



PURPOSE

The purpose of the Crescent Hills Civic Association (CHCA) is to promote the welfare of the residents of Crescent Hills and to participate in the Penn Hills community through civic and philanthropic endeavors.

MISSION

We believe by working together toward common goals and by communication and socialization, we make our community strong. We endeavor to maintain and enhance the quality of life for all the residents of Crescent Hills. We strive to maintain property values, services and well-being.

VISION

A vibrant, safe and happy neighborhood with lots of activities throughout the year for all residents. Lots of participation, volunteers and great neighbor to neighbor relationships.

OUR FIVE YEAR GOALS

We have decided that our most important strategic aims and priorities for the next five years are:

1. Increasing & retaining membership. *Measured by an increase to 175 Household members.*
2. Increasing number of volunteers (especially younger volunteers). *Measured by the addition of at least 10 new volunteers who have never participated before.*
3. Increasing communication and keeping all residents informed. *Measured by increasing social media subscribers.*
4. Increase "Neighborly Feel" and neighbor to neighbor connections. *Measured by board opinion.*
5. Adapting CHCA activities to fit current hectic schedules of residents. *Measured by board opinion.*



BACKGROUND & CONTEXT

Based on the results of a comprehensive core volunteer survey we've developed a group of the most important goals and objectives for the next five years. Our organization's purpose and mission remain the same, but our main goals in the next few years needed to be clearly outlined in order to achieve our most important goals. Possible strategies to best achieve those goals were also solicited and collected from board members and members at large.

The CHCA serves the entire Crescent Hills neighborhood, regardless of paying membership status. Some members believe a small percentage of our efforts can go towards also improving the larger Penn Hills community as a whole.

The MLK Day Salad Luncheon and Memorial Day Picnic are our most popular events. A few members feel we already have the right number of events, others feel we should have more.

Members feel that camaraderie, fellowship and socializing with their neighbors while working to improve the neighborhood is what is enjoyed most about the CHCA. Members volunteer because they want to help make the neighborhood and community better.

Members feel the CHCA's greatest strengths are its park, newsletter and current volunteer core. Its greatest weaknesses are the low number of new volunteers, especially younger ones.

It was felt that things have changed with both parents working odd hours, they have less time to volunteer. "Neighbors seems to keep more to themselves these days."

**Number of Civic Association
Member Households**

2009	140
2010	170
2011	126
2012	130
2013	121
2014	121
2015	122
2016	141

Park Funds Raised

2010 (includes rentals)	\$4,400.00
2011 (includes rentals)	\$3,254.00
2012	\$3,790.00
2013	\$4,001.00
2014	\$4,125.00
2015 (Swing Donation)	\$4,805.97
2016	

Number of Park Donors

2013	104
2014	102
2015	98
2016	86



It is felt that the most important things the CHCA should achieve is better communication, keeping our neighbors informed, increasing neighborly "closeness" and promoting the neighborhood. We believe we do a fair job accomplishing that already but we need to do more.

The Crescent Hills community needs to be better connected to one another, neighbors need to feel more neighborly and communicate more with one another.

Our success as an organization is best rated by our number of volunteers and attendance numbers at our events.

Our biggest obstacle is low volunteerism, especially among younger residents.

The most important thing to accomplish in the next 5 years is to get more people involved, increase membership and participation, especially among younger residents.

Risks and Opportunities (SWOT) Analysis

<p><u>STRENGTHS</u></p> <p>The Park Newsletter Current Volunteers</p>	<p><u>WEAKNESSES</u></p> <p>Low Number of Volunteers Not Enough Younger Volunteers</p>
<p><u>OPPORTUNITIES</u></p> <p>New Residents Moving to CH Current Residents Who Aren't Volunteers</p>	<p><u>THREATS</u></p> <p>Current Volunteers Moving Away/Quitting Lack of Time Low Interest Decrease in donations and funds</p>



The Action Plan

Goal 1: Increasing & Retaining Membership

By 2022 we would like to have grown to 175 paying household members. To achieve that will take a combination of properly integrating new residents and better engaging longtime residents.

Strategies:

- Continue successful welcome committee strategies. Welcome baskets have worked. Emphasis should be on getting email addresses, asking everyone to consider liking our Facebook page and get on nextdoor.com
- Personally invite new residents to all upcoming events via a nice personal invitation or an email and phone call.
- A comprehensive membership drive, perhaps coupled with a brief resident survey. The project can take a whole year to achieve depending on the number of volunteers we can get. But we should make a habit of going through each household on a list every so often to check in on their interest and opinions.
- A neighborhood-wide survey. Ask what people would like to see happen in CH. List our current activities (Easter Egg Hunt, Picnic, etc.) and ask about interest in participating. Ask for other ideas. Ask if they would be willing to serve on a committee or volunteer at an event.
- Hold at least 1 “general member” meeting or town hall per year. Have informative talks that involve the whole community that are *separate* from the regular board meetings. This should help engage the overall membership more.
- Membership sign up sheets at all our events.
- Print the names of new neighbors in the newsletter.



