

Missouri Community Betterment Brochure

We're pleased to announce that Missouri Community Betterment is the longest standing community betterment organization in the nation!



Our mission is to **celebrate and connect you to each other** - as Missouri communities - and a network of resource providers to **empower you to improve your quality of life.**

We think you have a lot of great things going on that should be uplifted and shared. We also know that it is not always easy to access all of the helpful technical assistance, funding sources, professional guidance and partnerships available to communities from public and private entities ... especially in neighborhoods and rural areas that depend largely on volunteer leadership.

Missouri Community Betterment is here to help...and we have been since 1963. For over 55 years our leadership has navigated the waves of change and advancement of technology right along with you. Our organization has evolved with the best of intentions to serve community needs, and we're stepping up our strategy again. As a stand-alone 501 (c)(3) nonprofit organization, we rely on generous financial and in-kind support from individuals, businesses, organizations, cooperatives, education institutions, foundations and public entities to extend a wide array of expertise and opportunities to communities at little or no cost. Much of the information we gather and share is available for free on our website and Facebook page. We add new information and links to funding opportunities and professional assistance almost daily!

Please refer to our new list of benefits and offerings below to take advantage of these opportunities and share them with your neighboring community to help them get connected as well. Your community is much stronger when the communities in your region are thriving right alongside you!

VISION: Missouri communities empowered to improve their quality of life.

MISSION: Celebrating and connecting Missouri Communities to each other and a network of resource providers to empower them to improve their quality of life.



EMPOWERING

IMPROVE YOUR COMMUNITY'S QUALITY OF LIFE

WHAT IS AN MCB COMMUNITY?

MCB Participating Communities- We feel any community with members who are progressive enough to reach out for information on how to better themselves and the quality of life for those around them are part of our family. Those that have paid the annual participation fee have access to our awards recognition, community visits, coaching coordination, and other programs requiring staff resources. They are also eligible to receive discounts on event registrations and any other partner services negotiated each year.

\$100	0-1,000 population
\$250	1,001 – 7,499 population
\$400	7,500 and above



EDUCATING

LEARN HOW TO GET THINGS DONE

FREE RESOURCES ON OUR WEBSITE 24/7!

NOTE: These are available to communities who participate with MCB. Watch throughout the year as we work to update our website's design and organization of information to improve your experience even more!

- **Before You Ask Form** – Learn how to best ask for money from donors.
- **Community Project Summaries** – Get ideas for what may work in your community based on what others have accomplished around the state over the last 12 years in the areas of Building Renovation, Celebrations/Special Events, Community Beautification/Clean-Up, Community Involvement/Planning, Community Spirit/Values, Economic Development, Healthy Living, Historic Preservation, Infrastructure/Service Improvements, Parks/Improvements/Trails, and more!
- **Community Inventory Form** – A great first step for comprehensive and inclusive community strategic planning.
- **Community Planning Guide** – A step-by-step guide for developing and implementing a community betterment plan from creating an organization that is equally open to everyone in the community through implementation and evaluation.
- **Developing a Mission Statement** – Guidance on how to craft one of the most important tools you'll need to communicate with others about your organization.
- **Presentations** – Past conference speakers and webinar presentation.
- **Survey Samples** – When you want to take action, influence policy, change things around, or shake things up, a community survey can be an effective tool for gathering and documenting the thoughts and feelings of a diverse group.
- **Town Hall Meeting Agenda Sample** – Several sample agendas are available to help you get started or move through different phases of your organization.

LINKS TO RESOURCE PARTNERS AND ONLINE RESEARCH

- **How-To Resources** for creating a non-profit, writing bylaws, linking to the IRS for tax exemption information, write grant applications, media releases, and more!
- Look up your **elected officials**
- Find public and private **funding and technical assistance resources** from more 80+ regional, state and federal agencies, foundations and organizations.
- Partner-funded **mini-grants for youth-led projects** are also sometimes available on a limited basis following leadership conferences.



CONNECTING

NETWORK WITH YOUR PEERS IN OTHER COMMUNITIES

OPPORTUNITIES TO GATHER, LEARN AND SHARE

- **Annual Missouri Community Betterment Conference** – MCB’s annual conference and other occasional gatherings are some of the state’s only opportunities for active youth and adult volunteers who may not hold an elected or formal position in their community to come together to specifically discuss their community development challenges and successes.
- **Peer-To-Peer Network** – “Ask Other MCB Communities” online forum opportunity for Participating Communities and other connection opportunities throughout the year.
- **Youth Advisory Board** – Through a competitive application process youth involved in their local MCB efforts can serve on the statewide YAB. They work directly with the Board of Directors to provide strategic direction for the inclusion of youth in MCB’s programming and partnerships.
- **Statewide Leadership Development Conference** – Through focused instruction and application-based sessions, MCB brings leading youth development experts and top motivational speakers together for an annual Youth Civic Leaders Conference in partnership with Missouri 4-H Extension.



CELEBRATING

PLAN YOUR PROGRESS AND MARK YOUR MILESTONES

RECOGNITION OPPORTUNITIES

COMMUNITY DEVELOPMENT CERTIFICATION

Based on how participating communities score on the *Community Betterment Progress Checklist*, you may be awarded each year a Bronze, Silver, Gold or Platinum MCB Community Certificate. Certified communities are recognized and celebrated:

- At the annual conference with certificate presentation and photo opportunity
- Listed all year on the MCB website at their earned level
- Shared with statewide media for potential feature stories
- A digital certification seal for the year to display on your community website and social media platforms
- An artwork file of the certification seal for the year to use in any printed materials.
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This sort of recognition allows communities that are progressing in their efforts of culture change, collaboration and professional economic development to be appropriately celebrated for their excellent efforts. It also helps give communities a clearly defined map of how to expand with their community betterment efforts beyond collaborative projects.

COMMUNITY PROJECTS AND EVENTS

MCB understands how much work and dedication goes into the many collaborative projects and events that are essential for a community to thrive each year. We celebrate those in all sizes and types by recognizing the TOP 10 submitted in each community size (see participation fee levels) in the following categories based on a short and simple application of a few questions and photos and the option to submit a short video for a team of experienced volunteer judges to review.

- Annual event
- New event
- Special celebration/anniversary
- Youth-organized and led effort
- Regional collaborative effort
- Building renovation
- Parks and recreation
- Healthy living
- Historical preservation
- Infrastructure/service improvement
- Economic development
- Community spirit/values
- Community website
- Community social media presence and engagement
- Community beautification
- Community service
- Newcomer welcome
- Education/training

All participants in this part of our program are recognized and celebrated:

- At the annual conference with an award presentation and photo opportunity
- Listed on the MCB website along with their project/event summaries
- Shared with statewide media for potential feature stories

