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National Volunteer Week

Resource Guide 2009



 Celebrating
People
in Action

National Volunteer Week | April 19 - 25, 2009

National Volunteer Week Resource Guide 2009

In this resource guide you'll find all of the essential messages and resources to effectively encourage and acknowledge volunteer participation, inspiration and recognition during **National Volunteer Week 2009**. This guide will help you make it a week filled with stories of inspiration and hope that encourages all of us to discover vital and imaginative ways to increase volunteer participation and intensify community impact.

Points of Light Institute and HandsOn Network is excited to offer this adaptable online toolkit, full of helpful ideas and marketing strategies to actively support your involvement in **National Volunteer Week**. Within the toolkit, you'll find project ideas and volunteer leader resources, ideas and solutions for recognizing your volunteers, and capturing inspiring stories about citizen engagement throughout the week.

National Volunteer Week, April 19-25, 2009, is about inspiring, recognizing and encouraging people to seek out imaginative ways to engage in their communities. It's about demonstrating to the nation that by working together, we have the fortitude to meet our challenges and accomplish our goals. **National Volunteer Week** is about taking action and encouraging individuals and their respective communities to be at the center of social change—discovering and actively demonstrating their collective power to foster positive transformation.

This is the perfect opportunity for your organization and volunteers to seize the moment and share the national spotlight that **National Volunteer Week** deservedly receives. Simultaneously, you can leverage this brief window of national opportunity to advance your individual cause and promote volunteer commitment in your community.

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About National Volunteer Week

National Volunteer Week 2009: April 19 - April 25,

Celebrating People in Action, captures the meaning of this signature week:

**Honoring the people who dedicate themselves
to taking action and solving problems in their communities.**

Established in 1974 by former President Richard Nixon, **National Volunteer Week** has grown exponentially in scope each year drawing the support and endorsement of all subsequent U.S. presidents, governors, mayors and other respected elected officials.

Two significant national celebrations fall during **National Volunteer Week**:
Earth Day and Global Youth Service Day.

Earth Day, commemorated April 22, enables us to leverage the positive impact volunteers can make on the environment. During **National Volunteer Week**, we can highlight volunteers who have made great strides in alleviating environmental destruction and promote continued environmental friendliness.

Global Youth Service Day, commemorated the weekend of April 24-26, is an annual international event that highlights and celebrates the ongoing contributions of youth to their communities through volunteer service and service learning. Global Youth Service Day provides an opportunity to recognize young volunteers who are leading the next generation in service.

We are orchestrating several milestone events that will converge during this week to focus attention on celebrating those who have strived to renew our national commitment and the culture of service that has shaped America. The 2009 **National Volunteer Week** will include several significant recognition events celebrating leaders in the field of service, including a reception on Capitol Hill honoring Senators Kennedy and Hatch for their efforts behind the Serve America Act and also an induction ceremony for the Extra Mile.

National Volunteer Week 2009, Celebrating People in Action, presents an opportunity for individuals, families, nonprofit organizations and government entities alike to celebrate the ordinary people who accomplish extraordinary things through service.

National Volunteer Week embodies the energy and power volunteers evoke on a daily basis as they lead by example—not only encouraging the people they help, but motivating others to serve as well.

Resource Guide 1-2-3

Step 1. Get Your Community Involved

Provide opportunities for members of your community to participate in projects as individuals or as a group. Engage volunteers, adopt neighborhoods and inspire others by example.

During this year's **National Volunteer Week** celebration, thousands of volunteers throughout the country will participate in a variety of innovative, grassroots community projects designed to engage volunteers and community members in building strong, vibrant neighborhoods. This nationwide undertaking will include revitalizing community centers, rehabilitating parks, improving low-income homes, creating community art projects, mentoring, serving meals, developing community gardens and much more.



Step 2. Share Your Stories

Connect with other communities and organizations from around the nation and share inspirational stories about volunteer heroism and community transformation. Foster a new generation of volunteers.

Please make note of and record the following information regarding your 2009 **National Volunteer Week** activities:

- Number of volunteers
- Number of volunteer hours
- Number of projects
- Number of volunteer leaders
- Description of people impacted by projects

Resource Guide

Step 3. Recognize and Thank Volunteers

Volunteer recognition is an extremely effective retention and recruitment tool. All of us want to feel valued and appreciated, and it's been proven that recognition is the best and most productive means of doing so. Research conducted by **Points of Light Institute and HandsOn Network** reveals that recognition not only motivates volunteers, but also promotes public awareness in local communities.

