



CENTER FOR SERVICE-LEARNING
AND CIVIC ENGAGEMENT

DAYS OF SERVICE TOOLKIT



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Service Learning Toolkit

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GETTING STARTED WITH YOUR DAY OF SERVICE

Create a Planning Committee

Forming a planning committee is the first step. The size of the committee, number of members, will depend on the project. How much time and effort is required for the project to be successful? How many people will be participating?

Securing a planning committee which represents diversity and inclusivity is important. One of the best things about service projects is that they bring individuals from different backgrounds together to achieve a common purpose.

Individuals who will benefit the committee:

- **Students**
Student buy-in is incredibly important, and students bring fresh ideas.
- **Past volunteers**
Many staff members have volunteered or been on committees in the past. Their experience is valuable.
- **Staff members**
Staff from the Residence Education and Housing Services (REHS) and the Center for Service-Learning and Civic Engagement (CSLCE) work closely with students every day. They have access to a large number of students who will participate and recruit other students. The same can be said for staff working in the service-learning or volunteer centers.

The best committees have a structure that allows for multiple leadership positions so everyone is involved and no one is overtasked. As the committee begins to develop a project timeline and a plan, the various responsibilities of each committee member need to be determined and clearly communicated to the group.

It is helpful to create some type of listserv/group distribution list with all committee members' phone and email addresses so they may communicate with each other.

Develop and Define Your Vision

A service project should target a specific community need and work to address it. This is a great way to bring students and community partners together to work toward a common goal. Regardless of the scale of your project, its success depends on careful planning with the focus always on your specific goal. Examples of community-identified needs include youth, healthcare, environment, hunger, education/literacy, homelessness, and low-income individuals/families.

Whether the project is a single-day event or ongoing, the most important first step is to find a community partner (or partners) whose goals match your own. To do this, start by clearly defining your vision for the project. Ask yourself:

- What specific need has your partner identified?
- Is this need a community priority?
- Is this a project that the majority of people in your community will be invested in seeing to completion?
- Will your project help to address this community concern in the future?

List the general outcomes you hope to achieve through this project, including the number of volunteers and students you hope will participate and the number of service sites you would like to serve. The committee should create a vision statement that clearly defines your project's purpose.

Set Goals

Once you have some ideas about the type of project you would like to pursue, ask your committee to set specific goals for it. You should also decide who will be responsible for meeting these goals. To do this, brainstorm the following:

- When will your project take place?
- What is the scope of your project (how many volunteers are you looking to incorporate and for how long)?
- How many people do you hope to reach through your project? Is this feasible considering your time frame?

- How many people do you need to help you plan and coordinate your project? What types of community partners would be beneficial to the success of your project? How will you contact them?
- How much funding do you have readily available to you? Where else can you get funding?
- What other non-monetary assets are essential to your project?

Also know what's going on in the community. Are there other competing events? Are there opportunities to partner with local organizations?

It's easy to take on too much, so as you identify multiple needs within your community, keep your project focused on obtainable goals that can be met within your committee's time frame and budget. To ensure a successful project—and one that will keep volunteers coming back—work to ensure that your project can be completed, and completed well.

TIP: A small project done well has more of a positive impact than a large project that remains undone.

If your project falls on a nationally recognized day of service, consider the specific themes associated with that day. For example, events held on Martin Luther King, Jr. Day should focus on honoring the legacy of Dr. King. Organizers of national service days often have websites that can help you plan your project (www.nationalservice.gov).

Money, budget, and scope will define your goals. Make sure they are attainable with the resources you have available.

Assign Roles/Tasks

Once decisions have been made and goals set, it is time to divide tasks among committee members. Remember, the size of the project will determine how many task/subcommittee areas you may need. Below are some suggested roles.

Project Coordinator

The project coordinator is the overall leader of the service project. The person in this role should oversee all of the subcommittees. This leader should be creative, innovative, self-motivated, and attentive to details, and possess strong people skills.

Everyone on the committee should feel comfortable interacting with the project coordinator, who should be receptive to input and open to offers of help. The committee should meet regularly to ensure the project is moving forward. If possible, some members of the committee should accompany the project coordinator to site visits and help address any health/safety concerns.

The project coordinator regularly calls meetings with the committee to ensure that the project planning is running smoothly. Facilitation is leading a meeting to ensure that the goals are met by guiding participants through the meeting process. The following guidelines will help you run an efficient and effective meeting:

- **Send out an agenda prior to the meeting**

It is important to have a specific agenda for the meeting beforehand so that your committee members understand the importance of their participation and are able to prepare for the meeting.

- **Set ground rules**

Ground rules are a set of basic agreements (e.g., be an active listener) that are proposed and agreed upon by the committee at the meeting; they encourage a culture of participation and respect and set the tone for the meeting.

- **Start on time and stick to your agenda**

This will encourage everyone to be on time and ready to work as well.

- **Regularly ask if there are any questions**

This will ensure that everyone understands what's been covered.

- **Encourage participation**

Make sure that everyone has a chance to give input and always acknowledge and thank the person for contributing to the discussion.

- **Ask for feedback**

Having people let you know what they did and did not like about past meetings will help you be more effective in future ones.

