

DAYS OF SERVICE

volunteer
IOWA™

Project Planning Kit

volunteeriowa.org

Iowa Commission on Volunteer Service

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INTRODUCTION

This Project Planning Kit has been assembled to help you develop a successful community volunteer project to benefit your community while honoring a National or State Day of Service. Refer to this document to plan activities for a service project, identify potential project partners, recruit volunteers, and generate publicity for your event. Feel free to adapt any of these materials to fit your needs and the needs of your community.

If you have questions at any point during your planning process or about this planning kit, contact the Iowa Commission on Volunteer Service at daysofservice@iowa.gov or 1.800.308.5987.

Table of Contents

National and State Days of Service	3
Frequently Asked Questions	5
Helpful Quick Tips	7
What's Your 50? Campaign	9
Guide for Using Volunteer Solutions	10
Suggested Project Planning Schedule	11
Planning Worksheets	
Project Timeline and Schedule	13
Service Project Description	14
Worksite Information	16
Safety and Emergency Information	17
Sample Documents:	
Potential Partner Letter	18
Media Advisory	19
Press Release	20
Elected Official Invitation	21
Volunteer Waiver	22
Photo Release	23
Volunteer Sign-in Sheet	24

NATIONAL AND STATE DAYS OF SERVICE IN IOWA

The Iowa Commission on Volunteer Service, Corporation for National and Community Service, and Governor's Office invite you to take part in a day of service to serve and help your community. Choose to participate in the one or two that best reflect your mission, or be a part of all of them!

Each national and state-designated Day of Service may be unique and special in its own way, yet all have the same purpose and commitment; making a difference – whether it is for the life of one community member or the community as a whole. Organizations and volunteers gather to take part in Days of Service to bring attention to causes and issues needing change and to make contributions to the solutions. Service projects focus on, but are not limited to, service areas such as education, mentoring, community beautification, and product drives. The list goes on and on.

Martin Luther King, Jr. Day of Service (3rd Monday of January)

The third Monday in January was designated as an annual federal holiday and national day of service by Congress in 1994. This day is to bring attention to real needs affecting our local communities. The slogan is “Make it a day ON- not a day off”.

www.mlkday.gov

Aaron Eilerts Day of Service (February 24)

The annual Aaron Eilerts Day of Service takes place each February 24 (Aaron's birthday) in honor of a talented and compassionate young man, who tragically lost his life in the devastating tornado at Camp Little Sioux on June 11, 2008. Aaron, an eighth grader at Robert Blue Middle School in Eagle Grove, truly lived with a “Spirit of Service.” Countless Iowans' lives were made better because of Aaron's understanding of one simple truth: service to family, community and friends is something which links us all.

www.eagle-grove.k12.ia.us/robert_blue/aaron_eilerts_day

AmeriCorps Week (early March)

AmeriCorps Week provides the perfect opportunity for AmeriCorps members, alums, grantees, program partners, and friends to shine a spotlight on AmeriCorps and to motivate more Americans to serve. Individuals and organizations with a special interest in AmeriCorps are encouraged to use their creativity to mark the week in any way they see fit.

www.americorpsweek.gov

Mayors Day of Recognition for National Service (first Tuesday of April)

The nation's mayors are increasingly turning to national service as a cost effective strategy to address city challenges. To spotlight the impact of national service and thank those who serve, mayors across the country participate in the -annual Mayors Day of Recognition for National Service. On this day, mayors will hold public events and use traditional and social media to highlight the value and impact of national service to the nation's cities.

www.nationalservice.gov/special-initiatives/mayors-day-recognition

National Volunteer Week (normally begins on the third Sunday in April, but in 2014 NVW is set for April 6-13)

A nationwide initiative to recognize and celebrate the tremendous efforts of volunteers.

www.handsonnetwork.org/nationalprograms/signatureevents/nvw

Global Youth Service Day (last three days of National Volunteer Week in April)

Global Youth Service Day is an annual campaign, sponsored by Youth Service America, which celebrates and mobilizes the millions of children and youth who improve their communities each day of the year through service and service-learning. Global Youth Service Day is the largest service event in the world and is now celebrated in over 100 countries. On Global Youth Service Day, children and youth address the world's most critical issues in partnership with families, schools, community and faith-based groups, businesses and governments.

www.gysd.org

Join Hands Day (first Saturday in May)

This national event unites young people and adults in an effort to make their neighborhoods better. The day brings youth and adults together as equal partners in planning an activity that fixes or improves a local problem.

