GLOBAL YOUTH SERVICE DAY
APRIL 24-26, 2009

PLANING TOOLKIT
A GUIDE FOR CREATING EFFECTIVE SERVICE PROJECTS
Dear Friends,

Welcome to the 21st annual Global Youth Service Day, a three-day event engaging millions of children and youth in more than 100 countries in addressing unmet needs in their communities. Young people are working on the world’s most pressing problems, such as climate change, poverty, disease, disaster relief and prevention, violence, and more.

Global Youth Service Day is a year-round effort to expand the impact of the youth service movement. The initiative launches new service organizations, policy changes, and sustainable service programs to create a culture of engaged youth.

We encourage you to celebrate a Semester of Service, launching your service-learning project on Martin Luther King Day of Service (January 19, 2009) and culminating it on Global Youth Service Day (April 24-26, 2009). By linking these two important events and incorporating other key dates in between, youth, teachers, and community members will engage in both high-impact service and meaningful learning. Youth Service America’s Semester of Service Strategy Guide can help.

Given the opportunity, young people are important assets and resources to their communities, providing unique perspectives and skills while becoming better students and more productive citizens. When young people are positioned as leaders through service to others, they rise to the occasion and become the harbingers of amazing changes all over the world.

As the National Presenting Sponsor, State Farm recognizes the importance of youth participation in service and service-learning. Research confirms that young people engaged in service-learning are more likely to achieve academic success, providing them the skills they need to excel in and out of the classroom. State Farm’s commitment to increasing student achievement in the United States through service-learning is truly commendable, and we are grateful for their continued support.

Youth Service America and the National Youth Leadership Council encourage you to leverage the collective momentum of this global event to catalyze sustainable change in your community, engaging young people in meaningful and measurable youth-led service-learning.

Thank you for making every day Global Youth Service Day!

Steven A. Culbertson    Jim Kielsmeier, PhD
President & CEO     President & CEO
Youth Service America    National Youth Leadership Council

P.S. Please visit www.YSA.org to register your projects and find up-to-date information and resources to help you plan your service event. Registering your plans also helps us highlight you in the media. Visit www.NYLC.org for professional development opportunities and additional service-learning materials.
TELL US ABOUT YOUR GLOBAL YOUTH SERVICE DAY 2009 PLANS!

Visit www.YSA.org to post your service project before Global Youth Service Day. If you do not have access to the Internet, please complete the form below.

Youth Service America will use the information you provide to highlight your project in our international Global Youth Service Day media campaign and connect your project with other special events and opportunities in your city. At YSA’s website, you can find information about grants and other resources to support your Global Youth Service Day activities and ongoing service efforts.

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Complete and fax to Youth Service America at 202-296-4030. Or, mail to Global Youth Service Day: 1101 15th St. NW, Suite 200, Washington, DC 20005. Use additional pages if necessary. Please type or write legibly.
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State Farm® and the State Farm Companies Foundation are pleased to partner with Youth Service America (YSA) in supporting the outstanding community efforts YSA provides to engage students in active involvement in their own education and their communities.

State Farm believes the quality of schools helps define the way of life, economic future and the vitality of the community. “Like a good neighbor” is more than just a slogan to State Farm. It is reflected daily by the engagement and active participation of State Farm’s Chairman and CEO Edward B. Rust Jr. in business-education partnerships at the national level. It is demonstrated by the many State Farm agents and associates who serve on local school boards and volunteer as mentors or substitute teachers in their community schools. It is supported by State Farm Companies Foundation charitable contributions.

State Farm’s interest in service-learning and its partnership with YSA reflects the company’s focus on public awareness and engagement that helps schools better prepare students for the global workforce and challenges of the new millennium. Service-learning provides the connection between the academic content of the classroom and the real world and helps link teachers, administrators, parents, community members, and students together. State Farm’s participation in organizations including The Business Roundtable, Achieve, Education Commission of the States, and America’s Promise Alliance reflects a shared vision and commitment to higher academic standards for all students and increased accountability for results.

State Farm’s leadership in business-education organizations has been recognized by several organizations. The Education Commission of the States (ECS), an organization of state governors and state school officials, has presented State Farm with the ECS Corporate Award for “its substantial investment in and sustained commitment to improving public education in the United States.” The National Board for Professional Teaching Standards also has recognized State Farm Chairman and CEO Ed Rust Jr. with the James A. Kelly Award for Advancing Accomplished Teaching.

The research data on service-learning demonstrates that the sustained effort of curriculum-supported community service provides students increasing opportunities to engage in active learning, develop leadership potential, and increase academic preparedness. State Farm is proud to build on our history of “good neighbor” involvement in the communities where we live, learn, and do business by encouraging today’s youth involvement in service-learning.
Youth Service America (YSA) improves communities by increasing the number and the diversity of young people, ages 5-25, serving in substantive roles. Founded in 1986, YSA is an international nonprofit resource center that partners with thousands of organizations in more than 100 countries to expand the impact of the youth service movement with families, communities, schools, corporations, and governments. We work towards that mission through three core strategies:

- Public Mobilization Campaigns;
- Tools, Information and Training; and
- Incentives and Recognition.

Our programs and resources include:

**Global Youth Service Day**, the largest service event in the world, mobilizes youth to identify and address the needs of their communities through service, recruits the next generation of volunteers, and educates the public about the year-round contributions of young people as community leaders. Global Youth Service Day takes place concurrently in more than 100 countries. Curriculum Guides and Tool Kits help teachers, youth leaders, and young people plan quality service projects, recruit volunteers, identify costs, raise funds, generate media attention, and incorporate service-learning practices into their community service projects.

**Semester of Service** encourages youth, teachers, and practitioners to develop semester-long service-learning projects that launch on Martin Luther King Day in January and culminate on Global Youth Service Day in April. During the Semester of Service, young people will tackle large, strategic problems facing the world, linking their service to the academic curriculum.

**ServiceVote** is a campaign to engage young people in the full spectrum of civic actions. Building on the recent growth in both youth volunteering and voting, ServiceVote challenges young people to recognize political and electoral participation as a means to serve their communities and to connect the critical issues they work to address through service with the range of institutions and activities that make our democracy work. ServiceVote mobilizes young people to advocate for service and service-learning, to engage leaders and build public support for service-learning policies and programs.

Grants and Awards are available to motivate children and youth to organize Global Youth Service Day projects and participate in ongoing service throughout the year. Grants include the State Farm Good Neighbor Service-Learning Grants, Disney Minnie Grants, other micro-finance programs, and the prestigious Harris Wofford Awards.

**National Service Briefing (NSB)** is the most widely distributed and read publication for the service and service-learning field. As a weekly email publication with more than 45,000 subscribers, it highlights up-to-date information such as effective practices, funding, awards, legislation, corporate initiatives and calendar events. Additionally, it includes an “Everyday Heroes” segment, which profiles various youth leading innovative service initiatives around the world.

**Service-Learning Project Planning Resources and Modules** are comprehensive guides that support the planning of strategic service projects and enhance learning. Focused on specific social issues and themes, they include project examples, class activities, timelines, and connections to educational standards.

**The Youth Service Institute** is an annual gathering of practitioners convened to share effective practices in their work to increase the scale and impact of youth service.

**servenet.org** is an award-winning website and the most comprehensive site on the Internet dedicated to service and volunteering. Home to a broad national database of local volunteer opportunities, events, jobs, news, effective practices, and quotes, servenet also matches the skills, experiences, and enthusiasm of volunteers who wish to help with organizations that need them.
For 25 years, NYLC has been a leader in the service-learning movement, linking youth, educators, and communities in redefining the roles of young people. Each year, hundreds of young people and adults attend trainings and receive service-learning support through NYLC. Annually, NYLC convenes service-learning practitioners at the National Service-Learning Conference, drawing nearly 3,000 attendees from around the world for three intensive days of speakers, workshops, and networking. NYLC initiatives such as Growing to Greatness: The State of Service-Learning Project and Y-RISE: The Service-Learning and HIV/AIDS Prevention Initiative provide research that is transforming the service-learning movement and influencing public policy.

Visit www.NYLC.org to learn more about:

Professional Development
Effective service-learning requires knowledgeable, trained practitioners and carefully designed programs. Whether you want to train staff, develop curricula, or implement new programs, NYLC gives you access to skilled professionals, proven tools, and years of experience and research.

The Annual National Service-Learning Conference
Join the largest gather of youth and adult practitioners involved in service-learning. The Conference attracts attendees from across the country and around the world. It connects participants with service-learning leaders through three days of general sessions, featured forums, and service-learning projects, and offers more than 200 workshops and countless opportunities for informal gatherings.

The Generator School Network
The Generator School Network is a community of schools committed to best practices in service-learning. NYLC provides these schools with an assessment tool to help evaluate and improve service-learning practices, access to service-learning leaders with expertise in service-learning research and practice, and a dynamic online community.

Project Ignition
This service-learning grant program provides public high school students, teachers, and community-program leaders with opportunities to implement creative service-learning projects promoting teen driver safety. Each year, teams of students submit proposals, and as many as 50 teams are awarded $1,000-$2,000 grants to turn their plans into action. Ten teams are then selected to receive $5,000 each to attend the National Service-Learning Conference and the National Teen Driver Safety Youth Summit. An additional 15 teams receive grants of $2,500 to support their attendance at these events. At the Conference, students present their projects to an international audience, and a Best of the Best Project Ignition program receives an additional $10,000 grant to continue their work.

Service-Learning Resources
NYLC books, periodicals, videos, and electronic resources provide teachers, researchers, policy-makers, and other practitioners with information to implement successful programs, improve public policy, and build strong communities. Many are available for free in an extensive searchable library, NYLC’s online resource center, at www.NYLC.org/resourcecenter. Others may be purchased at NYLC’s bookstore: www.NYLC.org/pages-bookstore.

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Serve. Learn. Change the world.®
CHAPTER 1
QUESTIONS AND ANSWERS ABOUT
GLOBAL YOUTH SERVICE DAY

This chapter answers the following questions:

- What Are The Goals Of Global Youth Service Day?
- Who Participates in GYSD?
- What Happens on GYSD?
- How Should I Use This Tool Kit?
- What Other Resources Are Available?

What Are The Goals Of Global Youth Service Day?

Global Youth Service Day has three primary goals:

- **MOBILIZE** youth as leaders to identify and address the needs of their communities through service and learning;
- **SUPPORT** youth on a lifelong path of service and civic engagement; and
- **EDUCATE** the public, the media, and policymakers about the year-round contributions of young people as community leaders.

Who Participates In GYSD?

Over the past 20 years, Global Youth Service Day has brought together millions of children and youth (ages 5-25) in thousands of communities nationwide. In 2000, the program expanded to include youth service projects in 27 countries. In 2008, more than 100 countries participated.

In the United States, the National Youth Leadership Council (NYLC) is a key partner and State Farm Companies Foundation is the Presenting Sponsor. Over 125 National Partners promote the event, such as YMCA USA, U.S. Department of Justice, National Education Association (NEA), and the U.S. Conference of Mayors. Seventy-five Lead Agencies host city and state-wide events, and thousands of local partners plan service projects.

What Happens On GYSD?

Global Youth Service Day celebrates the year-round impact of the youth service movement. On April 24-26, 2009, youth - in partnership with families, schools, businesses, community organizations, and faith-based groups - will lead activities that improve their communities. Projects range from literacy and the environment to health care and poverty. Millions of young people are introduced to volunteering on GYSD, and are inspired to begin a lifetime of service and service-learning. Other youth are recognized for their year-round contributions. Finally, GYSD launches new organizations, policy changes, and sustainable service programs to create a culture of engaged youth.

How Should We Use This Tool Kit?

This Tool Kit is a comprehensive guide to creating effective projects for Global Youth Service Day or any service event. Use it as a complete package, or refer to specific chapters that apply to your needs. The Tool Kit’s charts, exercises, checklists, and questions can provide guidance and framework while you brainstorm and keep track of your group’s progress.

What Other Resources Are Available?

**Semester of Service Strategy Guide:** Use this high-impact, strategic service-learning curriculum to link Martin Luther King Day of Service with Global Youth Service Day. Semester of Service provides youth with adequate time to effectively prepare a plan, take action to implement their solution, reflect deeply on their progress, celebrate their success and strategize for future action. Available in English and Spanish.
Service-Learning Curriculum Guide: Use this 8-lesson curriculum guide to develop youth’s project management skills while planning service-learning projects for Global Youth Service Day.

Classroom Poster: Use these colorful posters to recruit volunteers, plan projects, and decorate project sites. The back contains project planning activity sheets for teachers and students that you can photocopy and disseminate. Available in English and Spanish (for download only).

Project Grants: Global Youth Service Grants are available to help youth and organizations plan and carry out GYSD projects and on-going service throughout the year.

Tip Sheets: Tip Sheets provide quick and concise information and resources for frequently asked questions and common challenges.

Global Youth Service Day T-Shirts: GYSD t-shirts are a perfect way to recognize and thank volunteers.

Issue-Specific Service-Learning Modules: Online guides focus on hunger and homelessness, malaria eradication, the environment, youth violence, healthy lifestyles, and more. These guides link you to issue-specific service-learning curricula, recommended reading, statistics, and ongoing initiatives.

ServiceVote: Use YSA’s advocacy and civic engagement website to connect service and political engagement during elections and in the ongoing public policy process. ServiceVote mobilizes young people as advocates to address the issues they care about in all areas of civic life; advocates for service and service learning to engage leaders and build support for service-learning policies and programs; and candidates and public officials as policy leaders and public supporters and champions of service and service-learning.

Resources available at www.YSA.org.

What’s New For 2009?