A good facilitator is able to guide, not direct, the participants in the meeting to reach the goals articulated in the agenda. Below are some tips for good facilitation practices:

- Be familiar with the agenda and clear about what needs to be accomplished to fulfill each goal on it.
- Create a safe environment where everyone feels like their voice can be heard.
- Remember that differences are okay, but disrespect is not.

- Encourage participation, even from those who do not give input.
- Make eye contact with everyone and manage individuals who give lengthy responses.
- Seek out opportunities for quieter individuals to participate.
- Help the group communicate well with one another.
- Encourage people to speak about their personal experiences or ideas; manage venting.
- Ask people to speak in turn.
- Guide the group to work together to reach a decision, keeping everyone focused on the goals that need to be met.
- Stick to the time frame given for each agenda item.
- Act as a role model for good meeting behavior.

Although meetings can be an effective way to review progress and create new goals, sometimes a simple phone call or email is a better use of time. For simple decisions, a meeting is often not necessary. Don't be afraid to call as many meetings as you need, but make sure each one serves a purpose so your meetings are taken seriously.

Fundraising Chair

The fundraiser's job is to direct fundraising activities. The goal is to obtain adequate resources for the project through monetary or in-kind contributions. Fundraisers should be equipped with an accurate budget for the project and should be kept informed of any changes to this budget. Depending on the size and scope of the project, responsibilities may include:

- Plan fundraising events.
- Build partnerships with local businesses and gain their support.
- Research and apply for available mini grants and/or grants.
- Obtain sponsorships.
- Request individual donations.

Logistics Chair

The person responsible for project logistics will:

- Manage registration on the day of the event.

- Ensure refreshments are ordered and distributed throughout the event.
- Coordinate transportation for the event, and create and distribute directions for people driving to the event.
- Ensure there is a system in place to address unexpected needs that might arise—for example, a volunteer gets injured.

Media Chair

The person in charge of media will:

- Alert local and/or regional media about the project.
- Form solid relationships with media partners, whether radio, newspaper, or television, in order to get them excited about your project.
- Create a story that will attract people to the event.
- Be willing to help publicize for the day of the event.

Public Relations Chair

The public relations person will:

- Build relationships with community groups in order to gain community partners or donations for the project.
- Understand the scope and goals of the project and be comfortable initiating contacts with organizations that are not already familiar with your project.
- Assist in finding volunteers through the building of relationships with registered student organizations within the campus community.

Recruitment Chair

Charged with getting students excited and ready to volunteer for the project, the recruitment chair will:

Promote in [GiveGab](#), MSU's official Volunteer Matching System.

- Design and display posters in high traffic areas around campus (e.g., dining halls, residence halls, the student union, college campus buildings).
- Send email out to students and registered student organizations as well as the Greek community, asking them to spread the word and participate if appropriate.

- Spread the word through campus-wide listservs.
- Ask university officials to support the event (e.g., through issuing a proclamation).
- Place announcements in your campus newspapers.
- Host an information/pre-registration table (e.g., at the union, residence halls, or dining areas).
- Put up a display about your project (for example, at the library, or all the places previously listed) including information about how to get involved.
- Reach out to *all* students.
- Ask CSLCE to promote your event in social media.

Four strategies for recruiting students:

- Connect with established registered student organizations (RSOs).
- Use social media and get RSOs to use the social media.
- Post flyers and distribute handbills (see Appendix A for a sample flyer).
- Reconnect with those who have served in the past.

Evaluation Chair

When the service project is complete, there are follow-up tasks. The evaluation chair should:

- Ensure thank you notes are sent to sponsors, team leaders, and site leaders who participated in the event.
- Create and send a final report detailing what was accomplished on the day(s) of your event to the sponsors (be specific about how each sponsor's specific support helped to accomplish specific goals).
- Prepare and collect evaluations from volunteers, team leaders, site leaders, etc.
- Compile a report to share with partners, hosts, supporters, and funders.
- Facilitate an evaluative follow-up meeting among the committee members.
- Plan a volunteer recognition or a recognition event.

Team Leaders

The size of your project will determine how many team leaders you will need. Each team leader should oversee a specific task for the service project. In this way, the project coordinator can effectively delegate tasks to ensure the event runs smoothly. On event day, team leaders should wear brightly colored T-shirts or name tags, making it easier for volunteers to identify them. Team leaders may be responsible for:

- Collecting and organizing materials
- Communicating with and organizing volunteers
- Training volunteers
- Overseeing cleanup
- Leading volunteers to reflect on their experience (to be successful, this should be done throughout the planning and implementation of the project as well as afterwards in order to gauge the success of the entire experience)
- Ensuring that volunteers are recognized in post-event celebrations

Team leaders generally do not need to be recruited until closer to the event itself, as their job is primarily focused on the implementation of the event rather than on the long-term planning. The project coordinator should train the team leaders for their job.

Regardless of the positions you create, it is important to clearly lay out the expected responsibilities for each position. Creating a detailed plan, outlining who is responsible for which tasks along with when and where each task will take place on the day(s) of your event, will keep everyone coordinated. Be sure to create a service schedule and update it often, as your exact plans will likely change.