<http://fraternalalliance.org/join-hands-day/what-is-join-hands-day/>

Senior Corps Week (early May)

Held for the first time in 2010, Senior Corps Week is an opportunity to highlight the impact of Seniors Corps volunteers in Iowa, celebrate their service, and invite others to join. Senior Corps connects today's over 55's with the people and organizations that need them most; they volunteer as mentors, coaches, companions to people in need, and contribute valuable experience and job skills.

www.nationalservice.gov/programs/senior-corps/senior-corps-week

September 11 National Day of Service and Remembrance (September 11)

A national movement launched in 2003 to establish 9/11 as a national day of kindness, service and reflection by volunteering, helping others in need, or doing something good for your community.

www.911day.org

Make A Difference Day (fourth Saturday in October)

Make A Difference Day, the largest national day of helping others, is sponsored annually by USA WEEKEND Magazine and its 700 carrier newspapers. Make A Difference Day is a national day of helping others – a celebration of neighbors helping neighbors.

www.makeadifferenceday.com

Family Volunteer Day (Saturday just prior to Thanksgiving)

A day of service held on the Saturday before Thanksgiving to “kick-off” the holiday season with giving and service. Family Volunteer Day demonstrates and celebrates the power of families who volunteer together, supporting their neighborhoods, communities and the world.

www.pointsoflight.org/signature-events/family-volunteer-day

FREQUENTLY ASKED QUESTIONS

The following are frequently asked questions about planning a successful community service project involving volunteers.

Q. Why is it important for my organization to participate in a Day of Service?

A. Participating in a day of service is the perfect opportunity to put a call to service into action in your community! On a day of service, your organization has the chance to educate volunteers on the community's needs and explain how your organization is working to meet these needs; not just on this particular day, but on a continual basis.

One goal your organization can achieve with a service day project is encouraging and inspiring community members to continue volunteering for your organization on an ongoing basis. This is also a wonderful way to educate local media about what your organization is doing for the community.

Q. What types of volunteer projects should be planned for a day of service?

A. While project options are unlimited, you are encouraged to think about your organization's most vital needs and be mindful of the service theme for the particular day of service when deciding on an activity. Community volunteers can help get things done such as spring cleaning activities, painting, landscaping, and facility repair. Volunteers also can be a great help with donation drives for things like personal care items, baby items, books, back-to-school items, food, or nutritional snacks. Think about the projects on your long-term To Do list that can be achieved in a short period of time with extra helping hands.

Q. What if I do not feel like I have enough time to plan a project?

A. Project planning for a Day of Service can seem very overwhelming and time consuming; however, your project planning does not have to be this way. Your organization can simply plan your project around the activities and services you provide on a daily basis. Your organization could even use a Day of Service to complete tasks you have on your wish list.

Q. How will the community learn about the days of service?

A. Through news stories created by media advisories and press releases sent out by the ICVS, as well as publicity generated by your own organization. Projects posted online at least two weeks before the service day will be included in communications sent to media contacts across the state. We strongly encourage organizations to proceed with their own outreach to local media in addition to a project posting on www.volunteeriowa.org.

*Look to the Helpful Tips section of this tool kit for more ideas on promoting your project.

Q. I am planning a project for a Day of Service. Will my organization need to work on finding volunteers to help?

A. Yes. In addition to statewide publicity and listing your project online, you should contact your local media and work with community groups to attract additional local volunteers.

*Look to the Helpful Tips section of this tool kit for more ideas on volunteer recruitment.

Q: Do I still need to promote and post my project on www.volunteeriowa.org if all our volunteers are internal and no community volunteers are needed?

A. No. The state uses this website as a community volunteer recruitment tool and closed projects do not need to be posted. However, please send your project details to daysofservice@iowa.gov to help us be aware of what projects are planned. As a state, Iowa would like to report on project and volunteer numbers, volunteer hours completed, and number of donations collected to celebrate our accomplishments. Sending in your project details will help us promote Iowa's spectacular volunteer rates and activities!

Q. How will I know how many volunteers will show up to help for my project?

A. By registering your service project on www.volunteeriowa.org, you will be able to track and communicate with the volunteers who sign up for your project.

Q. My project will be outdoors. What if it rains on the day of our project?

A. You are encouraged to plan a “Rain Date” or alternative project in case of inclement weather. (Make sure any Rain Date information is included in all your publicity materials and online postings.)

Q. How do I go about planning a project?

A. There are quite a few things to consider when planning a community service project for volunteers; such as who will lead the activity, what materials will be needed to complete the work, and what to do in case of an emergency. Look to the Planning Worksheets section of this kit to help you with those details. Following, are some key elements of great volunteer projects. Successful projects:

- Take place either in the late morning or early afternoon. Your event should have a designated start and end time, and it should not take more than three to four hours to complete.
- Are directed by an enthusiastic project coordinator who makes volunteering fun!
- Keep everyone busy. **There should be planned and organized activities for all the volunteers to do.** You do not want volunteers to feel that their time was not well spent and that the project was disorganized. It is better to have too many projects than not enough!
- Are organized and have supplies ready. Provide safety equipment, such as gloves, if possible.
- Orient volunteers to the organization. **Be sure to tell volunteers what the organization does, and do not forget to explain how your project is important to the people it helps.**
- Provide training on the work that is to be done. If you are doing a complicated or dangerous activity, training should be formal. If the activity is simple, a brief demonstration should be sufficient. If your project is requires a lot of physical activity, be sure to have a backup project or two planned for people who may not be able to fully participate.
- Manage “organized chaos.” The first 30 minutes of every project may seem a little chaotic as volunteers get used to their work, receive answers to their questions about the task, and late volunteers arrive on the project site. However, the project coordinator should always appear calm and confident.
- Provide a comfortable experience for volunteers. Be sure to inform volunteers beforehand to dress appropriately for the work that will be done and to bring any needed supplies. Activity leaders should also “check in” with each volunteer throughout the day to see how things are going. Don’t forget to offer rest breaks, provide snacks and beverages, and provide encouragement to your volunteers!
- Thank ALL volunteers! Make sure they understand their help is truly appreciated. As you thank volunteers, encourage them to return. (People who become involved as one-day volunteers often become great advocates, regular volunteers, and supporters!)

Q. How will I get supplies for my volunteer project?

A. You will need to identify and acquire any supplies needed for your project. Use the included Sample Potential Partner Letter to request needed funds or materials from local businesses, community or faith-based organizations, and your local government. Ideas for potential partners include: community service organizations like the Lions Club, Jaycees, or Kiwanis; a neighborhood association; your local school or community college; and churches or other faith-based organizations. You are encouraged to use your regular partners and develop new ones to help acquire the supplies you need. You can also include a list of donations needed in your publicity materials.

Q. Are there any additional expectations of organizations participating in Day of Service?

A. Yes. Coordinators are encouraged to take before, during, and after photos of the project. After the event, your feedback on how your volunteer project went will be solicited. Your comments and suggestions will be used to make all future service project days even better. Also, you are invited to share photos and any media coverage your project receives on our Facebook page: www.Facebook.com/VolunteerIowa; or you may send information directly to the Iowa Commission on Volunteer Service at daysofservice@iowa.gov.

Volunteer Recruitment

- Advertise, advertise, advertise!
 - Post your project on www.volunteeriowa.org
 - Hang posters around town that are visually pleasing, inviting and very informative about the project (what, when, where, why, how and contact information)
 - Post your project on community meeting agendas and try to have a spokesperson there to promote it
 - Make sure your project is posted on your city's community calendar
 - Send out media advisories a week in advance to local media (newspapers, radio, new stations and community newsletters)
 - Post on your organization's website and request to be on others
 - Use social media to get the word out about your event
 - Use "good old fashioned" word-of-mouth
 - Encourage volunteers as they are registering to invite their friends and family members
- Present the benefits of volunteering for your organization and your project.
- Promote to your partners, local congregations, schools, businesses and community groups. (Make sure you do your best to tap into these excellent resources to help get as many people involved as you can!)

Utilizing Local News Media

There are many reasons why you should utilize local news media to help get the word out about your project. Raising community awareness about your project can:

- Help recruit volunteers
- Help raise resources for the project
- Promote the cause to a larger audience
- Help you network and meet others who are working on similar issues, or who can benefit from your project
- Promote your organization as a viable place where community members can volunteer and get involved
- Show your community that people can make a difference

Promoting Your Project

Some of the best ways to promote your project are through television, radio, newspapers, magazines, or the Internet. In order to get attention in the news media, your project must be newsworthy. To effectively communicate with the media to get attention for your project you should:

- **Develop a timeline.** The timing of your outreach effort depends largely on what type of results you are hoping to achieve.
 - Community calendar posts should be submitted two to four weeks prior to your event.
 - TV and radio stations need six to eight weeks to schedule an interview or an appearance on a talk show.
 - If you would like a reporter to cover the event itself, a week's notice is usually sufficient.
- **Research news media outlets and develop a media contact list.** Your list may include:
 - Wire services such as Associated Press or United Press International
 - Local and regional newspapers
 - Local television and radio shows
 - Special interest media, such as special publications and college newspapers
- **Examine your project plan and determine appropriate media strategies.** Think about what you want to achieve when contacting the media:
 - Ask for resources?
 - Inform the audience of something?
 - Recruit supporters and/or volunteers?
 - Publicize an event?

