welcoming NEW RESIDENTS

Town staff and elected officials play a critical role in ensuring newcomers feel welcome and know how to participate in town life. Below are some practical things you can do to ensure new residents feel right at home and can get involved. Doing even one of these things will go a long way!

TOWN WEBSITE *most important*

- [ ] "Welcome" page on town website
  (*see reverse for suggestions about what to include*)
- [ ] Prominent email list and/or town newsletter signup link on homepage

WELCOME LETTER, POSTCARD, OR PACKET

- [ ] Regular mailing to all new residents, based on property transfer records and voter registrations
- [ ] If mailing a letter or packet, ensure the same information is available on the town welcome webpage
- [ ] A postcard can point new residents to the information on the town welcome page

INVITATION TO THE TOWN OFFICE

Newcomers from out of state usually don't know to stop by the town office. Invite them in with these simple practices:

- [ ] Flyer and/or mailing inviting people to stop by
- [ ] Semi-annual meet and greet for new residents - be sure to publicize widely (create a Facebook event, put a banner on your homepage, ask the library and community center to their email lists ...)

we can help!

TOWN NEWSLETTER

- [ ] Easy to find signup form for physical and email newsletters
- [ ] For physical newsletters, do a bulk mailing to all residents (around 5¢ per piece; postmaster will help)

COORDINATION WITH LOCAL ORGANIZATIONS

Welcome baskets or newcomers mixers are great welcome practices for local volunteer orgs

- [ ] Coordinate with local orgs to make sure they get a list of new residents regularly
- [ ] Include information about local orgs' welcome initiatives on your town's welcome webpage

REACH OUT TO BDCC FOR ...

- [ ] Help setting up a newsletter signup form
- [ ] Welcome postcard template
- [ ] Town office invitation template
- [ ] Microgrants of up to $150 for newcomers meet and greets

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