TIP: Delegating work effectively and efficiently ensures that nothing gets overlooked. See Appendix B for a sample project timeline.v



DEVELOP YOUR PROJECT

Build Partnerships

Campus-community partnerships are essential to quality day-of-service experiences. This section covers principles of partnership development and suggests strategies for exploring, initiating, and sustaining community partnerships. Your need to establish partnerships depends on the size and scope of your project. Leverage existing relationships with community partners and among networks of organizations. Look at needs in GiveGab, and contact the CSLCE for guidance.

Building partnerships with community organizations is a new and exciting step in day of service development. Before jumping into the community in search of organizations, it is important to consider what a community partner is and what role they play in a day-of-service setting.

A community partner is an organization that students serve with as part of their day of service. Community partners help create meaningful community engagement activities that meet the identified needs of the community. These organizations serve as co-educators for students, facilitating learning experiences for students in community settings and encouraging connections between classroom and community learning. To support students and the projects they are engaged in, community partners designate an on-site supervisor who works with students during the semester while serving with their organization. Community partners understand that effective partnerships “involve full collaboration of students, community partners, and faculty as co-educators, co-learners, and co-generators of knowledge” (Katz, Jameson et al., 2012, p. 54).

TIP: See Appendix C for a list of helpful principles for developing partnerships.

Recruit Team Leaders/Site Leaders

Recruiting team leaders and site leaders is very similar to recruiting other volunteers. First, know what positions you need filled. Typically, student leaders do a good job of interacting with other students. Ask yourself these questions:

- Who will be qualified for and interested in this position?
- Who will be able to meet the time commitments?
- Where will I find these people?
- What motivates them to serve?
- What is the best way to approach them?
- How would recruitment messages inspire me to get involved?

Carlos Fuentes, assistant director of MSU Student Affairs and Services, suggests that you find qualified leaders by asking committee members for their recommendations, and always have more site leaders than sites. That way you have extra help if someone doesn't show on the day of the event. He recommends a ratio of one site leader for every 15 volunteers. See Appendix E for a site leader checklist.

Conduct Background Checks

If your project involves direct contact with minors, please note that MSU Human Resources policy requires all individuals who have direct contact with minors at a youth program sponsored by the university to have undergone a criminal background check through MSU Human Resources within the previous 12 months. Per the policy's definition, a youth program consists of any class, camp, program, or other learning activity sponsored by the university that includes participation by minors. The term "youth program" does not include (1) private or personal events (e.g., birthday parties, weddings) that occur on campus or (2) events open to the general public (e.g., intercollegiate events, concerts, Wharton Center events, etc.). See MSU's Criminal Background Check Process for Youth Program Volunteers. If faculty have questions about this policy, please contact: MSU Human Resources, (517) 353-4434, solutionscenter@hr.msu.edu.

In addition to required background checks conducted by MSU Human Resources (for

youth-serving programs only), community partners may have their own background check process that aligns with their organizational policies for volunteers serving with their organization. This is especially true for organizations that serve youth. Whether or not community partners conduct background checks may depend on the type of community engagement activities students are performing as well as the type of interactions students will have with youth or other vulnerable populations.

Arrange for Transportation

It is essential that your volunteers be able to get to and from work sites easily. Get an exact count of how many volunteers you are expecting several weeks prior to the event so you will be able to make transportation plans. Securing transportation several months prior to the event should be a high priority and one of the first tasks completed. Providing transportation is suggested; transportation will alleviate the issue of volunteers not showing up to the event. Many first year students don't have transportation and this option provides easy access to the service project.

Consider public transportation. The CSLCE is in partnership with CATA and provides bus tokens on a daily basis to students to get to service sites. Some questions to consider: Is the work site on a public transportation route? Do you have the resources to reimburse volunteers for transportation costs? Can you arrange for a chartered bus to bring all the volunteers from one centralized point to the site(s)? Are the volunteers who plan on driving willing to carpool or give rides to others? Do any of the volunteers require transportation accommodations? (Be sure to offer this to your volunteers ahead of time!) How many youth volunteers do you have? Do they have transportation plans?

Regardless of how people are planning on arriving at the site(s), each volunteer should be given detailed directions to the site as well as the site's exact address and phone number.



DEVELOP A BUDGET AND FUNDRAISING PLAN

Without a clear understanding of how much money you have to work with and how much money you expect to spend on each part of the project, the committee will be unable to meet its goals.

Create a Budget

Begin by itemizing the expenses. This list should include everything from preparation materials (e.g., posterboard or flyers for advertising) to expenses needed during the event (e.g., tools, volunteer refreshments, rented equipment, film) to post-event follow-up items (e.g., thank-you notes, stamps, photo processing fees). Budgets should align with the goals.

Joy Campbell of Michigan State University and Catherine Reiland of University of Wisconsin-Madison have developed a service day guide for their annual event, World Languages Day, which occurs on both campuses. They report that World Languages Day can be run on a budget of just a few hundred to several thousand dollars. The following is their list with some cost saving ideas:

- **Space rental** (classrooms, auditoria, etc.)
Rooms may be free on your campus for events sponsored by university departments.
- **Custodial services**
May be included in your space rental fees, or it may simply be part of the normal custodial schedule.

