

## CIVIC ORGANIZATION ROUNDTABLE

### **Purpose of project:**

The purpose of this forum would be to provide an opportunity for members of various civic organizations to learn more about similar organizations as well as support organizations throughout the Birmingham metropolitan area. It would also provide an opportunity to attract additional members to these organizations and provide the opportunity to create a list of unified goals.

### **Structure of project (process):**

This would be a two-fold project:

#### *Civic Organization Roundtable*

All current civic organizations would be identified. The organizations would be asked to attend a roundtable discussion. They would be asked to provide general information about the history of the organization and about current activities and priorities within their group.

This activity would also be open to city and county officials providing them an opportunity to see what great things are going on in the community.

### **Benefits:**

- Provide opportunity to learn about areas of focus
- Allows different groups a chance to see if their goals are duplicative
- Provides impetus for networking opportunities among organizations
- Allows for all organizations to develop “spider web” of partnerships throughout the region

Each organization would approach this meeting as just being another seat at the table. It would provide different organizations with the opportunity to re-examine how they go about recruitment and explore possible future partnerships with each other.

There would be some organizations that would be identified as “sponsor” organizations due to their past and current role in the community. Three organizations that would best serve this “sponsor” organization role are:

#### *The Birmingham Jaycees*

This organization is the sixth oldest Jaycees chapter in the United States. Its long standing history for community service and civic involvement provides a credibility level with several groups of people for this event.

#### *Catalyst*

This organization provides the broadest possible link with every demographic as it current maintains an e-mail list of more than 900 people interested in making Birmingham the best place it can be. The recent hiring of a director and efforts to focus on the concerns of their constituents makes this an excellent organization to invite as a “sponsor.”

#### *Rotaract Birmingham*

This organization has been extremely successful in a relatively short period of time. It has received a great deal of recognition in recent months, including its most recent event, providing the basis for long term support of its Ready 2 Read initiative. Positioning themselves

Organizations would be contacted via e-mail, U.S. Mail and telephone to encourage maximum participation at the event. They would be asked to contact their memberships to ensure that organizations that were not initially contacted were made aware of the initial meeting. Press releases could also be sent out to major media outlets announcing this initiative.

***First steps:***

**Contact NRCA for information on similar project ever being conducted.**

**Collect names of existing civic organizations and contact information**

**Secure meeting space**

**Contact potential participants**

***Civic Organization Expo***

A civic organization “expo” would be organized. Area organizations would be provided space to set up materials and talk about their organization. The organizations would be allowed to recruit new members at the event without excessive pressuring. The organizations would also be encouraged to invite their current membership to the meeting.

All in attendance would be asked to sign in for purposes of tracking the number of participants. Those interested in receiving a newsletter about future events or meetings would be asked to provide an e-mail address and/or physical address upon check-in.

***Provided by Chamber/Birmingham View (or other media outlets):***

- One sign identifying the organization (organization can bring additional signage if needed)
- One (1) 10’ table
- Listing of name of organization on website posting with link to organization website active until one (1) week after the event
- Opportunity for refreshments for attendees

***Requirements of each organization at fair:***

- General display (informational flyers, etc.)
- Sign up forms for members at the event
- Two (2) people to man booth and provide answers to questions

***Benefits:***

- Provides opportunities for members of participating organizations to learn of other organizations in city
- Provides opportunity to assist new residents to the city to learn about area civic organizations
- Provides networking opportunity for attendees
- Expands audience able to learn about participating organizations
- Potential to improve communication with the Chamber of Commerce

***Target Audiences for expo (methods of contacting):***

Organization memberships – e-mail blasts and posting on websites

New residents – information available at the Chamber of Commerce

General community – press releases to all media outlets