Youth Service America is pleased to announce new initiatives that provide additional support and opportunities for Global Youth Service Day:

Semester of Service: Youth Service America has partnered with the Corporation for National and Community Service to scale up the number of volunteers participating in Martin Luther King Day of Service in January and extend their engagement through Global Youth Service Day in April. For more information please visit www.semesterofservice.org.

UnitedHealth Group Partnership: Through a collaboration with UnitedHealth Group, YSA will encourage children and youth to address issues of pediatric obesity and healthy living in a number of communities across the United States.

Effective Practices for Engaging At-Risk Youth in Service: The guide provides an overview of the underlying theory and effective practices for engaging at-risk youth in service by examining the roles young people played - and can play - in serving their communities. The audiences for this publication are public officials, youth service and service-learning practitioners and teachers, researchers and others whose mission is to plan and implement community service programs for youth with diverse experiences and backgrounds. To download, visit www.YSA.org.
Effective Practices For GYSD

1. **Let Youth Lead:** GYSD provides powerful opportunities for youth to be community leaders. The best projects are inspired and led by youth, starting from day one.

2. **Start Early and Pay Attention to Planning & Strategy:** Detailed and timely planning is necessary to build true partnerships and allow young people to lead the way. Year after year, this is the most common suggestion we hear from project planners.

3. **Build Broad-Based Community Support:** Global Youth Service Day is an opportunity for the entire community to come together for a common cause. Bringing together schools, businesses, neighborhoods, religious and professional groups, clubs, and/or organizations will provide access to an unlimited amount of resources and create ongoing partnerships.

4. **Increase Your Community’s Capacity to Support Young People:** Global Youth Service Day is intended to inspire and build upon the idea that youth are current assets of a community. As you plan, consider what relationships, events, and learning activities will increase the community’s ability to support youth leadership throughout the year.

5. **Engage a Diverse Group of Community Members:** Define diversity in your community – every community is different and definitions vary. The more diverse and inclusive your group of participants is (including project leaders, volunteers, beneficiaries of service, media, partners, public officials, etc.), the greater the impact of your service project will have on your community. Project planning, implementation and evaluation should represent and reflect the diversity of your group.

6. **Allow Planning to Build Inter-Generational Relationships:** Use the planning process to build relationships between generations. Let old and young learn from each other and create an environment where communication is expected and respected.

7. **Create Service-Learning Opportunities:** Schools and community groups are using service-learning as a powerful vehicle to improve student achievement and personal development. Build in learning opportunities through all the stages of the process: preparation, action, reflection, and celebration.

8. **Engage Media and Public Officials:** The best way to build support for youth and service within these two critical groups is to let the media and public officials see great projects for themselves. Media can also include social media such as YouTube, Flicker, Facebook, etc.

9. **Link Service to Civic Engagement:** Quality service exposes volunteers to pressing community needs. After the GYSD project is complete, ask yourself and others, “What’s next?” Help youth learn about and address the causes of community problems through advocacy and civic engagement. Youth maximize their impact when they combine service and civic engagement.

10. **Participate in a Semester of Service:** Implementing a semester-long service-learning curriculum is a strategic way to reach authentic, sustainable and long-term service and academic goals with students. Designed to link Martin Luther King Day of Service and Global Youth Service Day, Semester of Service provides young people and educators the opportunity to collaborate on and commit to solving critical community and global issues.
Early and deliberate planning is the best way to ensure a successful Global Youth Day (GYSD). Most of the work to plan a project takes place before Global Youth Service Day. This chapter discusses the following topics:

- Creating A Planning Committee
- Creating A Common Vision And Purpose
- Setting Goals
- Picking Your Projects
- Setting Up A Planning Structure
- Creating A Timeline
- Creating A Realistic Budget And Start Fundraising

Planning a service-learning project? Download the Global Youth Service Day Service-Learning Curriculum Guide from our website at www.YSA.org. This guide will help you develop essential project management skills while planning service-learning projects. Another helpful resource is Building Effective Partnerships in Service-Learning from the Points of Light Foundation, which can be accessed through the National Service Learning Clearinghouse at www.servicelearning.org/instant_info/fact_sheets/k-12_facts/partnerships/.

**Step 1: Create A Planning Committee**

Global Youth Service Day is an opportunity to ask the community to come together, to go beyond the usual networks and associations and to forge powerful new relationships. Let GYSD be an example of how the community can unite through a common commitment to young people and service.

Since GYSD focuses on young people who are also students, include teachers and administrators on the planning committee. Many schools also have community service coordinators who help students fulfill their required volunteer hours.

Sometimes the most difficult part of community planning is organizing who else should be involved. Most of us tend to rely on people and organizations we already know. That is a good starting point, but this project can go beyond being “another event on the calendar” if it pulls together people and groups in new ways. **When planning a project for GYSD, think about answers to the following questions:**

- How does your community traditionally organize itself? Where are its greatest assets?
- To whom do people look to for leadership?
- Who are well-connected people? Where do people gather?
- Who values young people and community service in your community?
- Who is usually involved in these projects? Who is not? Why or why not?

**Create a list of key stakeholders in the community.** How can you involve the following groups?

- Youth Committees or Councils
- Local Businesses
- Elementary Schools, High Schools, and Colleges
- Service Clubs (Rotary, Lions, Elks, Kiwanis, etc)
- Athletic Groups or Associations
- Elected and Appointed Officials
- Corporations (especially those that involve their employees)
- Nonprofit Organizations
- Fraternal Organizations
- Local Public Officials and Agencies
- Neighborhood Associations
- Media
- International NGO’s for international projects
Still looking for ideas? The local affiliates of the GYSD National Partners are a great place to start. Partners are listed in the Tool Kit and on the GYSD website, with links to the Partners’ sites. On many of these sites, you can search for the local affiliates in your area. In addition to recognizing the year-round accomplishments of young people, Global Youth Service Day should be a youth-led accomplishment in itself. Adults sometimes think it is easier to do things “for” youth. However, Global Youth Service Day is about utilizing the skills and enthusiasm of young people. This is an excellent opportunity for youth to plan a major community event so that GYSD can be both by and about young people.

Advice For Youth Working With Adults

1. Schedule Time Thoroughly

Time is essential because adults work on different timelines than young people do. Make sure you get commitments from adults on when they will do things. Also make commitments for when you will finish your tasks. Hold adults and young people equally responsible for their tasks!

2. Create Structure

Make sure you have the plan you need to get the job done. Do you feel you should have more say in what goes on? Are your ideas taken seriously? Let adults know when the committee meetings, decision-making, or instructions are not working for you.

3. Foster Learning

Let adults learn from the process as well. Most adults have never planned a project like this, so most of them will be learning too. Listen to them when they talk. Learn from them and let them learn from you.

4. Keep Lines of Communication Open!

A common source of challenges in event planning occurs when people think they are on the same page, but they really aren’t. Be as clear as possible about expectations, responsibilities, and deadlines, and continually check in with your team.

The following chart can help your group keep the lines of communication open:

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Engaging Youth Volunteers With Disabilities

Dr. Martin Luther King, Jr.’s words, “Everybody can be great because everybody can serve” are still true today. Inclusion and diversity are the cornerstones of the service ethic. In this spirit, GYSD encourages and challenges you to consider ways to involve participants with disabilities in your project. It is important to view youth and adults with disabilities as valuable individuals who can serve others, rather than people who only receive services.

The Effective Practices Guide to Creating Inclusive and Accessible Days of Service, written in collaboration by City Cares, Points of Light Foundation, and Youth Service America with support from the Bubel/Aiken Foundation and the Corporation for National and Community Service, is available at www.YSA.org.

This Guide will help you address the most common challenges to engaging persons with disabilities in volunteering, such as:

1. Assessing Organizational Readiness

Sometimes the most difficult obstacles to surmount involve attitudes such as prejudice and stereotyping. Get a sense of your group’s sensitivity to and knowledge about persons with disabilities. Assessing organizational readiness will help your group engage in conversation about where you are and where you would like to be in this area of volunteer management.

2. Making Your Meetings Accessible

While it may seem difficult, small changes can make a big difference in allowing persons with disabilities to participate. Consider if your meeting spot is wheelchair accessible, if there is a need for a sign language interpreter, etc.

3. Interacting with Persons with Disabilities

The key to ensuring a successful service project experience for everyone is PUTTING PEOPLE FIRST. Volunteers with disabilities are no different. Like all volunteers, they want to give their time and energy to improve their community. An individual’s disability should only be considered to determine what accommodations are necessary to allow that individual to participate fully.

4. Partnering with Organizations that Reach Persons with Disabilities

Persons with disabilities can be found in the same places as able-bodied persons in schools, community organizations, workplaces, etc. But there are many organizations that exist specifically to help persons with disabilities integrate into everyday life. These groups can help you recruit persons with disabilities and involve them more effectively.

5. Creating Promotional Materials in Alternative Formats

You’ll want to make sure that your message is accessible to persons with disabilities. Learn alternative formats (such as Bobby approved status) to make websites, print material, and spoken messages easier for people with disabilities to use.

6. Creating an Inclusive Event

The primary step in creating an inclusive event is to assess and understand what skills and tasks will be involved for each activity. Most activities can be adapted to make them accessible for all volunteers to participate.

Visit these organizations’ websites for more information on how to engage youth with disabilities:

- American Council of the Blind
  www.acb.org

- Best Buddies, International
  www.bestbuddies.org

- National Organization on Disability
  www.nod.org

- National Federation of the Blind
  www.nfb.org

- March of Dimes
  www.modimes.org

- United Cerebral Palsy
  www.ucp.org

- AmeriCorps Program Directors Resource Guide to Disability Inclusion
  www.nationalserviceresources.org/filemanager/download/593/disabilguid.pdf
Step 2: Create A Common Vision And Purpose

After assembling the planning committee, discuss the vision for your community’s GYSD event. Young people play a critical role in this process, so incorporate opinions from youth on the planning committee and involved in the project.

Use the worksheet in this chapter to initiate the visioning process. Have young people and adults fill in the blanks. The answers will make a great basis for discussion. Brainstorm to write a vision statement that determines your group’s purpose for participation in GYSD. For example: “We envision Global Youth Service Day as an opportunity for every student in the city to participate in a meaningful community service event. Our participation in GYSD will foster a sense of civic responsibility and pride among our youth.”

Step 3: Set Goals

Once you’ve assembled your planning committee, use your vision and purpose to set specific and measurable goals. Goals may include certain learning objectives (see section on service-learning in Chapter 3). Although your group might be very ambitious, try to pick just three major goals, such as:

☐ Check Goals
  ☐ To advance the 5 goals of America’s Promise (www.americaspromise.org)
  ☐ To recruit more people into existing service programs and improve accessibility of service programs
  ☐ To improve the local schools through youth service
  ☐ To highlight the accomplishments of young people
  ☐ To forge new community partnerships
  ☐ To develop youth leadership in the community
  ☐ To educate youth on community problems
  ☐ To address the problem of:

  __________________________________________________________

  ☐ To learn more about:

  __________________________________________________________

Step 4: Pick Projects

(See Chapter 3 for ideas!)

Step 5: Set Up A Planning Structure


It is very important to establish a structure that encourages and appreciates youth opinions and feedback. Consider the lines of communication, the process for decision-making, and the channels of accountability. It is important to have a clear idea of who is doing what and when they are doing it.

Your committee set-up depends on the size of your project, the amount of participants for the project, how elaborate your goals are, and what projects you choose for Global Youth Service Day.
The best structures have multiple leadership positions. This type of structure increases the capacity of the project to handle many volunteers. The following is a sample list of committee chairs for GYSD. Complete the chart with individuals who would be the most appropriate person to fulfill each role. The chart also provides page numbers of where these roles are explained later in the Tool Kit.

<table>
<thead>
<tr>
<th>Role</th>
<th>Page Numbers</th>
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<tbody>
<tr>
<td>Overall Coordinator</td>
<td></td>
</tr>
<tr>
<td>Fundraising Chair (Pg. 32)</td>
<td></td>
</tr>
<tr>
<td>Project logistics Chair (Pg. 25)</td>
<td></td>
</tr>
<tr>
<td>Photo/Video Coordinator (Pg. 41 &amp; 51)</td>
<td></td>
</tr>
<tr>
<td>Public Relations Chair (Pg. 36)</td>
<td></td>
</tr>
<tr>
<td>Recruitment Chair (Pg. 31)</td>
<td></td>
</tr>
<tr>
<td>Service-Learning Coordinator (Pg. 21)</td>
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<tr>
<td>Evaluation &amp; Record-Keeping Chair (Pg. 27 &amp; 46)</td>
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**Advice for Adults Working with Youth**

1. **Schedule Time Thoughtfully**

   Plan ahead and start early (the first time you plan something it will take longer). Set generous timelines. Asking and answering questions take time. Remember, this is a day for the young people to shine.

2. **Utilize All of their Intellectual and Physical Capacities**

   Once invested in the project, they will likely become actively engaged. If young people work to capacity, the results will far surpass expectations. During the planning stages of the project, ask students questions that lead them to discover relevance and personal connection to the service project: What do they like? What do they know how to do and what do they like to do? How are they involved in the community? How do they want to be involved in the community? What do they want to learn to do or experience? What would they like to change or improve in their community? Allow all people to talk freely. Be attentive to their interests and responsive to new ideas.

3. **Create Structure**

   - Write out guidelines and instructions.
   - Suggest ideas on where to go for help.
   - Discuss what needs to be done and visualize the results.
   - Clearly define what decisions will be made by young people and what decisions will be made by adults.
   - Give specific expectations and parameters of a project and follow through! Do not say, “Design it yourself,” if you might turn down the idea later. Say, “Here is an example to look at,” etc…
   - To create a structure that supports initiative and decision-making:
     - Set up committees of young people and put young people on adult committees.
     - Be clear about expectations and limitations.
     - Hold youth accountable - do not do the work because it is not getting done quickly enough or to your satisfaction. Express to them that people rely on them, etc.
     - Continually review decisions and ideas to make sure everyone is on the same page.
Step 6: Create A Timeline

Work from GYSD and go backwards when setting dates and create a structure for ongoing evaluation and accountability. For example, discuss the timeline at the beginning of each meeting. If things are not on schedule, the group determines how to keep things on track and what additional support or resources might be needed. **Things to remember when writing a timeline: be realistic and remember that each deadline affects many other deadlines.** Each committee should determine their own deadlines that are added to their own master list.