Goal 2: Increase The Number of Volunteers

We would like to increase the overall number of volunteers. We would especially like to get the younger families moving to our neighborhood involved on any capacity. Marketing our community by highlighting our existing volunteerism and civic engagement can help attract like-minded new residents. By promoting Crescent Hills online and throughout the county as the suburb for active, civic minded families to move to. If we can shine as a beacon to prospective home buyers as the active, neighborly community to live in, then we will attract the kinds of residents who will get involved in the association in short order. We want at least 10 new volunteers by 2022 who haven't helped before and over 110 individual park donations annually.

Strategies:

- Ask more people to volunteer, getting someone to volunteer initially may lead to them connecting with others and volunteering again
 - The president, membership and welcome committee chairs will regularly discuss potential new residents to potentially target for volunteer roles. There are probably future volunteers out there that just need to be asked.
 - Volunteer sign ups sheets for our next event, at every event.
 - Develop a Crescent Hills Trifold brochure and reach out and work with real estate agents. Publish it on our site for resident home sellers and real estate agents to download.
 - Provide childcare at events whenever possible.
 - Include a blank section in the newsletter fund drives, asking for suggestions of activities, events, projects and programs.
 - Consider new civic engagement activities. There could be a civic cause out there we can champion that would naturally attract several volunteers to, we should look for them and encourage them.
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Goal 3: Increasing Communication and Keep Residents Informed

We currently have 162 likes on our Facebook page and there are 114 members on the Crescent Hills nextdoor.com (although that includes some outside of the traditional CH street borders). We have 202 residents email addresses. In 2022 we would like to have at least 300 Facebook likes, 200 nextdoor.com members and 300 email addresses. Every important bit of information should be advertised on all mediums in addition to the newsletter and the road signs adverts; and mentioned repeatedly to insure people remember.

Strategies:

- Stronger and more timely event promotion via email, website, Facebook and Nextdoor.com
 - Make the main and overwhelming focus of an upcoming newsletter the event it is meant to promote.
 - Have a space for email address on all forms (membership drive, park fund drive and any others).
 - Ask residents to like our Facebook page and get on nextdoor.com
 - A large bulletin board at park updated with all upcoming events.
 - A calendar of all events for the entire year, published online and in the newsletter.
 - Professionally printed road signs advertising our events. Signs that are reusable where we can simply change the dates with stickers will make things easier and we can design the best possible eye catching signs once and not have to worry about it anymore.
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Goal 4: Increase "Neighborly Feel" & Neighbor Connections

It is primarily at our events that we can encourage neighbors to socialize and get to know one another. We should maintain our current annual events and we can add at least one new event a year if it is properly spaced out from our existing events. Measuring our success is not an exact science but we can try to think about it objectively over time.

Strategies:

- Encourage the creation of new committees. New volunteers usually have the most energy and initiative around issues that specifically concern them. There could be some exciting opportunities that could benefit the CHCA and the new volunteers. Anything from a youth group, specific age playgroups, bird watching, book club, card playing...etc. They are each meaningful in their own way and will help introduce residents to one another and strengthen their relationships.
- Purchase bumper stickers/window stickers with the CHCA logo that say something like "Crescent Hills, A great place to live!" sell them as well as gift them to new residents in their gift baskets.
- Consider holding an event at the park especially for new residents, call and personally invite them, use name tags and make introductions
- Calls and emails personally inviting people, especially new residents to key events.
- Simply Social events could consider diversifying a little more. In addition to a reserved dinner nights, a casual, no-reservations meet up at a local bar or casual restaurant might be something younger residents would consider.
- More promotion of the use of Facebook and nextdoor.com. People today communicate online via their phones; so we should expand our presence there, engage and communicate with residents through them. Suggest friendships between close neighbors.
- Purchase a large shed to put in the park and fill it with donated toys, board games, athletic items
- Consider mixers for families, singles. Coffee/tea with the board.



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- Continue story time at the park, but re-brand it to attract slightly older kids.
 - More cooperation with other Penn Hills groups such as the CDC, Garden Club, Rotary...etc. We can all better help improve our neighborhood together.
 - Make Polo and T shirts with the CHCA logo. Make different T shirt designs. They can be sold to raise money and could increase neighborhood spirit. (Perhaps a T shirt design contest too!)
 - Create a cause with a defined goal. Instead of just asking for money for the park, have a specific goal in mind so that people can try to help reach it. It should be something donors can take great pride in. Perhaps a brick wall with residents names, or pavers with their names on them...
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Goal 5: Adapting CHCA Activities For Hectic Schedules

Studies have shown that people from the Baby Boomer generation and onward (Gen X, Y, Millennials...etc), will usually only volunteer in the short term and don't like to make long term commitments. To combat this we need to simply expand the number of volunteers; we have to expect that there will always be attrition and we will always lose long serving volunteers. Residents with hectic schedules could be more inclined to help in projects that are less structured and that can be accomplished at any time during their varied schedules.

Strategies:

- Spread out the workload more, even if we can get a new volunteer to just help with one thing a little bit once a year, it helps lessen the burden on our core volunteer group.
- Define all roles better, an easy 1 page checklist for every office and chair with all phone numbers, contacts and instructions on how to run something.
- Try to make most roles flexible, less time sensitive and provide adequate advance notice with sufficient time before a deadline.
- Making every single role in the association as easy as possible should be a priority. Every volunteer risks burning out if too over burdened. It should go without saying but we include it here to remember that it's important to our organization to keep things simple, and not over whelm and over complicate any volunteer position.