- **Come up with a pitch;** a one sentence explanation about why your story is interesting, timely, and newsworthy. Your pitch is how you sell your story to the media and it should be reinforced in your media advisory, press releases and any interviews you give. Reporters often find a story newsworthy if it incorporates at least one of the following aspects:
 - Local Interest
 - Widespread Appeal
 - Timely Tie-Ins
 - Unusual Alliances
 - Well-known People
 - Interesting Visuals
- **Send a Media Advisory.** Five to seven days before the event, you should fax or e-mail a media advisory to everyone on your press list. Include basic information such as:
 - Who is hosting the event
 - Who will benefit from the event
 - What the event is for
 - Where it is being held
 - When the event is being held
 - Why it is important for people to get involved
 - Contact information
- **Write a Press Release.** A press release gives a reporter a base for writing a story about your event; they can be written before the event to attract advance notice or attention or after the event to inform the media about the day's accomplishment. Either way, it should be structured in such a way that a journalist can lift text directly from the release and run it as an article. A press release should include the following:
 - Contact information
 - The headline in ten words or less
 - Opening paragraph that explains, who, what, when, where, why and how
 - The body which must be written with the most important information and quotes first so editors, in case of space constraints, can cut from the end of the press release without losing critical information
 - The closing paragraph should repeat the critical contact information including the name of the person, their phone number and e-mail address

Get Perfect Photos

- Have your volunteers fill out a photo release form
- Take action shots which show people actively serving
- Try to get group action photos as well as individual shots
- Make sure to reflect the diversity among your volunteers (age, gender, race, etc.)
- Make sure to get some vertical photos
- Think about how you want to use the photos (pamphlet, newsletter, etc.)
- Submit your photos and stories to the Iowa Commission on Volunteer Service for possible statewide recognition

Helpful Websites

- Iowa Commission on Volunteer Service (ICVS or Volunteer Iowa): www.volunteeriowa.org
- Martin Luther King Jr. Day of Service: www.mlkday.gov
- Aaron Eilerts Day of Service: www.eagle-grove.k12.ia.us/robert_blue/aaron_eilerts_day
- AmeriCorps Week: www.americorpsweek.gov
- National Volunteer Week: www.handsonnetwork.org/nationalprograms/signatureevents/nvw
- Global Youth Service Day: www.gysd.org
- Join Hands Day: <http://fraternalalliance.org/join-hands-day/what-is-join-hands-day/>
- Senior Corps Week: www.nationalservice.gov/programs/senior-corps/senior-corps-week
- September 11 Day of Service and Remembrance: www.911day.org
- Make a Difference Day: www.makeadifferenceday.com
- Family Volunteer Day: www.pointsoflight.org/signature-events/family-volunteer-day

WHAT'S YOUR 50? CAMPAIGN

Days of Service can be a great opportunity to ask potential volunteers to pledge volunteer hours to your organization or to a cause and to recognize outstanding volunteers for their time and talents.

Through the “What’s Your 50” campaign, we hope Iowans will increase their service activities to 50 hours per year. The average number of hours volunteered by Iowans is near the middle of the pack in comparison to other states, with Iowans on average volunteering 34.2 hours per year. Contributing an extra 16 hours annually per resident would provide an additional \$1 billion worth of services and improve the well being of the Iowans who volunteer.

Research has shown that an annual contribution of 50 hours tends to be a tipping point for maximizing impact; both to the individual who volunteers and the benefactor of their service.

Resources to connect your day of service project to Governor Terry Branstad’s A Call to Service and “What’s Your 50” campaign can be found at www.volunteeriowa.org/Individuals/WhatsYour50.aspx. A few of the resources include:

- Research on the benefits of volunteering
- Online Nomination form for the 50 Faces of Volunteers
- Template volunteer recognition certificate

If you have questions related to “What’s Your 50?” or the Call to Service e-mail: daysofservice@iowa.gov.

VOLUNTEER SOLUTIONS QUICK REFERENCE GUIDE

The Iowa Commission on Volunteer Service (ICVS or Volunteer Iowa) and volunteer connector organizations across Iowa use Volunteer Solutions (VS), a leading online volunteer management system to promote participation in volunteer projects for all national- and state-designated Days of Service.

By posting requests for volunteers through Volunteer Solutions, or several other available systems, your opportunities will automatically be imported into state- and national-level search engines to help you reach the largest pool of potential volunteers possible. No need to post in multiple systems! Please post your project on this system at least **two weeks before the day of service** to take advantage of the publicity that will be distributed.

New to Volunteer Solutions? If you don't already have an account, it's very easy to register:

1. Go to www.volunteeriowa.org and click on the "Register a Project" button in the upper right hand corner; from this page, click on the link to the appropriate VS entry point for your county.
2. Click on Not registered? Sign up now
3. Enter your agency's name and click Sign Up!
4. After submitting the requested information, your registration request will be sent to an administrator for approval.

Once you have an account and are ready to post an opportunity, you should create a date-specific opportunity, making sure to include the name of the Day of Service in the title. For example, if an agency is coordinating a coat drive project, they might call it "Coat Drive in [Name of Community] for Veteran's Day." Explain the importance of the particular Day of Service and your reasons for holding a project somewhere within the description. To add an opportunity:

1. Go to www.volunteeriowa.org and click on the "Register a Project" button in the upper right hand corner; from this page, click on the link to the appropriate VS entry point for your county.
2. Login to your account
3. Click on the Opportunities tab
4. Click Date-specific Opportunity
5. Supply the requested information
6. Click Save and Continue
7. Repeat steps 5 and 6 until you see a Registration Complete page. Your opportunity will appear online as soon as an administrator has viewed and approved it.