Step 7: Create A Realistic Budget And Start Fundraising

Great things can be accomplished with very little money, but do not underestimate costs. Fundraising events are a great way to publicize your GYSD project and to gain community support. See Chapter 6 for more budget and fundraising information.

GYSD Suggested Timeline

![Check Off as you Go!](image)

<table>
<thead>
<tr>
<th>September - December</th>
<th>My Notes</th>
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<tbody>
<tr>
<td>○ Recruit members for the Planning Committee</td>
<td></td>
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<tr>
<td>○ Create Planning Committee</td>
<td></td>
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<tr>
<td>○ Set up sub-committees and assign chairs</td>
<td></td>
</tr>
<tr>
<td>○ Consult with schools</td>
<td></td>
</tr>
<tr>
<td>○ Research community needs and determine GYSD event(s)</td>
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<tr>
<td>○ Apply for a project grant from YSA</td>
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</tr>
<tr>
<td>○ Order or download GYSD planning tool kits, service-learning curriculum guides, and posters at <a href="http://www.YSA.org">www.YSA.org</a></td>
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<table>
<thead>
<tr>
<th>January</th>
<th></th>
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<tbody>
<tr>
<td>○ Launch your Semester of Service (<a href="http://www.semest%D0%B5%D1%80ofservice.org">www.semestерofservice.org</a>) with Martin Luther King Day on January 19, 2009</td>
<td></td>
</tr>
<tr>
<td>○ Develop informational materials, flyers, etc.</td>
<td></td>
</tr>
<tr>
<td>○ Begin planning event logistics: equipment, etc.</td>
<td></td>
</tr>
<tr>
<td>○ Put the GYSD logo (<a href="http://www.YSA.org">www.YSA.org</a>) on your homepage</td>
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<tr>
<td>○ Begin volunteer outreach process</td>
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<tr>
<td>○ Begin soliciting funds, sponsors, etc.</td>
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<tr>
<td>○ Invite members of the media and elected and appointed officials to participate</td>
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<thead>
<tr>
<th>February</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>○ Invite key speakers and presenters for events</td>
<td></td>
</tr>
<tr>
<td>○ Post your activity on <a href="http://www.YSA.org">www.YSA.org</a></td>
<td></td>
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<tr>
<td>○ Select/finalize sites for projects and events</td>
<td></td>
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<tr>
<td>○ Start student projects and display in public</td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>My Notes</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>○ Begin pre-registration</td>
<td></td>
</tr>
<tr>
<td>○ Determine “site specific” equipment needs</td>
<td></td>
</tr>
<tr>
<td>○ Finalize all donations, materials, and publicity</td>
<td></td>
</tr>
<tr>
<td>○ Prepare agenda of event and logistical needs</td>
<td></td>
</tr>
<tr>
<td>○ Obtain permits, if necessary</td>
<td></td>
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<tr>
<td>○ Solicit/confirm food donations or purchases</td>
<td></td>
</tr>
<tr>
<td>○ Launch media campaign</td>
<td></td>
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<tr>
<td>○ Confirm with sites, team leaders, and donors</td>
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<thead>
<tr>
<th>April</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>○ Prepare signage for event</td>
<td></td>
</tr>
<tr>
<td>○ Reconfirm sites, donors, media, speakers, public officials, etc.</td>
<td></td>
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<tr>
<td>○ Arrange transportation and storage of material</td>
<td></td>
</tr>
<tr>
<td>○ Visit sites for last minute preparations</td>
<td></td>
</tr>
<tr>
<td>○ Perform team leader training</td>
<td></td>
</tr>
<tr>
<td>○ Perform final “walk-throughs”</td>
<td></td>
</tr>
<tr>
<td>○ Schedule future volunteer opportunities that you can promote at your GYSD project</td>
<td></td>
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<table>
<thead>
<tr>
<th>During the Event</th>
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<tbody>
<tr>
<td>○ Morning check-in with organizers</td>
<td></td>
</tr>
<tr>
<td>○ Set up check-in tables, food</td>
<td></td>
</tr>
<tr>
<td>○ Put up balloons, banners, streamers, etc.</td>
<td></td>
</tr>
<tr>
<td>○ Set up stage and test PA equipment, etc.</td>
<td></td>
</tr>
<tr>
<td>○ Greet press, VIPs</td>
<td></td>
</tr>
<tr>
<td>○ Manage events, details, and volunteers</td>
<td></td>
</tr>
<tr>
<td>○ Distribute and collect evaluation forms</td>
<td></td>
</tr>
<tr>
<td>○ Distribute information about future volunteer opportunities or ways to get involved with your organization/issue</td>
<td></td>
</tr>
<tr>
<td>○ Take down equipment, table, chairs, etc.</td>
<td></td>
</tr>
<tr>
<td>○ Pick up trash</td>
<td></td>
</tr>
<tr>
<td>○ Hold a reflection for volunteers, and brainstorm future service projects and continuing engagement</td>
<td></td>
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</tbody>
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<table>
<thead>
<tr>
<th>Post Event</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>(See Chapter 9 for more information)</td>
<td></td>
</tr>
<tr>
<td>○ Continue to reflect and brainstorm future service projects and continuing engagement</td>
<td></td>
</tr>
<tr>
<td>○ Post your results and complete evaluation at <a href="http://www.YSA.org">www.YSA.org</a></td>
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<tr>
<td>○ Send thank you letters to leaders, donors, etc.</td>
<td></td>
</tr>
<tr>
<td>○ Return borrowed or rented equipment</td>
<td></td>
</tr>
<tr>
<td>○ Evaluate with planning committee</td>
<td></td>
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<tr>
<td>○ Collect and compile volunteer evaluations</td>
<td></td>
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<tr>
<td>○ Engage volunteers in organizing ongoing service and civic engagement</td>
<td></td>
</tr>
<tr>
<td>○ Send final reports to sponsors</td>
<td></td>
</tr>
<tr>
<td>○ Apply for President’s Volunteer Service Awards (<a href="http://www.presidentialserviceawards.org">www.presidentialserviceawards.org</a>)</td>
<td></td>
</tr>
<tr>
<td>○ Thank volunteers</td>
<td></td>
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</tbody>
</table>
There are countless ways to celebrate GYSD. Make plans based on your community’s needs and the interests of your volunteers. This chapter contains the following information to help you plan your project:

- Thinking About Your Service Project
- Types Of Service Projects
- Examples Of Past Years’ Events
- More Service Project Ideas
- Service-Learning
- Civic Engagement Activities
- Recognition Activities

Thinking About Your Service Project

Global Youth Service Day projects address a wide variety of issues, including hunger and homelessness, the environment, health and nutrition, public safety, tutoring and mentoring, and many other areas. When thinking about what kind of project you will do, look around your school, neighborhood, community, country, or world. Think about where the needs are, what you would like to see improved, and how you can make a difference. The Global Youth Service Day Service-Learning Curriculum Guide contains activities to guide you.

When considering your service project, also consider the issue(s) that you are passionate about. For example, if you enjoy spending time with animals, host a Pet Awareness Fair to teach the community about proper care of pets and encourage people to adopt animals from your local animal shelter. If you like to hike, adopt a section of a local trail and work with friends to keep it clean and well maintained. You may also wish to select a project that will help you learn more about an issue or specific skills you want to develop. Whatever your project, there are several things you can do to maximize the impact of your project:

Make your project a service-learning project: Service-learning is a powerful educational strategy that enables young people to address important community needs by planning and executing service projects that are tied to curricula. See the section in this chapter entitled “Service-Learning Model” for more information.

Combine service with civic action to make a lasting impact: Civic actions includes voting; encouraging others to vote; educating peers, community members, and public officials about key issues; advocacy and more. See the section in this chapter entitled “Civic Engagement Activities” for more information.

Invite others to serve with you, especially those who aren’t traditionally asked to serve: The number one reason that people volunteer for the first time is that someone directly asks them to. Yet many groups of young people are traditionally not invited to serve; for example: young children, youth with disabilities, youth of color, youth who are not performing well in school, youth in foster care, and youth who live in low income communities. Make a special effort to reach out to these young people, and others you know of who have not typically been asked to help others.

Types Of Service Projects

Single Service Project: Pick one from this chapter, or create your own (See Pg. 19).

Community-Wide Celebration: Follow the example of over 75 communities, regions, and states that are planning special, coordinated celebrations for GYSD 2009, led by Lead Agencies. Lead Agencies organize a planning coalition, host opening/closing celebrations, coordinate local media outreach, involve public officials, and more. To access effective practices shared by Lead Agencies, visit www.YSA.org.
Serve-a-thon: Serve-a-thons allow you to combine community service and fundraising for local projects or organizations by taking pledges for hours of service. Create pledge sheets that volunteers can use to solicit contributions before the service day, and collect the funds raised when volunteers arrive for their service projects.

Map Volunteer Opportunities in Your Community: Organize a group of friends to visit nonprofits, places of worship, libraries, and other places that may need volunteers and educate these groups on how they can post their volunteer opportunities on www.SERVEnet.org. This will help increase the number of opportunities for everyone to serve throughout the year.

Interfaith Project: The Days of Interfaith Youth Service, coordinated by the Interfaith Youth Core, will be held in conjunction with Global Youth Service Day on April 24-26, 2009. To make your service project an interfaith project, visit www.ifyc.org to access organizing and training materials and register your project.

Awareness Building of an Ongoing Service Effort: Global Youth Service Day is a great time to build enthusiasm and support for existing efforts. Hold an educational fair, a volunteer recruitment drive, a fundraising effort, or a signature service project to strengthen year-round programs.

Examples Of GYSD Events

1. In recent years Balti, Moldova’s only source of water has been polluted, causing dangerous impacts to the natural environment and medical conditions among children. Local studies show that water-related infections have risen nearly 50 percent in the past year alone, but during GYSD nearly 200 youth are rolling up their sleeves and leading the town into a massive cleaning of the river and the area surrounding it. They were trained on safe practices in the weeks leading up to the cleaning operation, and during GYSD they shared their knowledge freely with the town’s 21,000 other residents in order to stimulate better practices and preserve a sustainable region.

2. Youth from bay area schools in Valrico, Florida gathered for their 3rd year to bring awareness to the plight of homeless youth. Around 50 youth participated in a 24-hour homeless simulation where they slept in cardboard boxes and also assembled backpacks and food packs to be donated to youth who are homeless. Participating youth learned about issues surrounding homelessness and used banners and posters to share that information with passing cars and visitors to their “cardboard” shelters. This event was for youth and organized by youth.

3. Children in Acoma, New Mexico were tired of not having sufficient space to play games and enjoy the outdoors. The Cibola County Youth Council, in partnership with local area elementary schools, wanted to respond to this deficiency by constructing a soccer field surrounded by a park and nature trail. The project celebrated components of GYSD while celebrating Earth Day. In a unique blend of academics and community service, these students simultaneously learned about science, construction and essential keys to building good character.
Service Project Ideas

**Help For The Homeless/Hungry***
- Help cook, serve a meal or distribute food at a homeless shelter or food bank.
- Spend time with/tutor homeless children.
- Gather clothing from your neighbors and donate it to a local shelter.
- Make “I Care” kits with combs, toothbrushes, shampoo, etc. for homeless people in your town or in another country.
- If your community doesn’t have a food bank, work with local officials to start one.
- Organize a letter-writing campaign to your Members of Congress to voice support for bills that give aid to the hungry and homeless.
- Develop a plan for reducing hunger/homelessness in your community. Share it with others, and implement it.
- Organize a neighborhood group to plant, tend, and harvest a vegetable garden. Donate the produce to a food bank.
- Participate in the Great American Bake Sale to raise money to fight childhood hunger. Visit [www.greatamericanbakesale.org](http://www.greatamericanbakesale.org) for more information.

**Senior Citizens***
- Rake leaves, shovel snow, clean gutters, or wash windows for senior citizens.
- Write letters for or read to an elderly person.
- Deliver meals to homebound individuals.
- Offer to pick up groceries with/for a senior citizen.
- Teach a senior friend how to use a computer or the internet.
- Get a group together to present a play, deliver small gifts, hold a dance, or play games with residents of a nursing home.
- Interview a senior citizen and write about his or her life. Get your story published in your school or community newsletter, local paper, etc.

**Health***
- Create a fitness program to encourage physical exercise.
- Create a slideshow about malaria and give presentations about raising funds for bed nets.
- Raise awareness at your school about the importance of organ donation.

**Neighborhood Enhancement**
- Create brochures and booklets about local history; house the finished products in local museums or libraries.
- Clean up a vacant lot.
- Organize a campaign to raise money to purchase and install new playground equipment in an area park.
- Campaign for additional street lamps in poorly lighted areas.
- Paint a mural or clean up a local park.
For Those With Special Needs
- Volunteer to help at a Special Olympics event.
- Volunteer at an agency that works with emotionally disturbed children.
- Read books or the newspaper to visually impaired people.
- Bring toys to children in the cancer ward of a hospital.

Politics And Government
- Contact your local League of Women Voters, voter registration office or, visit www.ServiceVote.org to find out how you can help people register to vote and become engaged in politics.
- Identify a local issue you are concerned about and contact someone in local government with your ideas on what to do about it.
- Organize a public issues forum for your neighborhood.
- Volunteer at a polling booth the day of an election.
- Offer to pass out election materials.
- Invite public officials to participate in your projects.
- Write letters to your U.S. Members of Congress telling them about how you’ve addressed community needs.