- **AV equipment rental** (computers, LCD/data projectors, screens, sound systems, etc., for presentations; microphones and speakers for plenary speakers; two-way radios for volunteers and committee members)

Many schools may be able to borrow equipment from sponsoring departments for free or schedule classes in fully equipped classrooms. You may also choose to limit the amount and types of AV equipment that can be used in sessions, for example by not supporting PowerPoint and thereby eliminating the need for data projectors.

- **Honoraria for presenters** (direct payments of honoraria or gift certificates, T-shirts, or other gifts)

Some institutions may rely on an entirely volunteer force of presenters. Further arguments for and against paying presenters are covered in the Presenters and Sessions chapter.

- **Supplies for presenters**

Some institutions might consider giving presenters a small budget to cover the costs of making or photocopying materials, or of purchasing food or other items for their presentations. An obvious cost-saver is to request that presenters take care of their own supplies.

- **Booking fees for cultural performances**

If you work with performing musical or dance groups from your community, you will need to plan to cover their booking or performance fees. (At UW-Madison's 2007 event, organizers chose to work with one musical group from the community and one affiliated with an international student organization. The student group performed at no cost.)

- **Publicity**

You can do as much or as little as you like. MSU has done initial mailings to all high schools in the state, whereas UW-Madison invites specific schools. The University of Minnesota invites all Minnesota high schools, but uses email rather than postal mail to eliminate most printing and postage costs. While compiling an email database is time consuming, it will ultimately result in a substantial cost savings. Teachers can be given posters for their classrooms to advertise the event, or rely simply on word of mouth. You can pay to have a website created, or find a talented volunteer or campus office to do it for free.

- **Food**

For its all-day event, MSU offers coffee, doughnuts, and fruit in the morning and a lunch voucher to all participants, presenters, and volunteers. Initially, UW-Madison offered a catered lunch, free of charge, to all participants. With a growing audience (over 700), food costs proved to be prohibitively expensive. After consulting with teachers, organizers decided that students would bring sack lunches and the World Languages Day program would provide beverages. Reducing these costs allowed the program to develop other outreach aspects of World Languages Day. In 2007, the University of Minnesota offered a light breakfast and full lunch to first session attendees, and a full lunch and light snack to second session attendees, but organizers are considering ways to decrease costs in the future.

- **Transportation**

With a large number of pledges of support, you may be able to offer transportation stipends to schools to help defray the cost of buses or vans. Asking schools to pay for their own transportation is an instant money-saver.

- **Prizes and giveaways**

MSU gives T-shirts and world music CDs as raffle prizes at the end of the day; they also give each presenter and volunteer a T-shirt. You can seek local or campus donors for school paraphernalia, gift certificates to local merchants, and so forth. The University of Minnesota holds its prize drawing for students after the event, pulling from the comment forms students are asked to complete at the end of the day, as a method of increasing the number of students who provide feedback. Prizes are then distributed via U.S. mail to the winning students' home addresses.

- **Personnel**

Again, depending on your budget, you may be able to pay for student or other help with tasks such as website development, mailings, and AV troubleshooting on the day of the event. Many schools may be able to run the event with a fully volunteer force.

TIP: A good project does not have to cost a lot.

Once a list is created, the exact costs of each of the items may be determined. It is important to be specific and identify exactly what the needs are. This will also help you show prospective donors that you are organized and serious about your project.

Get Support from Local Businesses

When approaching a business, remember that they can do more than provide financial support. In-kind donations, such as tools, staff time, printing materials, and more, are all viable ways in which a small business can contribute. It's crucial to have a detailed budget before you approach businesses. In this way, you can be certain to let them know exactly what kinds of supplies you need and how much they will cost. Also be sure to let them know how sponsoring your event will benefit them. Offer to have their logo or advertisement in your event program or on your flyers and T-shirts. In this way, they too will benefit from the publicity you do and gain recognition in the community. Be sure to share your enthusiasm and confidence in the project so that they will want to be involved.

Search for Grant Opportunities

There are many sources of funding out there. Searching for grant opportunities online may be an effective method. The important thing to keep in mind is that your project must fit into the guidelines of the grant, not the other way around. Be certain to have read and understood their eligibility requirements. If you are planning an event for a specific day of service, start by going to that organization's website—they often have lots of funding suggestions listed.

Lists of funding sources are available from:

- Michigan Nonprofit Association (MNA)
- Michigan Campus Compact
- Michigan Community Service Commission



SECTION 4

PUBLICIZE YOUR PROJECT

Gaining publicity and media coverage for the project is important as it allows the community and students to recognize the valuable work you are doing.

Create a Hook for Your Story

Every media story has to have a hook. What message should be portrayed about the event or organization? Is there a central theme? Creating a visual representation of the title of the event will send a consistent message that can be recognized. For this, repetition is key. Paid advertising can be expensive. It's essential to craft a message that will resonate with a wide audience and be easily remembered. Below is a list of some characteristics that media organizations often look for when deciding whether or not to run a story. Try to include as many of these points as possible to really sell the story to the media.

- **Human interest**
Is the project affecting the larger picture? Make it clear that the event is not isolated, but rather working to solve an issue that is affecting local communities across the United States.
- **Impact**
Who will the results of the project be directly benefiting? Are partners willing to be interviewed by a media source to talk about how the project will positively affect the community?
- **Timing**
Why should the media organization want to run the story now? Make it pertinent.