We encourage you to recognize your outstanding volunteers by awarding them the *President's Volunteer Service Award*. It's the highest honor and most prestigious volunteer award directly associated with the White House and one that all Americans can aspire to achieve. Such a nationalized display of recognition during **National Volunteer Week** will not only leverage the nation's focus on service, but also establish a direct link with your own community's projects and activities and align your organization with a prestigious national award. Visit www.presidentialserviceawards.gov for more information.

"Volunteers are the only human beings on the face of the earth who reflect this nation's compassion, unselfish caring, patience, and just plain love for one another."

Erma Bombeck



Marketing Resources

The following marketing resources and **National Volunteer Week** brand attributes have been created to help you generate awareness regarding events and activities, as well as to assist you in strategically aligning your efforts and organization with the **National Volunteer Week** brand.

- National Volunteer Week Logo
- Banner Sample
- 2009 Media Outreach Tips
- Media Advisory



National Volunteer Week Logo

To obtain logos for 2009 **National Volunteer Week**, visit: www.pointsoflight.org/programs/seasons/nvw/

It is the strategy of **Points of Light Institute** and **HandsOn Network** to maintain consistent branding and messaging regarding **National Volunteer Week**. Your cooperation will translate into more effective, consistent branding and messaging for your own organization, as well as allowing national exposure, increased opportunities for local and national partnerships, and boosting general public involvement and awareness of volunteerism.

Utilizing a consistent logo and theme also frees your time and creative energy for planning **National Volunteer Week** promotions and events, saves money on recognition items, and enables your organization to provide timelier, innovative and more cost-effective promotional products.



National Volunteer Week | April 19 - 25, 2009



National Volunteer Week | April 19 - 25, 2009



National Volunteer Week
April 19 - 25, 2009

Color Palette and Typography

Color Palette



Pantone 2195C
C=59 M=7 Y=0 K=0
R=85 G=188 B=235



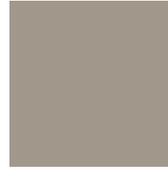
Pantone 583C
C=23 M=0 Y=100 K=17
R=175 G=189 B=34



Pantone 584C
C=12 M=0 Y=79 K=6
R=217 G=218 B=86



Pantone 405C
C=0 M=10 Y=33 K=72
R=105 G=94 B=74



Pantone 403C
C=0 M=7 Y=17 K=43
R=162 G=151 B=138

Typography

Aa Gotham Book:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Aa Gotham Medium:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Aa Claredon Light:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Banner Sample

You can download this banner and customize it for your use at
<http://www.pointsoflight.org/programs/seasons/nvw/>



National Volunteer Week | April 19 - 25, 2009

Be the
Change.

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Visit 1-800-volunteer.org

Organization
Logo Here

2009 Media Outreach Tips

| Media Materials | What is its function? | To whom should it be sent? | When should it be sent? |
|--------------------------------|---|---|---|
| Community Calendar Event | Short, concise entry for community calendar section. | Community calendar editor (local daily and weekly newspapers) | <ul style="list-style-type: none"> • One month before • Place a follow-up call to ensure receipt |
| News Release | Should convey the who, what, when, where and why of your project and/or volunteer recipients and generate interest for them | <ul style="list-style-type: none"> • Future reporter and photo desk editor (newspaper) • Community Affairs Department (radio & TV) • TV/radio producer | <ul style="list-style-type: none"> • Send to reporters two weeks before the program. • Include in Media Kit |
| Media Advisory | Simple way to inform local media outlets about an upcoming program or press conference | Same as above | <ul style="list-style-type: none"> • Send three-four days before program. • Place a follow-up call to ensure receipt. |
| Media Kit | Gives general information about event and volunteer award recipients; the kit should include: <ul style="list-style-type: none"> • News Release • Signature Program Fact Sheet • Affiliate Fact Sheet or Overview • Corporate Partners | Key media outlets | Give to journalists the day of program and send to those who didn't attend but expressed interest in the event. |
| HandsOn Action YouTube Channel | <p>The YouTube channel for HandsOn Network is "HandsOn Action" and can be accessed at http://www.youtube.com/user/HandsOnAction. The channel showcases projects and volunteers, and it can be viewed by anyone on the Web. The videos also enable media outlets to see the types of projects completed.</p> <p>To submit footage of projects for possible inclusion on the channel, contact Leigh Jackson at Ljackson@HandsOnNetwork.org or submit through your own YouTube account.</p> | | |
| Photos | Send project photos to print journalists who attended the program. Submit via email to Ljackson@HandsOnNetwork.org for submission into web and national marketing materials. | | |