The Environment*
- Plant a garden or tree where the whole neighborhood can enjoy it.
- Set up a recycling system for your home and participate in your neighborhood curb side recycling pick-up.
- Organize a carpooling campaign in your neighborhood to reduce air pollution.
- Create a habitat for wildlife.
- Create a campaign to encourage biking and walking.
- Test the health of the water in your local lakes, rivers, or streams.
- Calculate how much carbon you use. Develop a plan to reduce the amount.

Working With Younger Children*
- Tutor a student that needs help learning English or some other subject.
- Read to younger children or encourage them to read to you.
- Teach younger children about a subject you care about — drug/ alcohol awareness, leadership skills, conflict resolution, nutrition, etc.
- Invite younger children to volunteer with you.

Disaster Relief & Preparedness*
- Host a safety fair.
- Raise money or advocate for funding for groups that focus on disaster relief.
- Assemble and donate emergency preparedness kits.

*Access issue-based service-learning modules on this issue at www.YSA.org for further ideas and resources.
Service-Learning Model

Service-learning is a teaching and learning method that combines meaningful service with curriculum-based or program based learning. Schools and organizations are using service-learning to help youth build stronger academic skills, foster civic responsibility, and develop leadership skills. Schools and community organization across the country are using service-learning to help students build stronger academic skills. Service-learning projects typically follow four stages:

While every service-learning project is different, the following questions can guide you through these four stages:

- What are the needs in this community?
- Why does this need exist? What are the underlying factors and causes of this issue?
- How can we address these needs through service?
- What do we need to know to provide this service?
- What do we already know that will help us provide this service?
- What will we/have we learned from this service experience?
- How does our learning relate to coursework, academic standards, or graduation requirements?
- How did this experience affect you?
- How did your experience differ from what you expected?
- How will you continue to work on this issue? What else needs to happen?

Examples of service-learning projects celebrating Global Youth Service Day include:

- Elementary students produce and distribute a guide entitled, Walking is for Everyone to encourage physical activity and reduce obesity. Students identify and map walking routes and outline the physical benefits of walking. Working with teachers, health care providers, and police, students study the effects of exercise on the body, the causes for obesity, and the geography of their local area.

- To address the lack of cultural and historic knowledge about Mexican heritage, middle school students research and write a book about Mexican traditions and holidays. On GYSD, students hold a Publication Celebration to recognize authors and artists, read sections of the book, and share cultural traditions and food.

- High school government students host an exhibition for policymakers, politicians, and school officials highlighting the students’ visions for building a better community. Starting in February, students identify an issue they care about and take pictures that represent their concerns. Through interviews, study, and reflection, students write about how they can make positive change. On GYSD, students present their photos and essays, in preparation for implementing their ideas in the months to come.
College students majoring in Education visit a local wildlife sanctuary with elementary school students and their teachers to test standards-based, cross-curricular K-8 educational units that they developed for use at the sanctuary. Students apply academic concepts in math, science, and language arts while building a trail and maintaining the sanctuary. Education students will use teacher and student feedback on the curriculum to finalize it for use by the wildlife sanctuary education center.

In conjunction with an astronomy and environment education project taking place at school, fifteen youth volunteer to collaborate with Multimedia Youth Association of Macedonia in Vinica, Macedonia, to produce a service-learning project titled ‘Vinica’s Stars’ that addresses the environment, learning, and the arts. The youth volunteers apply their knowledge by designing (with the help of a local artist) and painting a mural of the solar system on a graffiti-covered wall of a city park.

For more information on service-learning:


- Visit the Semester of Service website at www.semesterofservice.org to download the Semester of Strategy Guide and other materials to help you extend your service-learning project throughout the semester.

- Contact the National Youth Leadership Council, 651-631-3672; nylcinfo@nylc.org; or online at www.NYLC.org. This site contains a service-learning project database that you can search by academic subject, grade level, or project topic.

- Visit the National Service-Learning Clearinghouse, the largest collection of written material about service-learning at www.servicelearning.org.

- Visit the National Service-Learning Partnership, a national advocacy network that promotes and strengthens service-learning, at www.service-learningpartnership.org.

Civic Engagement Activities

Only by getting involved in the full spectrum of civic activities, including electoral and political processes, can youth volunteers be sure they are creating permanent solutions to community needs. These eleven tips will increase the impact of volunteer work in your community.

1. Advocate for government policies that support volunteer service. Urge officials to change current laws and policies or write new ones by writing letters, asking to meet with officials or their staff, and voting on Election Day. Also, write letters to the editor of your local paper about the issues and potential solutions.

2. Invite local, state, and federal officials and candidates to participate in your service activities. Educate them about your perspective on the issue and ask for their support. (See Chapter 8 for more information.)

3. Invite the local newspaper, television or radio station to cover your volunteer project. If your project is highlighted, send a copy of the clip to your public officials. Include a thank you if they participated, or invite them to participate in your next project. (See Chapter 7 and 8 for more information.)

4. Create a website. Educate your school or community about an issue.

5. Organize a debate, town hall meeting, or youth forum. Public meetings enable local leaders or candidates and young people to discuss issues and be engaged in the public problem solving process.
6. Map your community’s problems and assets. Share the results with local, state, and federal officials and candidates.

7. Volunteer for an issue or for a candidate’s campaign.

8. Ask your school administrators to offer class credit for volunteer work. Students can learn and apply academic knowledge and skills while volunteering with a local government or nonprofit agency that addresses an issue of importance to them.

9. Launch a letter-writing campaign to your Congressional Representative or Senators in support of national service, service-learning, and other issues of importance (find more information at www.ServiceVote.org, YSA’s advocacy and civic engagement website).

10. Work with local officials to increase funding for youth activities in your community.

11. If you are 18 or older, REGISTER AND VOTE in the next election (local, state and national). If you are under 18, volunteer at the polls, encourage your family to vote, take someone who needs assistance to vote, etc. Check out these websites for more ideas and information on youth service and civic engagement:

- www.ServiceVote.org
- www.civicyouth.org
- www.congress.org
- www.kidsvotingusa.org
- www.publicwork.org
- www.takingitglobal.org
- www.vote-smart.org
- www.youthactivism.com
- www.youthpolicyactioncenter.org
- www.youthvote.org

Recognition Activities

Many communities celebrate GYSD by recognizing the contributions youth make year-round. Recognition is a powerful motivator to encourage youth to continue their service throughout their lifetime. You may choose to spend part of the day doing a service project, followed by a recognition activity. Sample activities include:

1. Awards Ceremonies

Ask several different youth organizations such as Girl Scouts, 4-H, Boys and Girls Club, American Red Cross, Big Brothers/Big Sisters, etc., to present awards for service such as the President’s Volunteer Service Award (www.presidentialserviceawards.org), to deserving volunteers. Host a dinner or reception for the ceremony and contact area restaurants to get donations of food or plan a potluck. Invite community leaders, public officials, elected representatives, or area celebrities to speak and present awards. Performing groups from local grade schools, high schools, or colleges can provide entertainment.
2. Young Hero Awards

Set up new awards for outstanding young people in the community. Take nominations from area youth organizations and local schools, or simply have students nominate their peers. One award could be for the best GYSD project.

3. Religious Services

A mass, “Service Sabbath,” inter-denominational or ecumenical service can be organized to recognize the spirit of service in all participants. For ideas and resources visit the Days of Interfaith Youth Service Tool Kit at [www.ifyc.org](http://www.ifyc.org).

4. Free Concerts

Host a free concert featuring performing groups from local high schools, colleges and universities, or community music and theater groups. Have “service” be the theme. Young people who participate in service activities can read their favorite quotes about service or present their own ideas and words of wisdom.

5. Panel Discussion/Presentation Host

Host a presentation or panel discussion by current volunteers, alumni, administrators, politicians, members of the media, and community leaders focusing on the value of community service. Presentations might include videos, slide shows, or journal readings. Be sure to make the panel as representative of participants as possible. Consider inviting a speaker representing another country to learn about the nature of community service from an international perspective.

6. City-Wide Forums

Invite youth to convene local public officials to discuss major challenges facing the community and how young people can address these issues.

7. “Know Your Community” Projects

The GYSD planning process is a great opportunity for youth to learn more about their community. Community asset mapping, historical facts, folklore, demographic patterns, and current community issues and social problems are all rich areas for exploration. Display or present projects on Global Youth Service Day and ask the local paper to publish examples.

8. History of Young People

Youth can research outstanding young people and their contributions to society. Such projects can be fun and inspiring for young leaders and can be presented to the community as a whole.

9. Community Fair

Organize a fair with decorated tables, each with a spokesperson to share their group’s reflections on their contribution to the service project and their plans for ongoing service. Solicit area businesses for food, music, and awards.

10. Community Presentation

Hold a video or slide show presentation about your service project for members of the community. Present a play, skits, poems, or songs to teach others about the issue and inspire them to get involved. Contact service clubs such Rotary, Lions, or Kiwanis and schedule a presentation of your achievements at one of their members’ meetings. Ask your favorite local radio or television station to let you talk about your project.
Global Youth Service Day is the perfect time to organize a large service project that can engage old and young alike. When working with young people, it is especially important to monitor the volunteer experience, since it will likely influence their future decisions and ideas about community service. Carefully consider what will make the experience meaningful and provide an environment in which the participants can learn and grow. Ideally, the project will connect volunteers to opportunities that are available year-round.

This chapter is organized by blocks of tasks and issues to address as you plan your service projects. They are presented in a suggested order; however you may wish to make adjustments to fit your community and timeline:

- Define Your Project
- Create Team And Assign Leaders
- Prepare Team Leaders
- The Kick-Off Event And Closing Celebration
- Solutions To Common Problems

### Define Your Project

#### 1. Set Specific Goals

Using your overall vision, purposes, and main goals of Global Youth Service Day (which you discussed and selected in Chapter 2), think about how you want the service project(s) to look and what you want the project(s) to articulate to the community and/or the media. How many young people should you expect? What do you want the young people to get out of the experience? (for example, understanding community needs and strengths, leadership skills, understanding of issues related to hunger and homelessness). What long-term impact do you want to facilitate?

#### 2. Size and Scope of Your Project

Your community’s unique social needs and the issues you choose to address impact the size and scope of your project and its site(s). Decide how many and what types of sites you should find based on how many people you want to volunteer. Some groups organize a few large sites, like clean-up projects, to accommodate large numbers of volunteers, while other communities prefer one or multiple smaller sites for fewer volunteers. Choose sites where the volunteers can “see” and “experience” their impact.

#### 3. Logistical Communication and Expectations

Always consider and ask these logistical questions when planning:

- What equipment is needed to complete the project and who will acquire/provide it?
- Will agency staff be on hand to help with orientation and provide support on GYSD?
- Is there a place for volunteers to have lunch and to use washrooms?
- How far is the site from the morning kick-off site? Is the site accessible to volunteers/participants with disabilities?
- If the project is outdoors, what happens if it rains?

Work with agencies that have realistic expectations about what can be accomplished in the allotted time and that have experience working with young people. If an agency is difficult to contact or does not return calls promptly, consider choosing another site.
4. Transportation

Put a detail-oriented and responsible person in charge of transportation. Make sure drivers have detailed instructions and directions. Transportation arrangements will depend on your budget, volunteers’ origin and destinations, and community resources. Think about contacting school bus companies, public transportation, places of worship, or non-profit organizations for borrowed vans. Carpools and chartered bus companies are also often used for service events.

Also ask the following questions:
- Does the agency have its own van or bus to help transport volunteers?
- Is the site on public transportation routes? Is parking available?

Create Teams And Assign Leaders

A project with too many volunteers and not enough meaningful work can spell disaster. Most small projects (and sites) can accommodate a team of 10-15 volunteers, depending on the particular project. Regardless of how many sites you have, count on one team leader to every 10-15 volunteers. Teams with participants younger than 12 years old often need extra supervision, and youth and adult team co-captains are usually quite effective. If you are unsure about volunteer turnout, use a combination of large and small sites to prepare for a large number of volunteers. Your bigger, more public sites can accommodate larger-than-expected turnouts and allow your team leaders to assign meaningful work to all participants. An overall coordinator may oversee team leaders and be responsible for their training.

In Advance Of GYSD
- Do a site assessment.
- Communicate regularly with project site.
- Make sure site expectations are met.
- Participate in a team leader training.
- Develop an ongoing relationship with site.
- Help recruit volunteers for the site.

On GYSD
- Lead orientation sessions.
- Coordinate/lead volunteers on site.
- Act as liaison between agency and volunteers.
- Ensure safety and well-being of volunteers.
- Administer evaluation to volunteers.
- Hold a reflection service for volunteers.

After GYSD:
- Meet with other team leaders to reflect.
- Complete site evaluation with agency.
- Send thank you letters to the site.
- Return equipment.

Prepare Team Leaders

Detailed training for team leaders is crucial, as they will train their volunteers on the day of the project. Team leader training should take place at least a week in advance of the project to allow time to address last minute questions. Team leaders should meet the day before the project to run through the activities for the day. Team leader training should address:
1. How to Orient Volunteers

Volunteer orientation should be no longer than 30 minutes and address three major issues:

- **Introduction to Global Youth Service Day**: Team leaders should set the stage by introducing the history and objectives of GYSD on the national and community level (see Chapter 1), and explain the importance of their particular project. Scripted outlines ensure that team leaders have this information and can communicate it to the volunteers.

- **Background information on the agency/site and related issues**: Team leaders may ask the agency contact to lead this part of the orientation. Give him/her a specific time limit and ask for background on the organization, as well as insights into the broader issues they deal with on a daily basis. Discuss the agency’s ongoing volunteer needs to inspire GYSD participants to make a long-term commitment to the agency.