- **Prominence**
Will any government officials be present? Are there good photo opportunities?
- **Uniqueness**
In what ways does the event stand out from others? Why was the specific project and method of implementing it chosen?

Contact the Media

Initiate contact with the media. Introduce the contact person and give a brief description of the event. Be prepared to promote the mission, community need being addressed, and why. Be concise, and demonstrate enthusiasm and confidence in the project. Build relationships with the potential media partners by creating a role for them in the project. This will make them more invested in the project.

One month in advance, send out media information. Follow up two weeks prior to the event, then one week prior to the event, and then three days prior to event. More importantly, build a relationship with a media person so you can email them directly.

Another option is to write a press release. Make your press release look and read professionally.

TIP: All partners and volunteers may be promoters and ambassadors for your event.

THE DAY OF THE EVENT

Sign in Volunteers

At the service site(s), designate a place for volunteers to check in. This will allow for better volunteer management. It allows you to track who attends and keep a record of volunteer hours. Welcome volunteers as they arrive. Introduce volunteers to one another and encourage interaction. Build a sense of working as a team among your volunteers by using name tags. You can use different types of name tags (shape, color, stickers, etc.) to create teams. Ask volunteers to find others with similar name tags and get to know each other while they're waiting for the project to start or to form task groups to work together throughout the day. Carlos Fuentes advises that you formulate a document with committee phone numbers, email addresses, etc., make sure signs are visible and accurate, make sure you have name tags and tape, and most importantly, **arrive early**.

Present a Brief Welcome and Kickoff Program

The exact tone to set depends on the tone of the event. The project coordinator should:

- Open the event with a few words about the mission of the event and the importance of the work the volunteers and partners are about to do.
- Thank everyone for attending.
- Acknowledge any VIP or government official present.

- Thank the service partner(s) and have them come up and say a few words. Include the community issue that is being addressed by the project.

Avoid having this program go longer than thirty minutes. To help you during the program, write out a script of what to say and do. See Appendix F for ideas about what to say as a thank-you.

TIP: An energizing and powerful kickoff event will get everyone excited and ready to begin.

Immediately following the welcoming address, take the opportunity to review the schedule of events while the volunteers are assembled. Emphasize the importance of safety and identify the team leaders/site leaders and the specific tasks each one will be working on. Make sure as many people as possible, and especially all of the team leaders/site leaders, have a copy of the service schedule. The more people who are aware of the order of events, the smoother the project will run. Stay on time and communicate what is occurring throughout the event. Music always helps connect those who are participating. Having snacks for students to eat while in preparation is one strategy to pass time and replenish them before their long day. Keep the atmosphere upbeat and positive. Engage with the students who are in the audience (ask who is in the room, have students stand up and answer certain questions). Have giveaways to keep audience engaged. Provide some time for engagement between speakers.

Manage/Supervise Volunteers During the Event

Managing people can be very rewarding; yet it can also be challenging. Project coordinators have the opportunity to meet lots of interesting people and learn from them while serving together. The project coordinator also has the responsibility to juggle many unique personalities. There will be different levels of experience, interest, motivation, and skills. Part of the project coordinator's job is to effectively balance all of these things to help the volunteers work as a team and be successful in their service goals. The ability to accurately identify personality traits is important; also important is knowing how to position the various personalities and skills across project teams.

Keep Volunteers Motivated

Keeping the volunteers motivated throughout their time of service is key to the success of the project. This may mean listening to complaints and helping volunteers overcome challenges. It may also mean serving as a cheerleader when volunteers are getting tired and correctly reading the needs of the group to determine pace and when breaks are needed. One way to keep volunteers motivated is to keep their focus on the issue they are addressing through their service (e.g., hunger, education, the environment). People volunteer for many reasons; help them connect their service to an individual reason or passion. When volunteers understand how their service ties into critical community needs they are more likely to get involved and stay motivated. Have a team leader/site leader available to offer an overview of their services and/or mission—and, more specifically, how volunteer support contributes to that mission. This has a positive effect on the volunteers; it helps them to better understand the critical needs of the community and see the impact they have on individuals.



POST-EVENT/ PROJECT

Communicate with Volunteers After a Project

Post-project communication is a must. There are many ways to maintain communication with volunteers after the project. Here are popular methods of maintaining communication:

- **Mailing lists**
Add new volunteers to your organization's mailing list.
- **Email, newsletters**
These communications will help retain the volunteers' sense of connection to your organization and increase the likelihood that they will volunteer with you again.
- **Thank-you letters**
Electronic or physical thank-you letters may be sent to individual volunteers. Include personalized thanks as well as information on future projects. Gillespie suggests, "If email addresses are collected, send out a thank you and share with them the upcoming service project. Ask the volunteers if they are willing to remain on the listserv. Highlight pictures of those who served on your website." See Appendix F for a sample thank-you card.

TIP: Maintaining connections with volunteers will encourage them to stay active and lead to future service opportunities.