Follow Up On Volunteer Referrals — When volunteers are interested in your opportunity, they will get in touch with you by phone, e-mail, or fax to learn more. This initial contact is known as an inquiry or referral. Referrals should be followed up on promptly! A quick response to a volunteer inquiry builds goodwill and encourages the volunteer to return to you when new opportunities become available and/or recommend your organization to other volunteers. You can log into your VS account and retrieve volunteer referrals by simply clicking on the Referrals tab of your agency's myHome page, or by clicking on Follow up on [number] referral(s) under the Tasks section on your myHome page. The [number] shows how many referrals are awaiting review and response.

If you have any questions or need assistance posting your volunteer opportunities, please contact the Iowa Commission on Volunteer Service: daysofservice@iowa.gov, 515.725.3094 or 1.800.308.5987.

PROJECT PLANNING SCHEDULE

This suggested schedule will help you stay on track when planning your project. It is never too early to get started, especially when it comes to organizing a Day of Service project. Listed below are tasks and actions you should keep in mind as you are planning.

6 months	Identify a need in your organization or community and generate projects ideas Develop a list of people to invite to join your planning committee
5 months	Contact the individuals you would like to include on your planning committee
4 months	Form a project planning committee Set up a meeting for the next month
3 months	Have the first planning meeting. With the help of your planning committee: <ul style="list-style-type: none"> • Brainstorm project ideas • Create committee and project goals • Make a list of potential partners • Choose project location • Task committee members with potential partners to contact
2 months	Include partners in planning meetings (<i>optional</i>) and still try to reach out to others Make a list of needed materials Create a committee task list Create a rain date plan Develop a volunteer recruitment strategy Post event on community calendars Construct a potential volunteer task list Send out letters for donation requests (<i>optional</i>)
1 month	Finalize project details Post project on www.volunteeriowa.org to request volunteers. <i>If your project will be conducted solely with the help of internal volunteers and no outside volunteers are needed, send the details about your project to dayofservice@iowa.gov rather than posting it online.</i> Develop a media advisory Write a press release Confirm speakers, media, transportation, and security for the event Put PSAs together (<i>optional</i>)
3 weeks	Finalize media communication plan Research contact information for local media and how they would like to be contacted Assign the responsibilities committee members will be doing on the day of the event
2 weeks	Send out volunteer recruitment e-mails to partners and past volunteers Put together a schedule for project day
1 week	Send out media advisories to local media Start heavily recruiting volunteers through social media and other forms of media
3-5 days	Follow up with registered volunteers with details and materials they need to bring to the project. <i>*Do not forget to thank your volunteers!</i> Finalize last minute details
1-2 days	Send out press releases to local media Set up project site (<i>if possible</i>) Gather project materials and equipment together and work out a transportation schedule (<i>if needed</i>) Gather and print forms needed for project. <i>Examples: Sign-in sheets, waivers, photo release forms, instruction sheets and an overview of your organization</i>

Project Day	<p>Arrive at project site about 90 minutes before volunteers are due to get project organized. Set up project registration, sign-in sheets, waivers, and photo releases.</p> <p>Greet volunteers as they arrive and direct them to the registration table. <i>Helpful Tip: Volunteers love to be greeted with treats, such as coffee and donuts</i></p> <p>At registration table have volunteer complete the sign-in sheet, waiver (<i>optional</i>) and photo release.</p> <p>Give a brief welcome (no more than 10-15 minutes):</p> <ul style="list-style-type: none"> • Thank your volunteers! Explain how much they are helping your organization and their community • Promote your organization and how you are helping the community • Use this time to briefly state some history about your organization • Run through the day's schedule and list of tasks to be completed. Inform your volunteers about the start and finish times of the project and when breaks will be. • Give a quick safety briefing and inform them what materials and equipment they will be using. <i>If more in-depth training is needed for your volunteers, let them know ahead of time that they should arrive 20 minutes or so early.</i> • Inform your volunteers where the most accessible restrooms and water fountains are located • Give your guest speaker a few moments to talk to the volunteers • Wrap up welcome (this would be a great time to take a photo of the whole group): Thank your volunteers one more time and send them on their way! <p>Just before volunteers are sent out to work make sure they have a task to work on and the needed materials for that task.</p> <p>Check on your volunteers periodically and make sure they are doing okay. Ask if they need anything. If they look like they need a break, encourage them to take one.</p> <p>Wrap up the project, clean up and put materials away.</p> <p>Bring your volunteers together one more time to thank them again and reflect on the day's accomplishments. Close down your project by sending your volunteers on their way or directing them to a meal your organization and/or a project partner is hosting.</p>
After Project (3-5 days)	<p>Send photos and an overview of what was accomplished to daysofservice@iowa.gov. In the overview, please include information such as: number of volunteers and total number of volunteer hours. If your project was a donation drive, include how many items were collected.</p> <p>Send donors thank you letters with tax deductible information.</p> <p>Send thank you notes to volunteers.</p> <p>Add interested volunteers' e-mails to your organization's e-mail list, so you can send them information in the future.</p>

Tools and Materials Needed for the Project

Quantity	Tool/Material	Provider	Date Needed	Received

Where will the tools, materials and equipment be securely stored?