- **The day’s schedule and specific project instructions**: Team leaders should tell volunteers what time to break for lunch, who to contact if they have a question or concern, where to find restrooms and water, assign tasks, and give directions for the projects.

2. Liability and Safety Issues

Inform team leaders of emergency procedures and any relevant liability issues. They should know what to do in case of an accident, where to locate a first aid kit on site, who to contact, how to transport a volunteer to the nearest hospital.

3. Evaluation with Volunteers and the Site

Team leaders must understand the importance of evaluation. Walk through the questions from both volunteer and team leader evaluations and discuss why certain questions are asked and how the information will be used. (For example, see the GYSD Evaluation in Chapter 9 of this Tool Kit). Make sure team leaders know whether or not pens or pencils will be provided, how and when to distribute and collect the evaluation forms, and where to drop them off at the end of the day. Be very specific about this process, and include an estimate on how much time it will take to complete the forms on site. Evaluations with agencies should be done the week following GYSD. Set a time to meet in a relaxed environment to discuss how the day went and to complete any unresolved issues.

4. “On Site” Learning and Reflection

On site learning occurs through the experiences of the day. This can be done by asking volunteers one or more questions at the start of the event for them to consider during the day. These questions could be about the agency, the issue, clients, or personal ideas and attitudes. The best way to facilitate reflection is to simply ask teams to sit down at the end of the day for a few minutes and share their thoughts about the day and what they learned from the experience. Reflection activities should be inclusive; when volunteers, beneficiaries of the service project and agency staff participate in the reflection activities, everyone gains a better understanding of the scope and impact of the service project. Reflection sessions should use a few simple questions that help participants process their experience. Samples include:

- What surprised you most about the day?
- What did you learn from this experience?
- How can you use what you learned today in your everyday life?
- Did your perception of (relevant issue) change as a result of this service project?

For more suggestions on reflection, see the *Global Youth Service Day Service-Learning Curriculum Guide*. 
The Kick-Off Event And Closing Celebration

The kick-off event sets the tone for the day and initiates the spirit of GYSD. **Hold your kick-off on the day before or the morning of GYSD, and use it as a central gathering place and pre-service pep rally.** If volunteers will disperse to different sites, arrange for transportation from the kick-off, and transport volunteers to the closing celebration at the end of the day. The closing celebration gives people an opportunity to share experiences with volunteers who worked on other sites, relax, and have fun. This is also a great time to have public officials or other community leaders address volunteers.

Both the kick-off and the closing celebration are excellent opportunities for local media to interview volunteers and learn more about Global Youth Service Day. **Have media kits ready and available at a special check-in area for media.** Decorate the closing celebration location with banners, balloons, and streamers. Invite elected and appointed officials, members of the media, and other personalities well in advance to draw more attention.

Programming for these events varies tremendously. The kick-off event should be short, no more than thirty minutes. It is important to get people to their sites promptly to meet the day’s expectations. Music (provided by a school band, radio DJ, etc.) always gets people excited and ready to work. Ask people to come a half-hour early to sign-in and eat breakfast (if applicable), so when the kick-off ends they will be ready to go. It is also useful to let people know what time transportation will leave the kick-off site. Here is a sample agenda for the morning:

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:15a.m. - 8:59 a.m.</td>
<td>People arrive, sign in, eat breakfast</td>
</tr>
<tr>
<td>9:00 a.m. - 9:05 a.m.</td>
<td>Welcome and choir performance or skit</td>
</tr>
<tr>
<td>9:05 a.m. - 9:15 a.m.</td>
<td>Motivational words by organizers and thanks from local celebrity or official</td>
</tr>
<tr>
<td>9:15 a.m. - 9:20 a.m.</td>
<td>Directions to sites and any announcements</td>
</tr>
<tr>
<td>9:20 a.m. - 9:30 a.m.</td>
<td>Move to transportation</td>
</tr>
<tr>
<td>9:30 a.m.</td>
<td>Transportation departs to sites</td>
</tr>
</tbody>
</table>

Closing celebrations provide a great way to thank volunteers, highlight accomplishments, give awards, and just have fun. Hold the closing event at a fun place for youth (a park, recreation center, beach, etc.)

Day of Event Activities

Good management and advanced planning are key to success on GYSD. The more people that know what is going on, the more likely things will run smoothly. **Make a list of who will manage registration, the kick-off presentations, transportation, and the media.** Also, assign someone to act as a trouble-shooter throughout the day.

It is important to talk through everyone’s roles on the day of the event. **Organizers should wear special T-shirts or hats which make them easy to find in a crowd.** If your event is very large and complex, you may want to consider renting or borrowing walkie-talkies for communication.

Checklists and written instructions are also a must for the day of the event. Make sure everyone is as prepped as possible for the day so there are few surprises. Get lots of rest so that you will be clearheaded and have a great time!

Follow Up

Hold a meeting for organizations to discuss wrap-up details and to share experiences from the project. Bring pictures, give certificates, and “thank-you” gifts, etc.
Make a list of all the wrap-up activities and delegate assignments, including:

- Completing service site evaluations
- Compiling volunteer evaluations
- Writing a final report
- Sending thank you letters to team leaders, donors, media, volunteers, speakers, etc.
- Returning equipment

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**Solutions To Common Problems**

1. **Volunteer Turnout is Higher or Lower than Expected**

   **The Problem:** It’s difficult to accurately predict the number of volunteers who will turn out on GYSD. Fewer volunteers than you expected means projects won’t get done, which often disappoints the host site. More volunteers than you expected means there may not be sufficient work for everyone, which is damaging to volunteer morale.

   **Solutions:** Many people do not feel committed to show up to an event unless they pre-register. Even when everyone pre-registers, assume you will have 85-90% of those numbers on the actual day. Make back-up plans. Set up several sites to accommodate extra people, and sites willing to participate only if you have overflow. Make sure they understand there is a chance they may not be utilized. Determine ahead of time which sites should be cut if necessary.

2. **Rain**

   **The Problem:** No one wants to work in the rain. Many people will stay home and parents will decide that their children should not participate in bad weather.

   **Solutions:** If your kick-off is scheduled outside, have alternate indoor sites ready, and publicize them in advance so volunteers know where to go. Make sure presenters and team leaders are familiar with rain sites and procedures. Buy extra boxes of large trash bags to be used as rainwear, ground cover, etc. If sites have scheduled outdoor sites that cannot be completed in severe weather, have a secondary plan and rain date for volunteers. Discuss these alternatives with the site in advance.

3. **Incomplete Projects**

   **The Problem:** Unrealistic expectations from an agency or team, too few volunteers, unavailability of necessary equipment, insufficient team skills, late arrival, or other situations can result in an unfinished project at the end of the day. This can be a serious problem, since many local agencies do not have the resources to complete the work later.

   **Solutions:** Set and communicate realistic expectations for the allotted time, and be sure that team/site leaders arrange for all necessary equipment ahead of time. Perform a mid-day assessment if you see work that may not be completed on time, reassign volunteers or call in extra help. Most importantly, don’t start a project that can’t be finished in a timely manner. It’s better not to start a project than to leave it half-done. In the case that you can’t finish a project, discuss the issue with staff, and find a resolution that fits everyone’s needs.
4. Teams Arrive Late

**The Problem:** A late start on the day can disrupt everything, from media coverage, to meal times, to relationships between volunteers and project sites. Agency staff, media, and VIPs schedule their day to accommodate the volunteer time. Tardiness disrupts the schedule, lessens the chances of finishing the project, and shows disrespect.

**Solutions:** Event organizers and team leaders must plan details thoroughly and stick to schedules. Registration must occur on schedule. Secure details for transportation, including public transit schedules and detailed maps for drivers. Have teams stand together during the kickoff so they do not waste time finding each other after the kick-off. Assign someone to be “time-keeper” for the day and make sure things run according to schedule.

5. Volunteers Did not “Work With People”

**The Problem:** One-day service projects are often activities in which volunteers do not work directly with the clients of the agency. There are many good reasons for this. For example, the best way for a large group of volunteers to make a lasting impact may be to accomplish a physical project like painting or cleaning that the agency staff often cannot finish on their own. Agencies may want to provide their clients with as much consistency as possible; volunteers who might not return may build false expectation for clients. Many agencies also have strict screening and training processes for their regular volunteers to ensure the safety and well being of the clients.

**Solutions:** Explore opportunities to introduce volunteers and clients/recipient of service ahead of time. Let people know up front why they might not have much client contact and tell them how meaningful their assignment is for the agency. Schedule a lunch break or another specific time to give volunteers and clients a chance to interact. Give volunteers information about how to get involved with the organization on a long-term basis.

6. Assigning Volunteers to Teams

**The Problem:** This is one of the trickiest aspects of organizing a large one-day service project. Some groups want to stay together and others may want to split up to meet new people.

**Solutions:** Since a number of GYSD volunteers are school-aged, a simple way to make assignments is by class or age group. Another method is to split age groups so that other students will be working with younger students. Team leaders can either be assigned to teams or be responsible for recruiting their own teams. Start with selecting sites and team leaders then discuss the breakdowns into teams with the teachers and administrators from participating schools and youth programs.
CHAPTER 5  
BRINGING PEOPLE ON BOARD 
RECRUITING VOLUNTEERS FOR GYSD

The number one reason people volunteer for the first time is that someone personally asks them to help. One of the most effective ways to recruit youth volunteers is to have other youth directly and personally invite them to participate. Let people see how excited YOU are about the project and your enthusiasm will be contagious! The key is to let them know how fun it is to help other people!

Even people who cannot volunteer at the event can tell friends and neighbors about your plans and need for help. Make people feel important! Think of specific tasks you know they would do well. **Tell your potential volunteers why they are needed and how they will benefit from participating in GYSD.** Make statements like, “I think our project could really use your experience with budgets and raising money. Would you like to be on the fundraising committee for GYSD?” This request is much more likely to yield results than a more general statement, “Do you want to get involved in GYSD?”

Once you have volunteers on board, put them to work! People will not stay involved unless they feel needed. **Make sure people have tasks and responsibilities as soon as they get involved with the project.** Stay in touch with volunteers and check on their progress every week or so. Look for creative ways to thank them and let them know that you are counting on them.

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**Finding Enough Volunteers**

*Imagine everyone in your community knew about Global Youth Service Day!* This goal requires a good plan. Start by prioritizing groups or people you want to reach. Think about who needs to know early and who can be contacted closer to the event. What meetings do you need to attend? This chapter offers ways the recruitment committee can work with the public relations committee to catch the attention of everybody in your community.

1. **Global Youth Service Day posters.** Hang them up everywhere. The sooner you can get them out, the better. Attach tear off response cards with a phone number to get more information. Contact Youth Service America for preprinted posters or design your own!

2. **Post your project** on the GYSD website. A surprising number of people seek service opportunities online. Posting your project will help potential volunteers find you.

3. **Ask your mayor and governor to help.** Ask them to film/tape a Public Service Announcement, issue an official proclamation of GYSD, and serve with you! FYI: The US Conference of Mayors is a GYSD National Partner. See Chapter 8 for additional ideas.

4. **Place announcements in school/college/local newspapers.** Contact local radio and television stations for spots in their volunteer sections. Inquire about newsletters for places of worship, community organizations, U.S. Congressional offices, and your state department of education.

5. **Set up information/pre-registration tables in cafeterias, shopping malls, and other busy public places.** Have sign-up sheets available.

6. **Distribute buttons, stickers, and flyers in the student center, school lobby, or local shopping mall.** Contact Youth Service America for information about Global Youth Service Day 2009 promotional materials.

7. **Sponsor an assembly or speaker focused on community service at a school, campus, or agency site.** At the presentation’s end, invite everybody to help out at your GYSD project.

8. **Build partnerships with recognized community organizations and clubs** (4-H, Scouts, Lions Clubs, YMCAs, etc.) for your GYSD event. You will double your people power in publicity and action!

9. **Arrange a display at the school or campus art gallery, at a local bank, business, library, airport, or city hall.** Include information on how to get involved.

10. **Send out an email inviting everyone to get involved in your project.** Post your event on social networking sites that youth visit like Facebook and MySpace.

11. **Send out a press release to your school’s announcement chairperson and the local media.** They are always looking for community functions to publicize! See Chapter 7 for more details.

12. **Include everybody.** Families, youth, senior citizens, children, people with disabilities, business people, and community officials all have something to contribute to your day of service.
There are many ways people can support your project through monetary and in-kind contributions, but all fundraising is generally broken down into three simple steps:

- Target potential supporters;
- Inform them of your project; and
- Ask for and solidify their contribution.

The funds you raise for your project will come from any combination of the sources in the diagram below:

Creating A Budget

Before you begin fundraising, design a budget itemizing all of your project expenses. Keep in mind that service projects don’t have to be expensive. Make sure, however, that your budget includes everything you might need for your project. For example, stationery, postage, film and developing, long distance calls, copying, and scrapbook or photo album for documentation, food, streamers, balloons, flyers, poster board, T-shirts, hats, buttons, and posters. You may also need to purchase or rent equipment and materials like paint, rakes, or a sound system. Consider in-kind donations (gifts or products or services you need, instead of money). Remember to budget for items or services that may help your project or program continue overtime.

Global Youth Service Day project budgets vary dramatically. Building a new playground might require $50,000 to $75,000, while smaller events might only need $50 to cover printing costs for flyers. Once your budget is complete, designate a fundraising committee to identify potential supporters and collect resources. Use the worksheet in this chapter to plan your budget and fundraising strategy.

