

EMPATHETIC WRITING: SHIFTING THE FOCUS FROM THE BOARD TO THE RESIDENTS

Understand Residents

- ☐ Conduct surveys
- ☐ Host town hall meetings
- ☐ Listen to residents' conversations

Identify Pain Points

- ☐ Common complaints
- ☐ Frequently discussed issues

Tailor Your Content

- ☐ Focus on residents' needs
- ☐ Use relatable language

Engage and Foster Community

- ☐ Share community stories
- ☐ Encourage feedback