Rules of Volunteer Recognition

Volunteer recognition does not have to cost a lot, and there are many alternatives to the traditional annual recognition banquet. Be creative. When planning any kind of recognition, keep the following rules in mind:

- **Give it frequently**
Recognition has a short shelf life. Its effects start to wear off after a few days, and after several weeks of not hearing anything positive, volunteers start to wonder if they are appreciated. Giving recognition once a year at a banquet is not enough.
- **Give it honestly**
Give sincere praise.
- **Recognize the individual**
Recognition should match achievement. Small accomplishments should be praised with low-effort methods, while large accomplishments should get something more.
- **Give recognition consistently**
If two volunteers are responsible for similar achievements, they ought to get similar recognition. This does not mean that the recognition has to be exactly the same; just that it should be the result of similar effort on your part.
- **Give recognition on a timely basis**
Praise for work should come as soon as possible after the achievement. Don't wait until an annual banquet.
- **Give recognition on an individualized basis**
Different people appreciate different things. In order to provide effective recognition, one must know the volunteers and what they will respond to positively.
- **Acknowledge positive behavior**
Recognize all volunteers and praise the efforts of those who are doing a good job.

Carry Out Project Evaluations

Some useful questions to consider are:

- Were the project goals met? (With respect to participants? With respect to the community served?) Why or why not?

- In what ways was the project successful? In what ways did the project fall short of the goals?
- What were the most challenging parts of the project?
- What were the most rewarding aspects? If you were to put on another event, what would you do differently?

Remember: Volunteers shouldn't be the only ones evaluating the outcome of the event. Be sure to also ask the media and community partners for their evaluations.

Write a Final Report

Sending a final report to sponsors along with a summary of what was accomplished as a result of their support is a positive way to recognize their contribution and to remind them how important their support was to the project's success. Keep this report for your organization's records as a reference when planning future events. Additionally, write another report that summarizes the feedback from the surveys. Review the surveys to determine the strengths and weaknesses of the planning process and identify any outstanding work that needs to be completed. This information can be shared at a short debriefing meeting with the members of the committee, a meeting that also gives members a chance to give feedback.

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CENTER FOR SERVICE-LEARNING
AND CIVIC ENGAGEMENT

APPENDIX

DAYS OF SERVICE TOOLKIT



SAMPLE FLYER & LOGOS





SPARTANS DAY OF SERVICE

JOIN US IN MAKING A DIFFERENCE IN THE COMMUNITY



SATURDAY

11-7-15

8:30am-3:30pm

TO REGISTER VISIT: <https://goo.gl/U0I2PF>

N130 Business School (BBC) @ 8:30am

Kick-Off begins at 9:00am

FOOD & TRANSPORTATION WILL BE PROVIDED

For More Information:

Joshua Gillespie: gillesp1@rhs.msu.edu

MICHIGAN STATE
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RESIDENTIAL AND
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SAMPLE TIMELINE

[Event Title and Date]

6-9 months prior

- Determine the purpose, format, and feasibility of the event.
- Determine host for event (if applicable) and meet to discuss event details (event name/date).
- Determine three to four preferred dates for event or the preferred month.
- Make sure these dates do not conflict with other significant events or religious holidays.
- Research possible site locations for event.
- Discuss any potential speakers for event and contact appropriate office to check for speaker's availability on proposed dates.
- Determine number of projected guests; invite groups and research requests that may be necessary to create guest list.
- Finalize date for event.
- Update VIP participants.
- Prepare projected event budget and submit for approvals.

9-12 weeks prior

- Finalize location for event.
- Finalize speakers for event.
- For new caterers, send UCI Food Services approval packet and begin approval process.

- Determine catering needs and place order(s).
- Submit alcohol permit for signature.
- Send alcohol permit to Security & Parking Services for their records and Student Center (if applicable).
- Check with photographer for availability.
- Create invitation lists; contact VIP offices for any additional invitees they would like to include.
- Create invitations and send to appropriate staff for review and approval.
- Obtain a quote from printing company.

5-10 weeks prior

- Create and draft scenario with suggested speaker bullet points.
- Reserve equipment (AV equipment, tables, chairs, tents, etc.).
- Make parking arrangements.
- Finalize menu selections.
- Contact speaker to discuss event—equipment needs, style of lecture, etc.
- Create draft scenario with suggested bullet points and send to VIPs for review.
- Contact VIP offices to work on desired speaking points—they may request assistance with content.
- Send invitations to printer.
- Finalize invite lists.
- Get invitations back from printer.
- Stuff invitations, seal and stamp.
- Send out invitations.
- Order any gifts for speaker and/or attendees.
- Manage RSVP list and cross-reference name spellings with invitation list.

2-4 weeks prior

- Submit the final event scenario to VIPs.
- Check in with speakers to see if their equipment needs are being met.
- Email or call those invitees who have not responded.
- Finalize details with caterer, rental company, and all vendors.

- Take delivery of favors, mementos, novelty items and double-check for correct amount.
- Enlarge diagram of the room to be used as seating chart.

1 week prior

- Submit the following documents to VIPs:
 - Guest list (noting confirmed/pending/regrets)
 - Final table guests (if applicable) with bio information and table seating diagram
- Evaluate response list and determine if follow-up calls or email messages are needed.
- Create the seating chart.
- Make catering guarantees.
- Gather all presentation items such as gifts, plaques, trophies. Collect ceremonial items. Designate one person to be in charge of transporting all to the event site.
- Finalize presentation and load presentation on laptop/flash drive.
- Copy handouts (if applicable).