How will participants gain access to the tools, etc.?

Backup plan if supplies run out: _____

Nearest supply stores, phone numbers: _____

Worksite Information Worksheet

Name and description of worksite: _____

Contact person on-site: _____

Phone: _____ Cell phone: _____

Phone number where participants can be reached at the worksite: _____

If no phone is available on-site, give location and number of nearest phone where participants can receive calls: _____

Travel directions to site: _____

Parking arrangements at the site (including ADA accessible parking): _____

Is it safe for participants to travel alone to and from the worksite? Yes / No

If not, explain: _____

Nearest private indoor meeting space for the entire group of participants: _____

Number of people who can meet in this space: _____

Will lunch be provided for participants? Yes / No

If so, by whom? _____

If not, nearest food store/restaurant for participants to buy lunch: _____

Or, are refrigerators/microwaves available so participants can bring their own lunch? Yes / No

Nearest and most accessible bathrooms: _____

Nearest pay phone (wheelchair accessible): _____

Special considerations and needs for project/participants on site: _____

Safety and Emergency Information Worksheet

THIS INFORMATION IS VERY IMPORTANT TO HAVE ON SITE DURING PROJECT ACTIVITIES!

Location and phone number of nearest police station: _____

Location and emergency phone number of nearest hospital: _____

Directions from worksite to the nearest hospital: _____

Location of nearest first aid equipment: _____

Location of nearest fire extinguisher equipment: _____

On project day will there be anyone certified in CPR and/or first aid on-site? If so, who? _____

Phone: _____ Cell phone: _____

Potential worksite safety issues and precautions:

Issue	Precautions
(i.e. blisters on hand)	suggest gloves

Safety-related training and orientation the participants will receive: _____

SAMPLE DOCUMENTS

Potential Partner Letter

EXAMPLE WAS USED FOR SHELTER AWARENESS DAY

Customize and place on your organization's letterhead.

Dear [potential partner]:

My name is [insert name] with [insert organization name]. I am helping organize [insert an event] for Iowa's Shelter Awareness Day on [insert date]. This annual event helps generate awareness of the outstanding work of Iowa's domestic violence and youth shelters assisting Iowans in need. I am looking for business and community partners to help make this upcoming event a success in [name of town/county/counties].

Iowa's domestic violence shelters and youth shelters provide invaluable services that help families gain a new, firm foundation and an improved outlook in life. On Shelter Awareness Day, we can raise awareness of the assistance shelters provide, demonstrate to all Iowans the importance of volunteering to help with this cause, and make it possible to continue the good work provided by shelters to the people of Iowa.

I am seeking your help as we plan [insert a short description of your activity/activities] for Shelter Awareness Day! Would you be able to provide [resources, funds, group of volunteers, fill in the blank with your organization's needs]? In return, we are willing to help promote [company or organization] as a local event partner. We will publicize [company or organization's name and/or logo] in all our [list marketing that will be used to publicize your event]. Working together, we can help [name of local shelter] continue to benefit families living in our community.

I look forward to talking with you and answering any questions that you might have. You may contact me at [insert phone number and/or email]. I will contact you by [insert date], if I have not heard from you before then.

I am looking forward to a successful partnership,

[insert your name]

[title]

[name of your organization]

Media Advisory

Customize and distribute to local media to inform them and the public about your event. (This should be sent out five to seven days before your event.)

EXAMPLE WAS USED FOR MLK DAY

MEDIA ADVISORY

January 11, XXXX

CONTACT:

Jane Doe, (555) 555-1234

**LOCAL PROGRAM TO MARK KING HOLIDAY
BY RENOVATING SCHOOL**

To make Martin Luther King Day "A Day On, Not a Day Off," the Neighborhood Service Alliance will mark the holiday by restoring ABC Elementary School. The project will bring together students, parents, teachers, AmeriCorps members, and senior volunteers to paint hallways, design a mural honoring Dr. King, and stock the school library with books about Dr. King.

WHO:

AmeriCorps members with the Neighborhood Service Alliance
Students from ABC Elementary School
Foster Grandparents, parents, and other community volunteers

WHERE:

ABC Elementary School
Corner of 1st & 3rd Streets
Anytown, ST

WHAT:

Service project honoring Dr. King

WHEN:

January 18, XXXX
10:00 a.m. to 6:00 p.m.

