Our Mission:
Neighborhood Housing Services of South Florida collaborates with residents and other stakeholders to stabilize neighborhoods and develop sustainable housing.
ENGAGING AND ORGANIZING COMMUNITY RESIDENTS

LESSONS LEARNED IN SOUTH FLORIDA
AM I RELEVANT

* LaTonda James
* Lead Community Organizer
* Neighborhood Housing Services of South Florida
* NeighborWorks America Member Organization
* 6 Target Communities
QUESTIONS NEED TO BE ASKED

• DEMOGRAPHICS
• NEEDS AND WANTS
• PERTINENT ISSUES
SUCCESSES

• Going where the people are
  – Neighborhood Associations, Churches, Schools

• Responsiveness
  – Listening to the community

• Integration
  – Integrating organization’s mission with community needs

• Working with community partners
  – Partnerships, collaborations, consortiums
CHALLENGES

• Accessibility
  – Office is not in the target communities

• Brand Recognition
  – Community confusion with other organizations

• Capacity
  – Small department, not able to be everywhere and everything to everyone
Don’t Forget

• Feed your audience
  – Allow food to be your common denominator

• Don’t be afraid to go “old school”
  – Social media is great but phone calls and snail mail still work

• Agitation can be positive at times
  – Washer machines clean clothes

• Value feedback
  – Welcome all C’s......Compliments and Complaints
Make Some Noise

Questions, Comments, Suggestions
Never Too Far Away

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