3-5 days prior

- Finalize guest list and send to VIPs for review.
- Send final scenario and guest list to relevant volunteers and staff.
- Prepare packets.
- Call to confirm parking reservation.
- Create shot list for photographer.

1 day prior

- Finalize seating chart.
- Finalize catering order numbers.
- Establish number of attendees and create name tags.
- Send reminder email to attendees/call RSVP list.
- Handle any last minute RSVPs.
- Send any updates to relevant volunteers and staff.
- Remind staff of any materials that they may need to bring:
 - Camera
 - Handouts
 - Gifts for speakers/attendees

Event day

- Arrive early!!
- Bring the final scenario, banquet orders, seating charts, name tags, table assignments, guest lists and event supply box with you.
- Check room for set up and equipment check.
- Ensure requested special accommodations have been made.
- Ensure catering arrives on time.
- Run through equipment with speaker (if possible).
- Set up registration. Be sure it is ready no later than 30 minutes prior to the start of your event.
- Follow your event scenario and program timing.
- Take photos (if applicable).
- Take notes during event about the flow of the activities.

Event day (after the event)

- Ensure catering/equipment rental is picked up.
- Clean up room.
- Collect extra handouts/materials.

Post-event

- Schedule wrap-up meeting and discuss follow up items.
- Survey attendees, if appropriate.
- Finalize and send attendee list with Advance ID#.

2-5 days post event

- Process photos and create CDs/prints.
- Mail CD/prints to appropriate people.

PRINCIPLES OF PARTNERSHIP DEVELOPMENT

Community-Campus Partnerships for Health offers helpful guiding principles for partnerships, which can be applied to day-of-service partnership development:

1. The partnership forms to serve a specific purpose and may take on new goals over time.
2. The partnership agrees upon mission, values, goals, measurable outcomes, and processes for accountability.
3. The relationship between partners is characterized by mutual trust, respect, genuineness, and commitment.
4. The partnership builds upon identified strengths and assets, but also works to address needs and increase capacity of all partners.
5. The partnership balances power among partners and enables resources among partners to be shared.
6. Partners make clear and open communication an ongoing priority in the partnership by striving to understand each other's needs and self-interests, and developing a common language.
7. Principles and processes for the partnership are established with the input and agreement of all partners, especially for decision-making and conflict resolution.
8. There is feedback among all stakeholders in the partnership, with the goal of continuously improving the partnership and its outcomes.
9. Partners share the benefits of the partnership's accomplishments.

10. Partnerships can dissolve, and when they do, they need to plan a process for closure.
11. Partnerships consider the nature of the environment within which they exist as a principle of their design, evaluation, and sustainability.
12. The partnership values multiple kinds of knowledge and life experiences.

Echoing the spirit of the guiding principles detailed above, the Carnegie Foundation, which administers the elective Classification for Community Engagement to institutions of higher education, strongly urges campuses to make an ongoing commitment to establish partnerships with a “high level of understanding of and intentional practices specifically directed to reciprocity and mutuality, thus initiating and nurturing collaborative, two-way partnerships.”

SAMPLE ORDER OF EVENTS

Saturday, April 18, 2015

7:00.–8:00 a.m. Committee on site to help set up

- Set up tables, organize shirts by size, set up prize giveaway, provide instruction for site leaders, disseminate packets, organize day of registrants room, and place signs

8:15 a.m. Finalize last minute details for registration and get situated

8:30 a.m. Check in/registration

- Engage audience
- Sparty will be in the building
- Let students know we have lots of giveaways
- Do some MSU trivia
- Invite people to talk about their appreciation for service

8:45 a.m. Prepare audience to stretch and move with the dance team

- Introduce: Urban Dreams
- Pass out T-shirts to students who are engaging

Saturday, April 18, 2015

9:00 a.m.	Welcome, thanks, and roll call <ul style="list-style-type: none">• Remind students to tweet, Snapchat, Instagram, etc.• President Simon (20th president of Michigan State University, leads the university's work to advance the common good in Michigan and around the world) TBD• Dr. Denise Maybank (Vice President for Student Affairs) TBD• Renee Zientek (Director of the Center for Service Learning and Civic Engagement)• Brian Calley (Lt. Governor of Michigan)• Special thanks (Culinary, Committee, Future Alumni Association)
9:30 a.m.	Depart from Eli Broad and begin to get on buses <ul style="list-style-type: none">• Call each group by name and bus number
10:00 a.m.	Arrive at site <ul style="list-style-type: none">• Meet coordinator and learn about site• Pre-reflection activity
10:15 a.m.	Begin service activity
3:30 p.m.	End service and return to MSU <ul style="list-style-type: none">• Do reflection on the bus or before you return to MSU

SAMPLE SITE LEADER TIMELINE AND EVENT DAY AGENDA

Timetable

Prior to event

- You are the site leader. Make your group feel welcomed and appreciated.
- You conduct the orientation (intro, thanks, etc.).
- Read about/discuss desired outcomes of event.
- Fill out attendance sheet: Name, email, and whatever else you want to know.
- Bring markers and name tags.
- Remind volunteers to wear seat belts.
- Give drivers a map to get to volunteer site, your phone number, and the agency's phone number.
- Head out to volunteer site.