Media Advisory

Media Advisory for [insert date of event]

Re: National Volunteer Week, April 19-15, 2009

For Immediate Release

Contact: [insert contact name, your organization's phone and e-mail]

WHO: [list names of dignitaries attending your event]

WHAT: [briefly describe event]

WHERE: [event address]

WHEN: [event time and date]

WHY: **National Volunteer Week 2009**, Celebrating People in Action, honors those who dedicate themselves to taking action and bettering their communities. It's also about inspiring, recognizing and encouraging people to seek out imaginative ways to engage in their communities — to put themselves at the center of social change.

Sponsored by **Points of Light Institute** and **HandsOn Network**—the nation's largest volunteer organizing network—National Volunteer Week was established in 1974 by former President Richard Nixon and has grown exponentially each subsequent year, with literally thousands of volunteer projects and special events scheduled throughout the week. And with President Obama's recent endorsement of the Serve America Act (www.bethechangeinc.org) and his call on Congress to support this vital piece of legislation, this year will be even more energizing and inspiring.

For more information regarding **National Volunteer Week** activities, please visit: [insert your website] or www.1-800-Volunteer.org.

Appendix

In this section, we've included some general tips and worksheets to support volunteer leaders activate projects in your community.

Tools, Worksheets and Checklists:

- Recommended Timeline
- Sample Recruitment Flyer
- Project Information Form At-A-Glance
- Volunteer Registration Form & Sample Waiver
- Volunteer Evaluation Survey



2009 General Planning Timeline

Critical National Volunteer Week Planning Questions:

1. Which national volunteer award will you present to your volunteers?

NOTE: There are two national award programs to choose from:

President's Volunteer Service Award — a non-competitive award that all Americans are eligible to receive, determined by the number of volunteer hours served.

Daily Point of Light Award — a competitive daily award honoring one exceptional volunteer or volunteer effort from across the entire nation.

2. Will you host a formal event to present awards?
3. Which gift item will you present to your outstanding volunteers?

Visit VolunteerResource.org for items featuring the “Celebrating People in Action” theme and other volunteer recognition resources.

Timeline: Countdown to National Volunteer Week, April 19-25, 2009.

Preparatory Steps:

1. If you have not done so already, please register as a Certifying Organization for the President's Volunteer Service Award. Go to Visit www.presidentialserviceawards.gov for more information.
2. Send the enclosed proclamation Request Letter to your local mayor, county executive, governor, etc.
3. Begin planning your event: identify and confirm venue, invite speaker(s) and local dignitaries, hire event photographer, etc.

2009 General Planning Timeline

Beginning in March

- Order volunteer recognition items i.e., small tokens of thanks, at: VolunteerResource.org.
- Write **National Volunteer Week** event speech, including thoughtful volunteer-related quotes from famous public figures. Also, if appropriate, bolster your speech with encouraging, volunteer-related statistics.
- Follow up by contacting elected officials regarding the status of your proclamation request

Mid-March

- Two weeks prior to your event, send the customized news release to your local newspaper's community calendar editor and targeted reporters. Remember to make follow-up phone calls reminding them about your upcoming **National Volunteer Week** activities.

March 28

- Last day to place orders for President's Volunteer Service Awards!

April 10

- Place the **National Volunteer Week** logo on your organization's Web site—the logo is available in various formats and sizes at: <http://www.pointsoflight.org/programs/seasons/nvw/tools.cfm>.

Four days before event

- Send reporters your customized media advisory and make follow-up phone calls to ensure of their receipt.

National Volunteer Week

- April 19-25, 2009

Day after event

- Send event photos and "Thank you" notes to journalists who attended the event, and don't forget to include those reporters who did not attend but expressed interest. Lay the groundwork for next year's activities by keeping future lines of communication open with all media. Next year they may accept your invitation, and you'll find the exposure was worth the extra effort.

2009 General Planning Timeline

Get Materials Online

- To download the award news release, drop-in article and other materials, visit the Certifying Organization section of the President's Volunteer Service Award at: www.PresidentialServiceAwards.gov. The following materials are available in the 2009 **National Volunteer Week** Resource Guide at www.pointsoflight.org/programs/seasons/nvw/
- The following materials are available in the 2009 National Volunteer Week Resource Guide at www.pointsoflight.org/programs/seasons/nvw/: Proclamation Request Letter, Sample Proclamation, Sample Flyer, Photo Consent Form, Volunteer Registration Form, Sample Waiver and Volunteer Evaluation Survey.