Fundraising Events

These events are designed to increase visibility for your organization and youth service while encouraging a large number of individuals to make small financial contributions. They can be a fun opportunity for young people to take an organizational lead in projects. Consider holding a car wash, used book sale, raffle, rummage sale, bake sale, or small reception and tour of your facility. They are easy to plan and most young people have participated in at least one of these events in the past. Ask specific organizations like the student council or a Girl Scout Troop to help organize a project. In addition to the monetary support you receive, these events are great publicity for you and GYSD. Fundraisers can build awareness for your programs and forge strong community contacts. Access the Youth Action Net Tool Kit for more ideas at www.youthactionnet.org/toolkit.
Local Business Support

Global Youth Service Day is a great way to include local businesses and corporations in youth initiatives and programs. Involvement can mean more than just writing a check. **Make sure you have a list of all the materials you need for your project and ask local businesses to make “in-kind” contributions like food, office supplies, balloons, film, etc.** Ask them to purchase ad space in your event’s program or sponsor a paid public service announcement on TV or radio for your Global Youth Service Day project. Local businesses may be willing to volunteer their staff’s time and experience and may even pitch in on your event day!

**Select one business or a whole group, like a shopping center (call the Chamber of Commerce for suggestions), and tell them about your plans.** Ask them to sponsor a portion or the whole event. Let them know they will benefit from the publicity and recognition in all of your materials. It is also a good idea to **make your budget and event information available to the entire community so that everyone can understand how to help.** Tell everyone you seek $100 or $500 sponsors who could be recognized at an award ceremony as outstanding supporters of youth initiatives. Keep the community informed about your fundraising progress. The “Dollar Thermometer” is a popular visual gauge of money yet to be earned and gives a sense of the importance to every dollar given toward the goal.

Project Grants From Youth Service America & Our Partners

Youth Service America, with the help of our sponsors and several partners, offers hundreds of Global Youth Service Grants (GYSG) every year to help youth, teachers, and organizations implement service and service-learning projects for Global Youth Service Day and on-going service throughout the year.

Through GYSG, YSA generates awareness about particular issues, spotlights models of service excellence, and develops the capacity of youth and organizations to plan successful service projects. Typically, our grant and award program supports service projects that:

- Present a clear project plan (including why the project is needed; proposed number of volunteers, planning timetable, partnerships, etc.).
- Address an important need, and provide clear and specific benefits to those served by the project.
- Involve youth in all stages of the project process (planning, execution, evaluation) and recruit a substantial amount of youth volunteers.
- Highlight the positive aspects of youth development through service, such as the 6 C’s (Competence, Confidence, Connection, Character, Caring, and Contribution).
- Engage youth in service throughout the year and seek long-term changes.
- Reach out to youth who are not traditionally asked to serve (youth with disabilities, younger children, youth in disadvantaged communities, minorities, etc.).
- Invite public officials and dignitaries at the local, state and/or national level to be involved in the service event.
- Involve members of the media (reporters, disc jockeys, photographers, etc.) to support the project.

To find out more about YSA’s grants and award opportunities, please visit [www.YSA.org/awards](http://www.YSA.org/awards). Here, you can also sign up to receive our free grant alert, announcing the latest grant opportunities as they become available.
# BUDGET AND FUNDRAISING WORKSHEET

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FUNDRAISING PLAN

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<tr>
<td>Other</td>
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Sponsorship: A Two-Way Street

Don’t forget that although sponsors do have the interest of the community in mind, they may also want recognition. **Approach businesses in your community that would benefit from marketing and public relations through Global Youth Service Day**, such as sporting goods stores, retail outlets, supermarkets, and toy stores. Don’t forget to check with potential sources of funding in your own backyard. Your school’s principal, the dean’s office, student government, the city office of community relations, the mayor’s youth program, and other departments of city and state government may have available funds to sponsor special events that benefit their particular jurisdiction.

Take Care Of Your Sponsors

Write **follow-up letters and invite sponsors to visit your program**. Let them know how much you value their support. Send thank you letters from staff and volunteers. Give them as much publicity and recognition as you possibly can. **Try to involve sponsors in the planning of special events, such as a dinner or an award ceremony**. Your supporters often make terrific guest speakers. Remember, donors you reach through Global Youth Service Day can be potential sponsors or partners for future initiatives, so try to solidify relationships as much as possible.
Global Youth Service Day will help your program receive recognition for the good work it does year round. Your community and the nation need to see the powerful contribution young people make to their communities and good media coverage can make this possible. This chapter provides comprehensive tips to help you generate media coverage.

How Youth Service America Can Help

Youth Service America has developed a targeted international public relations campaign. We combine our international network with your local and regional efforts to effectively communicate the message of Global Youth Service Day around the world. To do this, we need specific details about your plans. Please register your event online at www.YSA.org to ensure your inclusion in our media campaign. Visit www.YSA.org for templates and media resources.

The Role Of A Media Coordinator

Consider assigning a Media Coordinator to engage local and regional media in your GYSD project. While the Media Coordinator does not do all the work or give all the interviews, all aspects of public relations go through him or her to minimize confusion. The Media Coordinator should contact members of the media, get them excited about your project and schedule interviews for others working on the project. Keep the media focus on the youth participants. The Media Coordinator may be a young person, or you may designate one or more youth spokespersons to work with an adult Media Coordinator. Youth spokespersons should be prepared to talk with members of the media about the project, about Global Youth Service Day as a national event, and how youth service benefits your community year-round.

Compile A Media List

To assist you in your media outreach, compile an accurate, up-to-date media list with the names, titles, addresses, telephone/fax numbers, and e-mail addresses of every news organization, reporter and editor who wants, and is most likely to use, the materials you send. Identify and contact local and national media by visiting www.youthpolicyactioncenter.org, then click on “policy tools”, followed by “find media contacts”. Ask campus/high school PR offices and agency contacts for press lists, introductions, etc. You can also research news outlets on www.Google.com or any search engine. Include daily and weekly newspapers, city or regional magazines, television and radio stations (including cable stations), and wire services.

Contacting The Media

The media will not come looking for you. YOU must inform the media of your project to receive coverage!

1. Develop a Relationship

Take time between now and April to get to know key members of the local media. Call and introduce yourself and your Global Youth Service Day project. Have on hand any written materials you have, including this Tool Kit. Be ready to explain in a concise but enthusiastic way why you are excited about Global Youth Service Day.

2. Engage Media Partners

Create a formal role for one or more media partners, such as the local affiliate of a national TV network (ABC, CBS, NBC, FOX), a popular radio station, or your local newspaper. This gives the media outlet a greater stake in your project, and increases the likelihood that they will cover your event. (Note that other media outlets might not cover your event due to media competition.) Roles for the media partner may include:

- Broadcasting live from your volunteer recruitment fair or pre-GYSD event. This gives you a chance to talk about GYSD, and stir up excitement about the event. The media partner could give away prizes to those who come down and register to volunteer.
• Airing pre-GYSD public service announcement to let people know how they can volunteer with you on GYSD.
• Interviewing you in their studio for broadcast before your event.
• Sending a popular TV anchorperson, DJ, etc. to emcee your kick off event.
• Featuring your event on a television morning show, weather report, etc.
• Giving out awards to volunteers and profiling winners in their newspaper, morning broadcast, etc.

To correspond with the media partner’s formal role, identify specific ways you will publicly recognize their support. Make this part of your pitch, and make sure to follow through. If you meet and exceed their expectations, they will likely support you again in the future.

3. What’s News?

When talking to the media about your event, remember that they choose stories based upon these characteristics:

Timeliness: Is there a good reason to do the story now? The answer is “yes” since the event is tied to a “Global Day” of service.

Human Interest: Tie your local event to a larger news event or issue that people in your area are discussing (i.e. education, violence, youth leadership, etc.)

Uniqueness: What makes the event different, surprising, or outstanding?

Impact: Does it have an effect on individual young people? Can you give examples? Does the event or story affect a large number of people in your community?

Prominence: Involving celebrities and local VIPs adds value to a story.

The more characteristics you can involve in your story, the greater chance it has of being placed in the media. Focus on the aspects of your story that demonstrate these characteristics when meeting media personnel.

4. The Pitch

GYSD is a “good news” story. Global Youth Service Day is a celebration of the service young people do every day. The news is that millions of young people, contrary to many stereotypes, are responsibly serving their communities year-round and telling the world about it on one specific day. Some reporters may not see GYSD this way. They may feel that the event is not newsworthy and therefore not give it as much attention. That’s where the pitch comes in.

The pitch helps sell a story that is interesting, but not late-breaking news. You might want to write one to interest the editors, assignments editors, and broadcast news directors as your first step in making contact. Keep the letter or email simple and short. Immediately explain why you are writing, then summarize the most important information in one paragraph. Here is an example of opening paragraph to help you get started:

Dear (name of reporter):

Today, more than ever, young people are pitching in to make a difference in their communities. On Friday, Saturday, and Sunday, April 24-26, more than 500 students from area schools will paint child care centers, clean up the Waukarusha River, plant trees along Route 1, and volunteer for various community improvement projects as part of Global Youth Service Day 2009. These projects were chosen and planned by local youth who will join more than three million young people to serve communities across the country.

The letter or email should be short, no more than a page. Explain why the newspaper or station’s audience would be interested and include some of your most newsworthy details. Always follow up your letter with a phone call or email.
5. Follow Up

Make follow-up calls within a week of sending your pitches. In most cases, the editor decides what is news and assigns stories to reporters. If the reporter has time to listen, enthusiastically describe your plans. Convey a sense of excitement. Extend an invitation to your event or offer a personal interview. If the time is inconvenient, ask him/her to suggest another time to visit the project, preferably before the day of the event. There is always a good story in behind the scenes preparations.

6. Editors

Find out the names of your local papers’ editors and write each a letter or email requesting that they cover your Global Youth Service Day project. Be sure to stress the timeliness of Global Youth Service Day and link it to local and national events/trends. Include background information on your program, contact names, and phone numbers. Follow up with a telephone call and restate you request that they cover your story. Be courteous and professional.

7. Weeklies

Weekly newspapers, including shopper’s guides, offer more stories of interest to the local community. They are a major source of information for people outside metropolitan areas, and it is usually easier to place stories in these publications. Once published, they can be clipped, copied, and circulated to other news sources, or filed in the scrapbook of information you are keeping about Global Youth Service Day.

8. Magazines

Get started 4-6 months in advance to place a story about your participation in Global Youth Service Day in local and regional magazines. Most of these magazines can offer more time and space to devote to your story, and you will have a printed product that can be saved and calculated. Stories of interest to magazines would include: profiles of volunteers, interaction between volunteers and clients, the “streams” of service in your locality, why this generation is becoming the “we” not “me” generation, etc. Magazines have a long lead-time—at least four months before the story is published. Check the deadlines and act accordingly.

8. Television

Your Global Youth Service Day project probably involves people doing interesting things, so offer TV reporters specific details. Explain what will go on at the site—local youth volunteers interacting with at-risk kids, the elderly, or the homeless, to use just a few examples. Prepare a fact sheet explaining the action for the reporter’s voice-over. There are many television programs that are potentially good bets for Global Youth Service Day coverage—plan ahead with the station. Here are some opportunities to explore.

- Public Affairs Programs
- Talk Shows
- Public Service Announcements (PSAs)
- Feature Segments of the News (usually planned in advance)
- Live coverage at your event
TV news has special requirements. In addition to visual appeal, the story must happen in time for that day's newscasts. **Hold your event anytime between 10am and 1pm for best chances of coverage.** Plan brief and informative comments in advance. Keep answers to questions short. Try to speak in “sound bites” - short but substantive phrases of no more than 15-20 seconds. Remember you are trying to make a positive impression about something you believe in deeply. Do not ramble on with unnecessary information. The interviewer will find a way to ask for more information if it is needed or wanted. If you are asked a negative question, respond briefly with a polite attitude and message, and then go on to the story you want to tell. For example, if the interviewer asks, “How do you deal with the high percentage of youth that are on drugs?” You can respond, “While we recognize that some youth are involved in problem behaviors, it is important to also...”

10. Radio

Radio stations provide air-time for call-in, news, and talk shows. They are also a great venue to air public service announcements.

- Call in your story as it is taking place and give a live interview over the phone
- Write press releases for on-the-air delivery
- Offer to participate in talk shows

Public Service Announcements

Federal law requires television and radio stations to provide free air time for public service organizations. Here is what to do to get your share:

1. **Contact the public service directors (or station managers) at your area’s TV and radio stations.** Meet with them personally, if possible, to find out their PSA specifications (preferred length and format).

2. **Write your PSA, using the following guidelines:**
   - Use short, upbeat sentences in a conversational tone
   - Tell how your information can help the listener/viewer
   - Ask for action on their part
   - Tell the audience exactly where to go or what to do (like visiting your website or calling a specific phone number)
   - Tell the listener/viewer to contact your program for more information
   - Include your telephone number/website

3. **Use this length guideline:**
   - 10 seconds=25 words
   - 30 seconds=75 words
   - 60 seconds=150 words

Media Advisories

**The Media Advisory contains the message you want to convey to the media.** It is not a news release, but a memo or an outline written in simple who, what, where, when, why, and how format that alerts the media to Global Youth Service Day. Include a description of your planning committee, its relationship to Global Youth Service Day, the time, location, participants, and a contact name and phone number. Distribute a week before GYSD. Do not forget to include your state wire services, such as Associated Press (AP) and United Press International (UPI). “The wires” send information directly to newsrooms throughout your area, so they are important resources for spreading your message. See the Appendix for a sample Media Advisory.
Media Releases

The Media Release is your basic tool for generating coverage. It expands on your media advisory and fills in the details. Use it to supply background information about your program and explain your connection to the national celebration of Global Youth Service Day. Follow these suggestions for your news release:

- Type double-spaced with wide margins (for editor’s notes)
- Use your organization’s letterhead (8½” x 11”)
- Include office and cell phone numbers and email addresses
- Note the date and release-time for the story, (i.e. 9 a.m.- April 10, 2009) or “For Immediate Release”
- Write a short headline that indicates the contents at a glance
- Use a dateline to begin the first paragraph (i.e. Sacramento, CA)
- If there is more than one page, type “-more-” at the bottom. Use only one side of each page
- Number each page, but try to keep the overall length to two pages
- End your release with hash marks “###” or “-end-”

See Appendix for a Sample News Release; you may choose to follow its general outline or write your own using these tips:

- The lead paragraph has the famous five W’s and an H— Who? What? When? Where? Why? And How?
- Structure the information in the body in order of importance, so the editor can cut where needed without losing the most important facts.

