Parks and the Department of Neighborhoods.

How does my community group organize the process?

A sample checklist is available. This is very important as you will need an organized strategy. This documentation is helpful for group emails, for fundraising and to strengthen grant applications. It includes reaching out to different groups such as:

- Faith Communities
- Non-Profits
- Community Development Associations

- Schools
 - PTSA
 - Site Council
 - Student Associations
- Day Cares
- After School Programs
- Community Councils
- Ethnic/cultural groups
- District Council
- Public entities
- Library
- Park Facilities
 - Community Centers
 - Pools
 - Environmental Education Centers
- Farmers Markets-Staff booth at weekly farmer's markets, some are seasonal and some are year-round
- Websites: Many groups are designing web pages for their projects. This is a good way to keep the public up to date on your project and to solicit donations.

What other resources are there?

- Parks Outreach Checklist (available upon request)
- Talk with other community groups your Parks or DON project manager can put you in touch with people who have completed projects.
- Parks has mailing lists from projects that have been completed in your neighborhood and we can send out an email notification of your project
- Flier template and examples from other projects
- Large sign template and examples from other projects

For more information, contact

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