Proclamation Request Letter

[Recipient Name]
[Address]
[City, State, Zip Code]

Dear Mayor/Governor/Other Elected Official [name]:

As we approach the 36th annual **National Volunteer Week**, April 19-25, we ask you to honor [city or state] volunteers who tirelessly share their time and talent with those in need. Your support can challenge and encourage the people you represent to commit to sustained and future volunteer service. [insert a thank you for past participation, if relevant].

National Volunteer Week is about inspiring, recognizing and encouraging people to seek ways to engage in their community. It's about meeting our challenges not as isolated individuals, but as members of a community, with all of us working together.

This year the President of the United States will again sign a proclamation in support of National Volunteer Week, and we hope you that will join the President in proclaiming the April 19-25, as National Volunteer Week in [city or state].

Enclosed you will find a sample proclamation and more information about National Volunteer Week, which is sponsored by the Points of Light Institute and HandsOn Network. This special week was designated by executive order by President Richard Nixon in 1974. Every President since has signed a proclamation of support announcing National Volunteer Week as the national week of recognizing volunteers.

[name of your organization] plans to honor the volunteers in [name of your city] by [insert SHORT description of your planned recognition events]. We invite you to join our celebration of volunteers at [insert information about your event].

If you have any questions, please call [local contact]. We would be honored to have you participate and look forward to your response.

Sincerely,

[your name]
[title, organization's name]

Sample Proclamation

WHEREAS, the entire community can inspire, equip and mobilize people to take action that changes the world; and

WHEREAS, volunteers can connect with local community service opportunities through hundreds of community service organizations like HandsOn Network affiliates and volunteer centers; and

WHEREAS, individuals and communities are at the center of social change, discovering their power to make a difference; and

WHEREAS, during this week all over the nation, service projects will be performed and volunteers recognized for their commitment to service; and

WHEREAS, the giving of oneself in service to another empowers the giver and the recipient; and

WHEREAS, experience teaches us that government by itself cannot solve all of our nation's social problems; and

WHEREAS, our country's volunteer force of over 61 million is a great treasure; and

WHEREAS, volunteers are vital to our future as a caring and productive nation; and

NOW, THEREFORE, I, [name/title] do hereby proclaim

April 19-25, 2009
National Volunteer Week

In [city/state], and urge my fellow citizens to volunteer in their respective communities. By volunteering and recognizing those who serve, we can replace disconnection with understanding and compassion.

Signed this [DATE] day of [MONTH], 2009

Sample Recruitment Message/Flyer

Make a Commitment to Serve



National Volunteer Week | April 19 – 25, 2009

Established in 1974 by former President, Richard Nixon, National Volunteer Week has grown exponentially in scope each year since, drawing the support and endorsement of all subsequent U.S. presidents, governors, mayors and other respected elected officials.

National Volunteer Week is about inspiring, recognizing and encouraging people to seek out imaginative ways to engage in their community. It's about demonstrating to the nation that by working together, in unison, we have the fortitude to meet our challenges and accomplish our goals. National Volunteer Week is about taking action, encouraging individuals and their respective communities to be at the center of social change—discovering and actively demonstrating their collective power to foster positive transformation.

National Volunteer Week is not only our moment in time to celebrate our volunteers, but to enable a nation to share ideas, practices, and stories, wherever they happen, and shaping a movement to re-imagine the notion of citizenship for the 21st century.

Organization
Logo Here

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Visit 1-800-volunteer.org today
and make a commitment to serve.

Sample Photo Consent Form

[Insert HandsOn affiliate or Volunteer Organization Name]

Limited Consent And Release

The undersigned model and photographer representing the [insert HandsOn affiliate or Volunteer Organization name] hereby agree to accept all conditions set forth in this limited consent and release.

I, _____, the undersigned model, hereby give _____, the undersigned photographer of [insert HandsOn affiliate or Volunteer Organization name], specific permission to: publish, copyright, distribute and/ or display photographic images of me taken on the below listed date. The permission granted herein is strictly limited to the uses described below and for no other purposes, whether suggested or implied. I, the undersigned photographer, agree that the model has the right to inspect and/ or examine all photographs and/ or written text to which the images may be applied before use as described below.

I, the undersigned, hereby release and discharge the undersigned photographer of [insert Volunteer Organization name] from any and all liability by virtue of distortion, blurring, alteration, optical illusion and/ or use in composite form, whether the same is intentional, or otherwise. I understand that the photographer, his clients or assigns may use any process or procedure resulting in the completion of the finished product, the publication, distribution, or public display, when photos of me are used in accordance with the usage listed below.