At the event location

- Leaders enter first and leave last.
- Ask agency contact to provide an orientation at volunteer site (share what the agency does, who they serve, and other important information; also, go over rules, safety issues, where volunteers can leave their backpack and personal things, location of restrooms).
- As a leader, get involved. Talk to participants and make sure they have everything they need.
- Check in with agency contact. Make sure you are doing exactly what you are supposed to be doing.

- Check for efficiency. Do not be afraid to move volunteers around if you need to.
- Allow for clean-up time. Make sure you leave the place the way you found it, if not cleaner.

End of event

- Facilitate a reflection (see notes on how to lead a reflection).
- Hand out evaluation of the project to be filled out by volunteers; collect completed forms.
- Thank agency contact and other personnel for the experience.
- Thank volunteers.

Closing

- Depart service site and head back to campus.

Post-event

- Send a follow-up email to the volunteers within the week, thanking them for their efforts.
- Put away all administrative paperwork and other things used for the event. This will include keeping a record of the event and filing other important items.
- Reconcile all items that were paid for or that need to be paid for.

Guidelines for Facilitating a Reflection

- The main point of reflection is to review and have a deeper understanding regarding the value and importance of the time spent volunteering.
- Have group sit in a circle so that everyone can have eye contact.
- Make a safe environment for students.
 - Are they comfortable speaking out loud?
 - In some groups, reflection takes place better in smaller groups. Don't be afraid to try new styles during reflection.
- Eye contact is a key. Make sure that you look at speakers. Make their contributions matter by paying attention and keeping eye contact.
- It's completely OK and normal to have a period of silence while people begin to reflect.
- Engage those not participating in the reflection by motivating them to share their experience.

- Use tactful techniques and be smart about the diction and tone used. You don't want to embarrass a person not engaged in the reflection. The person could be very shy and uncomfortable talking in front of a group.
- If there are students not participating, you could say "I would like to hear from some of you who have not shared their thoughts. What do you think?"
- You may get some students that talk a lot so this is a good way to let them know it is important to hear from other students.
- Remember that all ideas are valid and that silence is OK. Some people need more time to process than others.

Site Leader Agenda for Spartans Will Power: A Global Day of Service, April 2015

Here is what the day will look like. This itinerary is a general guide. Some projects will end prior to the stated closing time. Be flexible.

Time	Event
7:30 a.m.	<p>Arrive at N130 Business College Complex</p> <ul style="list-style-type: none"> • Check in with Carlos Fuentes. At that time, you will receive your site leader packet which will have everything you need for your volunteer group. You may be asked to help set up whatever is needed prior to the volunteers coming at 8:30 a.m. • You will be assigned your site during this time. Wear warm clothes (layered in case you will be working outside).
8:30 a.m.	Student volunteers begin to arrive for registration at N130 Business College
9:00 a.m.	Welcome and opening remarks in N130 BCC
9:30 a.m.	Head out to service sites by bus or personal vehicles

Time	Event
9:45 – 10:00 a.m.	<p>Arrive at service site</p> <ul style="list-style-type: none"> • Meet your agency site contact and introduce yourself. • Ask agency contact to provide an orientation at site (what they do, who they serve, safety issues, where are the bathrooms, where the group can leave personal items, anything off-limits, etc.). • Have students fill out their name tags (located in your site leader packet).
10:15 a.m.	<p>Begin volunteering</p> <ul style="list-style-type: none"> • As a leader, it's important for you to lead by example. • Assign volunteers to the different tasks. • Choose a volunteer job that you can walk away from once in a while so that you can connect with the agency staff, take photos, see how your volunteers are doing, etc. • Check in frequently with agency contact to make sure everything is OK. • Check for efficiency. Do not be afraid of moving volunteers around if you need to. Ask agency person if they need more people at a different job or location.
Noon	<p>Take a lunch break for 20-30 minutes.</p> <ul style="list-style-type: none"> • Continue to volunteer after lunch.
2:30 p.m.	<p>Clean up at your site</p> <ul style="list-style-type: none"> • Finish volunteering, but make sure you keep an eye on the clock so you have plenty of time to clean up. <p>Call your bus driver 40 minutes prior to your requested pickup time</p> <ul style="list-style-type: none"> • They need lead time for the bus to be ready to pick your group up.
2:40 p.m.	<p>Facilitate reflection session</p> <ul style="list-style-type: none"> • See Appendix D for guidelines on facilitating a reflection.
2:50 p.m.	<p>Pass out evaluation sheets for volunteers to fill out</p> <ul style="list-style-type: none"> • Collect completed forms as well as pens/ pencils. <p>Thank volunteers</p>
3:00 p.m.	<p>Head back to campus</p>

APPENDIX F:

SAMPLE THANK YOU CARD

Thank You!

With your help we were able to create 300+ bags of school supplies for school-aged children around the Greater Lansing Area. Those bags were delivered to five community partners—Refugee Development Center, Haven House, Capital Area Mentoring Partnership, MSU Women/Family Resource Center, and Edgewood Village Network Center—and the Lansing School District. Thanks again for your continued partnership with the “Fill the Bus” initiative. Without your generosity this project would not have been possible.

[group photo if one was taken]



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