This service project is one of hundreds of activities that states and cities across the country are organizing to honor the legacy of Dr. King. In 1994, Congress passed the King Holiday and Service Act, directing the King Center and the Corporation for National and Community Service to carry out a day of service reflecting Dr. King's life and teachings.

For more information about the national day of service, please visit www.mlkday.gov.

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Press Release

Customize and provide to reporters to use as a base for writing a story about your event. (This can be written before the event to attract advance notice or attention, or can be written after the event to inform the media about the day's accomplishments).

EXAMPLE WAS USED FOR SEPTEMBER 11TH DAY OF SERVICE & REMEMBRANCE



I Remember. I Serve

FOR IMMEDIATE RELEASE

DATE: [insert date]

CONTACT: [name]

PHONE & EMAIL: [contact's info]

(Your Organization) Participates in Official 9/11 Day of Service

Locals remember day and serve in honor of fallen heroes as part of United We Serve Initiative

(Your City and State) – The *(organization name)* is taking part in the annual September 11 Day of Service and Remembrance, a day established by President Barak Obama and Congress to honor the sacrifices of 9/11 heroes, and engage more Americans in serving their communities.

The (organization name) will be (describe your local activity here - for example say you are recruiting volunteers, or hosting an upcoming volunteer project) in remembrance of September 11, 2001 and in an effort to engage more (city or state) residents in working to strengthen their communities throughout the year.

“On that tragic day, I remember I was (describe where you were on September 11, 2001),” said (Organization Executive Director or Board member). “This year, I serve by (describe the service activity your organization is supporting). We are pleased to join this national effort and thank the President for making this call to service.”

In April 2009, President Obama signed the Edward M. Kennedy Serve America Act and officially recognized September 11 as a National Day of Service and Remembrance for the first time. This September 11, Americans will join together in service projects across all fifty states and re-commit to serving their communities.

September 11, 2009 marked the first milestone in the *United We Serve* initiative, President Obama's nationwide initiative to create a sustained, collaborative, and focused effort to meet community needs. The day will be an opportunity for all Americans to recommit to volunteering throughout the year. The initiative is being led by the Corporation for National and Community Service, a federal agency that improves lives and strengthens communities through volunteering and service.

Individuals looking for service opportunities on or around 9/11 can visit www.volunteeriowa.org, a website that allows visitors to type in their zip code to find local volunteer opportunities or find ideas for creating new projects with family, friends and neighbors. Organizations can also recruit volunteers by posting their 9/11 service projects on this site.

“One of the best ways to honor the heroes of 9/11 is by reaching out in service to others,” said (Executive Director or Board member). By serving on September 11, we hope more (state or city) residents will make an ongoing commitment to volunteering throughout the year.

(Boilerplate about your organization)

###

*Resource from www.serve.gov.

Elected Official Invitation

Can be tailored and sent to your elected officials well in advance inviting them to attend and bring attention to your event.

EXAMPLE WAS USED FOR GLOBAL YOUTH SERVICE DAY

March XX, XXXX

Youth Serving Organization USA
4321 Main Street
Anytown, ST 12345-0000

The Honorable Jane Smith
1234 Main Street
Anytown, ST 12345-0000

Dear Senator or Representative Smith:

I am writing on behalf of Youth Serving Organization USA to invite you to participate in our event for Global Youth Service Day, [insert date(s)]. Before I begin to tell you about this year's service project, I would like to thank you for your continued support and participation in our organizational events over the past year.

On [date] at [time] approximately 200 youth and adult volunteers will participate in beautification projects throughout Anytown over a period of about four hours. These beautification projects will include creation of a bike/walking trail behind the elementary school, removing non-native plants from areas where endangered flowers grow, and replacing the fence at the senior center. We would be honored if you would speak about the importance of youth giving back to their communities and participate, as your schedule allows, in one of the projects listed above.

To date, we have invited Police Chief Jones, Representative Burnette, Newspaper Reporter Davis, and TV Anchor Diaz. We would be honored to include you as another participant in our Global Youth Service Day events.

If your schedule permits you to attend or you have further questions about the event, please contact me at [insert phone number] or at [insert e-mail address].

Sincerely,

[insert your name]
[title]
[name of organization]

***Resource from Youth Service America, www.ysa.org.**

Volunteer Waiver

Use this form as a starting point to create your own volunteer waiver document. We recommend your organization ask a legal representative to review your customized waiver to verify that all points are lawful.

Template Volunteer Release and Waiver of Liability Form

Disclaimer: This template is offered for educational purposes only. Please confer with legal counsel licensed in your state to determine whether this template is appropriate for use by your organization.

This Release and Waiver of Liability (the "release") executed on (date) _____ by (name of volunteer candidate) _____ ("Volunteer") releases (NAME of Nonprofit) _____, ("Nonprofit") a nonprofit corporation organized and existing under the laws of the State of (fill-in) _____ and each of its directors, officers, employees, and agents.