INTENDED USAGE: By signing this limited consent and release form I, the undersigned model, represent that I am of legal age in the state in which this limited consent and release form is executed, that before signing this document, I have read it completely and understand it, and that I am bound, as is anyone who succeeds to my responsibilities and rights, as my heirs or assigned. I release the undersigned photographer of [insert HandsOn affiliate or Volunteer Organization name] and give up any and all future claims and rights that I may have at any time.

Session Date _____
Signature Of Person Being Photographed _____

Photographer's Signature _____ Name Of Person Photographed (Please Print) _____

Witness _____ Address Of Person Photographed _____

Phone Number Of Person Photographed _____

I have inspected and examined the photographs and/ or written text in accordance with the above agreement.

Signature Of Person Photographed _____ Date _____

I waive the right to inspect and/ or examine the photographs and/ or written text.
Signature Of Person Photographed _____ Date _____

Volunteer Registration Form and Sample Waiver

Yes! I'd like to volunteer at the following project:

Community Partner Site: _____

Project Location: _____

Project Date & Time: _____

Volunteer Leader (Name and Contact Information): _____

| Name | E-mail/Phone | Department |
|------|--------------|------------|
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |

SAMPLE WAIVER:

By signing this agreement, I am applying to perform certain volunteer services related to _____. I acknowledge that my participation is completely voluntary on my part and is being undertaken without promise or expectation of compensation.

In consideration of my being allowed to participate in this volunteer community service event, I, the undersigned, for myself, my heirs, and assigns hereby release and discharge [your organization/school name], its affiliates, associates, agents, and any participating organizations, for any claims for damages or injury I may incur resulting from my participation in this volunteer community service event. I understand that my participation involves risk of injury and illness, which may result directly or indirectly from my participation. I further state that I am and/or my child(ren) is(are) in proper condition for participating in these events. I agree to abide by the rules established by organizers of this service project relative to health and safety requirements. Finally, I grant _____ full and complete permission to use in legitimate promotions of the project photographs of me and quotations from me.

(Please feel free to replace this section if your agency has an existing liability waiver.)

Volunteer Evaluation Survey

Please tell us about your volunteer experience today. You helped create positive change in our community, and we want to hear about it. We will process this information and share the results of our team's hard work. Please complete this survey before you leave the project site and turn it in to your Volunteer Leader.

Company/Organization Name: _____

Please rate the following:

| | Strongly Disagree | | | Strongly Agree | |
|---|-------------------|---|---|----------------|---|
| | 1 | 2 | 3 | 4 | 5 |
| 1. This project made a positive impact on the community. | 1 | 2 | 3 | 4 | 5 |
| 2. I think the project was well organized. | 1 | 2 | 3 | 4 | 5 |
| 3. I feel a personal sense of accomplishment after participating in this project. | 1 | 2 | 3 | 4 | 5 |

4. Did you volunteer on other projects during the last 12 months?

YES NO

(If yes, check all that apply)

With my employer In my neighborhood

With a Points of Light or HandsOn affiliate/volunteer center

Other _____

5. Did participating in this project increase your interest in participating in future volunteer service projects? Please check:

YES NO SOMEWHAT

6. Did participating in this project increase your interest in leading a volunteer service project? Please check:

YES NO SOMEWHAT

4. How likely are you to participate in another service project? Please check:

YES NO SOMEWHAT NOT AT ALL

4. Please provide any highlights, suggestions or other feedback about this project.

We Put People at the Center of Change.

Points of Light Institute was created by the merger of the **Points of Light Foundation** and **Hands On Network** in August 2007. The merger created a more powerful, integrated national organization with a global focus to redefine volunteerism and civic engagement for the 21st century, putting people at the center of community problem solving. With new and unprecedented scale and reach, we are now poised to equip, mobilize and inspire a community of millions to answer the call to solve our most pressing problems.

There is a new threshold of civic possibility across the country and the world. Forces in society, culture and technology are creating both a mandate for change and a new set of possibilities for people to accomplish it. Simultaneously, we are experiencing the emergence of a collective realization of our own individual power to make a difference – a belief that we can change the world.

Points of Light Institute creates the opportunity for people to act upon this belief and to engage in a lifetime of service.

Our vision is that one day, every person will discover their power to make a difference, creating healthy communities in vibrant democracies around the world.

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