

# What's in a Name?

## Tips for Naming Your Neighborhood Group

Things to consider when selecting a name for you neighborhood organization:

### **Check with the City**

Call the Office of Neighborhoods to make sure that 1) there is no neighborhood organization already in place covering your area and 2) no other group has the name you might wish to pick.

### **Inclusive**

- Pick a name that is inclusive of your entire target area.
- If you are trying to organize both Maple Street and Oak Avenue, don't call the group Oak Avenue Neighborhood Association. The Maple Street residents will feel left out.
- **Involve all of your neighbors in brainstorming and selecting the name. This is critical to the success of your organization.**

### **Unique**

It should be something that sets you apart from other neighborhoods.

### **Descriptive, Recognizable**

Edgewood Park Neighborhood Association  
Old North Knoxville

### **May not be recognizable at first but can be over time**

The well-known Fourth & Gill Neighborhood Organization is named after the corner where the neighborhood center is located, even though it is outside of and across I-40 from the main body of the neighborhood. But it caught on and has been branded over time.

### **Manageable**

Short enough for a sign or a newsletter  
Can be spelled  
Can be pronounced

### **Acceptance...Will you and others use it?**

People already accept it...long history...well known neighborhood  
Oakwood Lincoln Park  
New or Long-forgotten or not generally recognized  
Cold Springs Neighborhood Watch  
May not be your first choice, but can you live with it and use it?

### **Pride**

Does it reflect the pride you have in your neighborhood?  
Can it generate pride?