The Volunteer desires to provide volunteer services for Nonprofit and engage in activities related to serving as a volunteer _____ [insert title of volunteer service such as "mentor" "companion" "volunteer driver" etc.].

Volunteer understands that the scope of Volunteer's relationship with Nonprofit is limited to a volunteer position and that no compensation is expected in return for services provided by Volunteer, that Nonprofit will not provide any benefits traditionally associated with employment to Volunteer, and that Volunteer is responsible for his/her own insurance coverage in the event of personal injury or illness as a result of Volunteer's services to Nonprofit.

1. **Waiver and Release:** I, the Volunteer, release and forever discharge and hold harmless Nonprofit and its successors and assigns from any and all liability, claims, and demands of whatever kind or nature, either in law or in equity, which arise or may hereafter arise from the services I provide to Nonprofit. I understand and acknowledge that this Release discharges Nonprofit from any liability or claim that I may have against Nonprofit with respect to bodily injury, personal injury, illness, death, or property damage that may result from the services I provide to Nonprofit or occurring while I am providing volunteer services.
2. **Insurance:** Further I understand that Nonprofit does not assume any responsibility for or obligation to provide me with financial or other assistance, including but not limited to medical, health or disability benefits or insurance of any nature in the event of my injury, illness, death or damage to my property. I expressly waive any such claim for compensation or liability on the part of Nonprofit beyond what may be offered freely by Nonprofit in the event of such injury or medical expenses incurred by me.
3. **Medical Treatment:** I hereby Release and forever discharge Nonprofit from any claim whatsoever which arises or may hereafter arise on account of any first-aid treatment or other medical services rendered in connection with an emergency during my tenure as a volunteer with Nonprofit.
4. **Assumption of Risk:** I understand that the services I provide to Nonprofit may include activities that maybe hazardous to me including, but not limited to: _____

[FILL IN here any specific known dangerous activity, such as "construction work" or hazardous activities] involving inherently dangerous activities. As a volunteer, I hereby expressly assume the risk of injury or harm from these activities and Release Nonprofit from all liability for injury, illness, death or property damage resulting from the services I provide as a volunteer or occurring while I am providing volunteer services.

5. **Photographic Release:** I grant and convey to Nonprofit all right, title, and interests in any and all photographs, images, video, or audio recordings of me or my likeness or voice made by Nonprofit in connection with my providing volunteer services to Nonprofit.
6. **Other:** As a volunteer, I expressly agree that this Release is intended to be as broad and inclusive as permitted by the laws of the State of _____ and that this Release shall be governed by and interpreted in accordance with the laws of the State of _____. I agree that in the event that any clause or provision of this Release is deemed invalid, the enforceability of the remaining provisions of this Release shall not be affected.

By signing below, I express my understanding and intent to enter into this Release and Waiver of Liability willingly and voluntarily.

Signature

Date

[If Volunteer is under the age of 18, a parent or guardian must sign and form should be modified accordingly.]

*Resource from www.nonprofitrisk.org/tools/hallmarks/tools/3volunteer-release.pdf.

Photo Release Form

In order to document your accomplishments through photographs, collecting a photo release from all your volunteers should be a must! Without documentation saying your volunteers have given you the right to photograph them, your pictures will not be able to be used for your website, social media sites, or future publications. This form may be tailored to fit your project.

AUTHORIZATION TO USE PHOTOGRAPHS AND/OR AUDIO-VISUAL

I, _____, hereby authorize _____ (photographer/videographer), the Corporation for National and Community Service (Corporation), the Iowa Commission on Volunteer Service (ICVS), or an AmeriCorps project sponsor to use, reproduce, and/or publish photographs and/or video that may pertain to me—including my image, likeness and/or voice without compensation.

I understand that this material may be used in various publications, public affairs releases, recruitment materials, broadcast public service advertising (PSAs) or for other related endeavors. This material may also appear on the Corporation's, ICVS', or project sponsor's Internet website.

This authorization is continuous and may only be withdrawn by my specific rescission of this authorization. Consequently, the Corporation, ICVS, or project sponsor may publish materials, use my name, photograph, and/or make reference to me in any manner that the Corporation, ICVS, or project sponsor deems appropriate in order to promote/publicize service opportunities.

Description of Material (Photos/Audio-Visual):

Signature: _____ Date: _____

Name (print): _____

Address: _____

Phone: _____ Cell Phone: _____

E-mail: _____

volunteer I WVA™

Iowa Commission on Volunteer Service (ICVS or Volunteer Iowa)

200 East Grand Avenue
Des Moines, Iowa 50309
Phone: 1.800.308.5987
Fax: 515.725.3010

E-mail: daysofservice@iowa.gov

Web: www.volunteeriowa.org

Facebook: www.facebook.com/volunteeriowa

Twitter: @VolunteerIowa