Other Things To Consider

1. Photos

A good photo can make the difference between getting media coverage and not. Action shots are best because they communicate the energy and enthusiasm in young people in service, while volunteers simply standing and posing is no different than any other picture. Media increasingly prefer receiving photos electronically, but they must be of high quality. Jpeg files are best, and should be at least 300 dpi (dots per inch). Always include a cutline, or short typed caption with each photo. The cutline should identify the main figures, left to right, and should describe the action, e.g. San Francisco Conservation Corps Crew Rehabs Housing for Elderly.

Be sensitive to the feelings and rights of those who are being photographed. Do not press if a subject is uncomfortable and be sure to carry plenty of release forms with you on Global Youth Service Day. You will find sample release forms in the Appendix. Secure permission from everyone photographed! If someone is willing to be photographed, but wishes to remain anonymous, note that fact on the back of the photograph.

Tips to remember:

- Select a focal point in order to avoid unclear subject matter
- Pay attention to the background and how it affects the focal point
- Capture the energy and action involved in the activity
- Capture the interaction of volunteer and service members with each other and community members without staging scenes
- Try different distances and perspectives — the more experimental, the more choices
- Try to capture more than one person in each photograph
- Keep the scene as natural as possible — even if artificial lighting needs to be used
- Shoot for good, clean detail.
What works to create great photos:

- Close-ups
- Photos in-focus and properly lit
- Faces and Smiles
- Event or program-related caps and shirts
- Action: getting things done
- After shots of projects

What doesn’t work to create great photos:

- Distant shots
- Dim, overexposed, or blurred shots
- Backs and Frowns
- People standing around or posing, not working
- Shots of parked trucks, piles of lumber

YSA and the media are particularly interested in photos that show:

- Public officials, media or celebrities engaged in service with youth
- Youth with disabilities engaged in service with non-disabled youth
- Older youth and younger youth working together

Visit www.YSA.org to learn how you can share your photos.

2. Media Follow-up

Make a follow-up call within a week of mailing or emailing your media materials. This call gives you the opportunity to answer any questions, determine their interest in the story, and provide them with additional information, interviews, or contacts. Always ask them if it’s a good time to talk, and get your point across quickly. Start off with the most interesting part of your event and suggest a story for them. If they don’t like the initial idea, be prepared with a second suggestion.

3. Monitor Results

Once you’ve persuaded the media to cover your story, watch for the fruits of your labor. Ask the reporter or editor when they think the story will appear. Assign someone to monitor the television, radio, or newspapers for your story or hire a local video monitoring or clipping service. Once you have actual stories in hand, please send copies and samples of all photos, news clips, radio tapes, and video news segments to Youth Service America for our permanent GYSD archive.

4. Take the Mystery Out of Public Relations

Like any skill, PR can be mastered and made to work for you. Many of you already have the basics. Take time to learn those things that you do not know. Remember, persistence DOES pay! Your Media Coordinator should be outgoing and, above all, enthusiastic about the program and Global Youth Service Day. Finally, be sure to send us information on your plans! If you run into problems or questions and think we can help, contact Youth Service America at 202-296-2992.

It is important to cultivate champions for service and service-learning, especially among public officials and other policy-makers. One of the best ways to secure their support is to get them personally involved in great service projects. When an elected or agency official supports your event, you will often benefit from increased media attention, greater public awareness about your event, and heightened long-run governmental support for your organization and program.
Involving public officials in your project can also be a great learning experience for young people. By researching who their public officials are, youth learn about the political process. By contacting them, they have the opportunity to practice writing professional communication. By engaging public officials in a long-term strategy, they learn about civic engagement, advocacy, building professional relationships, and how government can work together with groups and citizens to solve problems. Contacting public officials can be intimidating because they are leaders with busy schedules, but it doesn’t have to be. Keep in mind that public officials are there to serve their constituents, and you are their constituent. Most officials will welcome the opportunity to support community leaders and young people who are doing something positive for the community.

This chapter provides tips on the following subjects:
- Determining Who Your Elected And Agency Officials Are And How To Contact Them
- Contacting Officials
- Engaging Officials In Your Service Project
- Working With Officials

Public Officials: Who They Are And How To Contact Them

Public officials: Individuals who have gone through a public election process, and who are selected by registered voters, for a specific term. Ex: your state’s governor

Agency officials: Heads of local, state, and federal agencies or administrative units of government who are selected for their position by an elected official, rather than selected by registered voters, to implement policies and assist in running the government for a specific term. Ex: U.S. Cabinet officials (Secretary of State, Secretary of Education)

When you are planning your service or service-learning project, you should reach out to public and agency official because both public and agency officials affect policies and work to serve the public. For example, if you’re doing a project that focuses on the environment, you could reach out to your mayor (a public official) and the director of your State Department of Environmental Quality (an agency official).

Below are examples of public officials at the local, state, and national level:

<table>
<thead>
<tr>
<th>National</th>
<th>City/County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Members of Congress</td>
<td>Mayor/Supervisor</td>
</tr>
<tr>
<td>(U.S. Representatives</td>
<td>City Council/County Board members</td>
</tr>
<tr>
<td>and U.S. Senators)</td>
<td>School Board members</td>
</tr>
<tr>
<td>State Senators and</td>
<td>City/County Manager</td>
</tr>
<tr>
<td>Representatives</td>
<td>Police Chief/Sheriff</td>
</tr>
<tr>
<td>Governor</td>
<td>City/County Clerk</td>
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<tr>
<td>Secretary of State</td>
<td>Agency officials include directors of</td>
</tr>
<tr>
<td>Attorney General</td>
<td>the Department of Natural Resources, the</td>
</tr>
<tr>
<td>Secretary</td>
<td>Department of Youth Services, the Department of</td>
</tr>
<tr>
<td>Treasurer</td>
<td>Aging, etc.</td>
</tr>
</tbody>
</table>

To identify and contact public officials, please visit www.ServiceVote.org, YSA’s civic engagement and advocacy website. There, you can find out how to contact public officials and send personalized invitations to all of them. You can also take action on various issues highlighted in the Alerts section. Use the worksheet in this chapter to help you plan your outreach to public officials and track your success.
Engaging Elected & Agency Officials In Your Service Project

Before you contact officials, you should decide how you would like them to be involved in your event. The more specific a request you make, the more likely the official is to accept. Also, having multiple options for the official to consider makes it more likely that you will receive his or her support in some way.

In addition to attending your project, remember that officials have considerable influence and communications channels at their disposal that they can use to spread the word about your event.

Here are some things you can ask officials to do:

- **Volunteer at your Global Youth Service Day (GYSD) project**, leading youth by example.
- **Address volunteers at the kick-off rally** or closing celebration.
- **Proclaim April 24-26, 2009 to be Global Youth Service Day in your state or city** and ask other public officials such as mayors, city managers, and/or town/county executives to issue a proclamation recognizing Global Youth Service Day (see Appendix for a sample proclamation).
- **Distribute a press release or a public service announcement highlighting your GYSD project** and other GYSD activities taking place in your city or state. (See Appendix for sample press release.)
- **Write an op-ed or letter to the editor encouraging youth participation in Global Youth Service Day** and year-round service.
- **Invite your state’s congressional delegation, legislators, mayors and local public officials, judges and their staff to participate in and/or organize activities related to Global Youth Service Day.**
- **Hold a recognition ceremony at City Hall or the State Capitol** for participants after Global Youth Service Day.
- **Create state or local Youth Advisory Councils.** Young people have earned a place at the decision-making table. With a tremendous amount of energy, commitment, and creativity, it is only fitting that youth in America play a lead role in addressing the needs of their peers and community. Youth Advisory Councils can build on the positive impact of Global Youth Service Day throughout the entire year.
- **Ask youth to assess your community’s needs that can be addressed through youth service, and present a service plan to your city council, session of state legislature, etc.**
- **Make a statement describing how current laws and policies affect the community needs that the service project is addressing** and state what steps you will take to address the community need and support the work being done by the volunteers on GYSD.

How Youth Service America Can Help

Youth Service America has developed a two-way, interdependent, local and national government relations plan. We combine our efforts and relationships at the federal and gubernatorial level with your local, state, and regional efforts to effectively communicate the message of Global Youth Service Day to elected, appointed, and agency officials at every level. To do this, we provide online tools for you to identify and invite officials at the local, state, and federal level so those officials learn about your efforts and hear from their constituent – YOU!

We need you to provide specific details about your plans to us so we can highlight your service project in our outreach to members of Congress, the Administration, and governors. Please register your event online at [www.YSA.org](http://www.YSA.org) to ensure your inclusion in our government relations outreach. By working together, we hope to have officials participate in some way at every project for Global Youth Service Day 2009.

Contacting U.S. Senators or Representatives

Due to the anthrax situation in 2001, the mail to congressional offices in Washington, DC is often delayed so it can be irradiated. Our recommendation is to e-mail a letter to your representative or senator’s office in Washington, DC. If you want to mail a letter, send it to the nearest district office within your state. You can find this information by visiting [www.ServiceVote.org](http://www.ServiceVote.org).
It is also helpful to call the legislator’s Washington, DC office and ask for the name and fax number of the scheduler. The scheduler will almost always require a faxed invitation with event details before confirming the legislator’s attendance.

In an effort to ensure that your letter is as effective as possible, we’ve provided a draft letter that can be tailored to your specific project. Below are a few helpful hints. When addressing correspondence, the following model is appropriate:

The Honorable (full name)
Address
City, State, ZIP Code +4

Dear Senator (or Representative) (Last Name):

Regardless of how you send your letter (whether by mail, fax, or e-mail) be sure to include your name and address, including city, state, and ZIP code + 4. Your purpose for writing should be stated in the first paragraph. For example, “I am writing on behalf of the (name of your organization) to invite you to be the speaker at our kick-off event for Global Youth Service Day.” Describe your service project including the date(s) and times, specific location, the number of youth and adults involved, how it serves the community, etc. This information is similar to the press release that you have already completed. Be as specific as possible about how you would like to have their participation, whether as an emcee, speaker, person on-hand to deliver cards, books, serve food to the homeless, etc. Also include if there is a specific timeframe that they would need to be there or if you’re flexible and able to accommodate their schedule.

If other officials or media have already agreed to attend your project or activity, that would be useful information to include. As always, you’ll want to be courteous, to the point and if possible, and keep the letter to one page (even if you’re sending it by e-mail). Make sure to thank them for considering your invitation, and provide them a contact name and phone number for additional information. A few days after you send your invitation, follow up with the office to make sure they received your correspondence and to respond to any questions. You may want to encourage the office to let you know whether or not the representative or senator can attend by a certain date so you can include their participation in your future press releases. Be sure to explain that the legislator is welcome at the event if his or her schedule changes at the last minute.

This information is easily adapted and can be used in your invitations to other public officials from your state including the governor, mayor, city council members, state legislators, etc. As you learn which public officials are planning to participate in your events, please let Youth Service America know so we can track those officials who are supporting youth and youth service in their communities and to thank them for their participation.

**Tips to Remember When Contacting/Engaging Public Officials**

- Invite them early! Most officials have very busy schedules so make sure to start early and follow up until they let you know if they can or cannot attend.
- Provide them with a variety of ways to get involved.
- Make sure to have date, time, location, and specific activity information available before you make contact with their staff.
- Most officials can’t make a commitment to attend an event without knowing all the details.
- Follow up!
- Make sure to follow up with their staff until you receive a confirmation of their attendance or a decline. If their staff tells you that your official is too busy to attend your event, be prepared to let them know about other ways that he/she can show their support of your efforts.
- Make sure to thank them for their involvement.
## PUBLIC OFFICIALS WORKSHEET

<table>
<thead>
<tr>
<th>Elected Official</th>
<th>Elected Official Role Requested (Speaker, issue, proclamations, volunteer, etc.)</th>
<th>Person Responsible for Contacting</th>
<th>Date to Contact</th>
<th>Participating?</th>
<th>Notified YSA of Participation</th>
<th>Sent Thank You</th>
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<tr>
<td>Governor:</td>
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<td>State Senator(s) and Representative(s):</td>
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Strong follow-up is crucial to the success of any service project. It’s not always the most glamorous work, but it’s critical to ensuring a good experience for all involved, and for your ability to conduct future service projects.

Here are some important follow-up steps:

Project Completion

- **Write thank you notes to sponsors, team leaders, site leaders, elected and/or agency officials, VIPs, and anyone else who helped you implement your project.** People will really appreciate it, and be more apt to help again if you recognize their contribution.
- **Send a final report to sponsors.** In addition to a thank you note, sponsors will appreciate a summary of what you accomplished with their support. Be specific about project accomplishments, and how their support contributed to the project’s success.
- **Return equipment and anything else you borrowed** in a timely manner.
- **Share photos online** using a photo sharing website like Flickr.

Reflection and Evaluation

- **Lead volunteers in reflection.** This is best started during the project planning process, and continued periodically until the project is complete. Reflection is important to maximizing volunteers’ learning from the experience. The simplest way is to ask volunteers some basic questions about their experience, such as, “What did you learn today?” “How did your experience differ from what you expected?” “What could your community/government/country do to address the issue(s) we dealt with today?” “What else can you do to affect this issue?”
- **Collect evaluations from volunteers, team leaders, site leaders and VIP’s.** They will help you plan future projects.
- **Hold a Planning Committee evaluation session.** The members of the Planning Committee who were intricately involved in the planning of your project will have lots of ideas about how to improve the planning process for future events. This a great time to hand out awards, delegate remaining tasks to be done, and celebrate your accomplishments together.
- **Complete the online GYSD evaluation at www.YSA.org.** Your input will help YSA make GYSD even better in future years! This evaluation will also help you summarize the impact of your project. Look for information on our website about grants that are available for ongoing service.

Continued Service

- **Encourage volunteers to become civically engaged.** If volunteers had a good experience, they will likely be motivated to do more. Let them know that combining future service with civic involvement will maximize their impact. Give them information about how to contact influential public officials and government leaders in your community. For ideas on civic engagement, see Chapters 3 and 8, take action by visiting visit www.ServiceVote.org, YSA’s civic engagement and advocacy website.
- **Use partnerships you’ve formed to provide youth with ongoing service opportunities.** People are always looking for ways to volunteer, but don’t necessarily know how. Invite them to join your organization. Partner with other groups to plan future events, and publicize one another’s ongoing service opportunities.

Recognition

- **Award volunteers with the President’s Volunteer Service Award.** This White House Initiative recognizes youth who have performed between 50 and 100 hours of service in any 12-month period. For more information, www.presidentialserviceawards.gov. You can also download a certificate of appreciation that you can customize and give to volunteers, sponsors, media partners, public officials, etc. at www.YSA.org.
APPENDIX A
SAMPLE PERMISSION FORMS FOR MINORS
(Print On Your Letterhead)

This section of the form is informational and should be kept by the parent or guardian. The bottom section should be returned to the Global Youth Service Day contact specified.

1. Description of the event:

Global Youth Service Day is…
The activities of the day include…
The date and time are…
Meet at… (time and place)

2. Special dress or items to bring:

Please wear…
Please bring…(lunch, gloves, etc.)

3. Contact number and name of adult in charge:

Advance questions should be addressed to…(name, phone, address)
On the day of the event, emergency contact can be made by calling…(name, phone)

My child or legal charge, ________________________________________, has my permission to participate in the Global Youth Service Day activities.

During the activity I can be reached at (name, phone, and address – please print).

_______________________________________________________________

_______________________________________________________________

In case of emergency, if I cannot be reached, please contact (name, phone, relationship to minor – please print):

_______________________________________________________________

Signature________________________________________ Relationship to minor________________________________

Additional remarks or issues __________________________________________ Date____________________
A proclamation can be used by an elected official for a variety of purposes, including declaring a state of emergency, calling a special session of the legislature, or for ceremonial purposes, such as congratulating an organization or individual on an achievement. Its main purpose is to highlight certain activities and raise awareness or recognition among the public. A great way to recognize the important contributions of young people in your area on Global Youth Service Day is to ask your mayor, governor, or other elected official to “proclaim” Global Youth Service Day.

You can adapt the following sample proclamation and approach your official with it. Be sure to start the process early and be persistent but polite in your follow-up. A public signing and/or presentation of the proclamation provides another good way to publicize and promote Global Youth Service Day.

City Of Seattle, Office Of The Mayor

PROCLAMATION

WHEREAS, Seattle’s youth make important contributions to the city’s welfare every day of the year; and

WHEREAS, most young people who volunteer as youth continue serving throughout a lifetime; and

WHEREAS, the City of Seattle depends on youth as vital community assets; and

WHEREAS, the 21st annual Global Youth Service Day, a program of Youth Service America, in partnership with the National Youth Leadership Council (NYLC) and the State Farm Companies Foundation, takes place on April 24-26, 2009

THEREFORE, BE IT RESOLVED that I, Greg Nickels, Mayor of Seattle, do hereby proclaim April 24-26, 2009 to be Global Youth Service Day in Seattle.

IN WITNESS WHEREOF, I HAVE HEREUNTO SET MY HAND, THIS DAY, AND HAVE CAUSED THE SEAL TO BE AFFIXED HERETO:

________________________________________
Greg Nickels,
Mayor

________________________________________
Date
APPENDIX C
SAMPLE MEDIA ADVISORY

[Insert GYSD 2009 Logo And Your Logo]

CONTACT: [ORGANIZATION CONTACT NAME]
[NAME OF ORGANIZATION]
[CONTACT PHONE]
[CONTACT EMAIL]

[CITY OR STATE] YOUTH JOIN MILLIONS OF VOLUNTEERS FOR 21ST ANNUAL GLOBAL YOUTH SERVICE DAY, APRIL 24-26

WHAT: [ORGANIZATION], the city’s main resource for supporting and strengthening community service, will mobilize more than [#] young people to participate in the 21st Annual Global Youth Service Day, Friday, April 24 through Sunday, April 26, in [CITY].

[INSERT INFO ABOUT ORGANIZATION AND GYSD PROJECT].

Global Youth Service Day is the largest service event in the world and is a year-round effort to expand the impact of the youth service movement. The initiative launches new service organizations, policy changes and sustainable service programs to create a culture of engaged youth.

GYSD is a program of Youth Service America, an international nonprofit organization that improves communities by increasing the number and diversity of young people, ages 5-25, serving in substantive roles. State Farm Companies Foundation is the GYSD Presenting Sponsor.

WHO: [#] youth and their families, along with [INCLUDE PUBLIC OFFICIALS, VIP’s]

WHEN: [DATE, BEGINNING AND END TIME]

WHERE: [NAME OF LOCATION, PHYSICAL ADDRESS, CROSS STREET AND PHONE NUMBER OF LOCATION]

WEB: For more information about Global Youth Service Day and to see a comprehensive project list, visit [YOUR WEBSITE] or www.YSA.org.

ON SITE CONTACT: [NAME, OFFICE PHONE, CELL PHONE, EMAIL]

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About Youth Service America: Youth Service America (YSA) improves communities by increasing the number and the diversity of young people, ages 5-25, serving in substantive roles. Founded in 1986, YSA is an international nonprofit resource center that partners with thousands of organizations in more than 100 countries to expand the impact of the youth service movement with families, communities, schools, corporations, and governments. For more information: www.YSA.org.
SAMPLE MEDIA RELEASE

[Insert GYSD 2009 Logo And Your Logo]

FOR IMMEDIATE RELEASE:

[ENTER RELEASE DATE]

CONTACT: [ORGANIZATION CONTACT NAME]
[NAME OF ORGANIZATION]
[CONTACT PHONE]
[CONTACT EMAIL]

[ORGANIZATION] MOBILIZES [CITY OR STATE] YOUTH FOR
21ST ANNUAL GLOBAL YOUTH SERVICE DAY, APRIL 24-26

[ORGANIZATION CITY, STATE] – [DATE] – [ORGANIZATION], [ONE SENTENCE DESCRIPTION ABOUT THE ORGANIZATION], will mobilize more than [###] young people to participate in the 21st Annual Global Youth Service Day (GYSD), April 24-26, 2009 in [CITY/STATE]. Millions of youth in the United States and in over 100 countries are planning community service projects and special events to celebrate the 21st annual Global Youth Service Day.

[1-2 PARAGRAPHS ABOUT LOCAL GLOBAL YOUTH SERVICE DAY PROJECT PLANS. MAKE THE DESCRIPTION AS SPECIFIC AND COLORFUL AS POSSIBLE. EMPHASIZE ROLE OF YOUTH IN DESIGNING AND LEADING PROJECTS. MAY HIGHLIGHT A SPECIFIC YOUNG PERSON PARTICIPATING IN THE PLANNING EFFORT].

“Youth are volunteering at record rates -- more than any other generation in history,” said Steven Culbertson, President and CEO of Youth Service America. “With 24-hour Internet and news shows, young people are exposed to global coverage, and they are reacting to it now rather than waiting until they are adults to make a difference in the world.”

GYSD, the largest service event in the world, mobilizes youth to identify and address the needs of their communities through service-learning and community service. Research continues to support service-learning programs as an effective method to increase student academic achievement. According to a leading researcher in service-learning, Shelley Billig from RMC Research Corporation, “Service-learning, when implemented with high quality, yields statistically significant impacts on academic achievement, civic engagement, acquisition of leadership skills, and personal/social development.”

The event is organized by Youth Service America (YSA) with the support of State Farm Companies Foundation as the Presenting Sponsor. More than 125 National Partners and 75 Lead Agencies throughout the United States organize projects. Overseas, National Lead Agencies in over 100 countries around the world manage national events.

For more information about local events or to get involved, please contact: [ORGANIZATION NAME, PERSON IN CHARGE OF GYSD VOLUNTEERS, PHONE, EMAIL].

##

[INSERT ORGANIZATION BOILERPLATE, CONTACT INFO, WEBSITE]

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### SAMPLE PHOTO RELEASE FORM FOR ADULTS (Print On Your Letterhead)

I hereby give ____________________________ [Name of Organization] permission to take photographs of me or photographs in which I may be involved with others for the purpose of promoting Global Youth Service Day.

I hereby release and discharge ____________________________ [Name of Photographer], [Name of Organization], and Youth Service America from any and all claims arising out of use of the photos. I am 18 or older. I have read the above statement and fully understand its contents.

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### SAMPLE PHOTO RELEASE FORM FOR MINORS (Print On Your Letterhead)

I hereby give ____________________________ [Name of Photographer] permission to take photographs of the minor named below or photographs in which the minor may be involved with others for the purpose of promoting Global Youth Service Day.

I hereby release and discharge ____________________________ [Name of Photographer], [Name of Organization], and Youth Service America from any and all claims arising out of use of the photos, or any right that I or the minor may have. I, ____________________________ am 18 or older, and am able to contract for the minor in the above regard. I have read the above statement and fully understand its contents.

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<th>Name of Minor (Please Print)</th>
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<th>Relationship to Minor</th>
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# Benefits

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<th>Recognition in Global Youth Service Day 2009 promotional materials including:</th>
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<tr>
<td>• Planning Tool Kits</td>
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<td>• Service-Learning Curriculum Guides</td>
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<tr>
<td>• YSA publications (including YSA’s National Service Briefing, sent to 40,000 + subscribers)</td>
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<td>• Global Youth Service Day 2009 news releases and media kits</td>
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<tr>
<td>• Partner page of Global Youth Service Day website</td>
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| Recognition on Global Youth Service Day letterhead |

| Link created to National Partner’s website from Global Youth Service Day National Partner page |

| Regular updates about new grants, tools, partnerships, and other helpful resources |

| Invitation to national kick-off event |

| Unlimited free copies of all Global Youth Service Day materials and resources for distribution to local affiliates/members |

| Preference for local affiliates and participating youth on all Global Youth Service Day grants and awards programs |

| Final report detailing how your organization was recognized as a National Partner and summarizing the collective accomplishment of Global Youth Service Day. |

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# Responsibilities

| Encourage all youth members and constituents to plan highly visible service projects during April 24-26 |

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<th>Market and promote participation in Global Youth Service Day through your standard communications vehicles, such as:</th>
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<td>• Highlighting Global Youth Service Day opportunities and the importance of youth service in organization newsletter(s)</td>
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<td>• Issuing a press release highlighting your organization’s plans and participation in Global Youth Service Day</td>
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<td>• Distributing Global Youth Service Day Planning Tool Kits, Curriculum Guides, and posters through affiliate networks</td>
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<td>• Adding Global Youth Service Day National Partner logo and link to existing websites and electronic communications</td>
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<td>• Providing booth and/or workshop on Global Youth Service Day at organization-sponsored conferences and disseminating materials (if applicable)</td>
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<tr>
<td>• Using Global Youth Service Day language/logos provided by Youth Service America whenever possible to ensure consistency of message.</td>
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| Assign contact person(s) within the national organization who will be responsible for all related communications and activities. Identify the primary person within the national organization (VP of Communications, Outreach Director, etc.) responsible for external communications and PR (we will send press release templates and other resources to this person.) |

| Encourage members to post their service projects on the Global Youth Service Day website |

| Disseminate the website link to the Global Youth Service Day online evaluation form, and encourage your affiliates to post their results. |

| Provide YSA with a post-event overview of how your organization promoted and participated in Global Youth Service Day 2008, including an estimate of the number of people participating in events. |

| Approval by institution to participate in Global Youth Service Day 2009, and submission of National Partner Agreement Form. |

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**Note:** If you have international affiliates and would like to be a member of the Global Youth Service Day International Coordinating Committee (ICC) and be recognized on materials disseminated internationally, please email info@YSA.org.
(Name of Organization) is pleased to accept Youth Service America’s invitation to be a National Partner for Global Youth Service Day 2009. I understand the benefits and responsibilities of being a National Partner, as described in the attached National Partner Benefits and Responsibilities form.

Please provide the name, phone number, and e-mail address for the following persons in your organization. This information will enable us to provide you with every opportunity associated with National Partnership.

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<th>Name</th>
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<tr>
<td>Our organization’s liaison</td>
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<td>President/CEO/Executive Director</td>
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<td>Vice President/Director of Programs</td>
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<td>Person in charge of communications/media/PR</td>
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<td>Person in charge of government relations/policy</td>
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<td>Person in charge of website content</td>
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<td>Person in charge of organization’s newsletter</td>
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Our Organization’s Name should be Listed as Follows:

Our Organization’s Website should be Listed as Follows:

Complete and fax to Youth Service America at 202-296-4030. Or, mail to Global Youth Service Day: 1101 15th St. NW, Suite 200, Washington, DC 20005.

**Note:** If you have international affiliates and would like to be a member of the Global Youth Service Day International Coordinating Committee (ICC) and be recognized on materials disseminated internationally, please email info@YSA.org.