2018 County Resource Guide

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Volunteer Recognition Process
At-A-Glance

This page provides you with a quick list of everything you can do to make your volunteer recognition process run smoothly!

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- ☐ Select County Coordinator and Recognition Team Members
- ☐ Formulate a plan, check for existing recognition programs

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- ☐ Send in your adult and youth award winners by Volunteer Tennessee's deadline!
- ☐ Come to Nashville and participate in the Governor's recognition event (GVSA)

VII. Strengthen Volunteerism in Your Community, pg. 33
- ☐ Provide feedback on the local and statewide recognition programs
- ☐ Utilize your team, organization, and voice to foster volunteerism in your community
- ☐ Prepare for next year's event

See the page numbers provided for more information on each section.

What is the Governor's Volunteer Stars Awards?

The Governor's Volunteer Stars Awards is an annual event held to recognize and honor the efforts of volunteers from across Tennessee. Since 2008, Volunteer Tennessee, the Governor's State Commission on Volunteerism and Community Service, has hosted this event with the goal of having volunteers from all 95 counties represented.

Goals

- To display the ways volunteers help strengthen communities
- To increase the rate of volunteerism to meet compelling needs
- To promote the message that volunteering is rewarding and part of what it means to be a Tennessean

Who: County coordinators facilitate a local volunteer recognition process every year to select one outstanding adult and one youth volunteer from each county for statewide recognition

When:

August.-Nov.	Local organizing
Nov. 28, 2018	County adult & youth stars' names sent to Volunteer Tennessee
February 10, 2019	Governor's Volunteer Stars Awards

Where: Local volunteer recognition in each county.
State recognition ceremony in Franklin, TN.

How: Determined locally — See this county resource guide for ideas!

Volunteer Tennessee
William R. Snodgrass Tennessee Tower
312 Rosa L. Parks Avenue, 18th Floor
Nashville, TN 37243-1102
615-253-8585
volunteer.tennessee@tn.gov

STEP I:
CHOOSE YOUR TEAM

"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has."
Margaret Mead

STEP I: CHOOSE YOUR TEAM

Select a County Coordinator

County Coordinators are chosen through local governments, volunteer centers, nonprofit organizations, and businesses*. They serve as the sparkplug for recognition of volunteers in their community. This dedicated individual acts as the liaison between county representatives and Volunteer Tennessee. County Coordinators will also be invited to attend the Governor's Volunteer Stars Awards each spring along with the county's honorees.

The County Coordinator's responsibilities include, but are not limited to, the following:

- Organizing the volunteer recognition team
- Recruiting local sites, including volunteer centers to distribute nomination forms
- Promoting local and statewide volunteer recognition to the local media
- Organizing the judges panel or selection process
- Speaking to the community
- Developing community partnerships
- Adhering to the timeline as outlined in the County Resource Guide
- **Ensuring the names of the official award winners are sent to Volunteer Tennessee by November 28, 2018.**

Although the County Coordinator manages the above tasks, supporting team members will provide much of the assistance needed to accomplish each goal.

vol•un•teer
a person who voluntarily undertakes or expresses a willingness to undertake a service: as **a :** one who enters into military service voluntarily **b :** one who renders a service or takes part in a transaction while having no legal concern or interest

*While, ideally, County Coordinators are to be appointed before selecting Recognition team members, some circumstances may require counties to select their coordinators after forming teams. An informal vote after teams are formed to select the Coordinator may be more feasible in such a situation.

Develop a reliable team

Organizing a dedicated team is critical to the success of your volunteer recognition program. Remember that each team should be representative of your county, incorporating all types of diversity. Counties are encouraged to include at least one youth member to provide an appropriate focus for reaching potential youth volunteer award winners.

It is also important to consider others' capabilities when forming a team. Ideally, teams would include members with the following skills/knowledge:

- Communication/writing/creative ability
- Public speaking ability
- Knowledge of the non-profit community
- Access to potential partners/sponsors
- Logistical/organizational skills
- Media/business connections

County Coordinator/Team Member Selection:

You know the great leaders in your community, but this list may prove helpful as you start brainstorming team members:

- United Way members/volunteers
- Volunteer Centers
- Chamber of Commerce members
- Business executives who promote employee volunteerism
- Places of worship and faith-based organization leaders
- Civic clubs
- County Extension Agent
- AmeriCorps, Senior Corps
- School board officials/administrative staff
- College faculty/staff/students
- Local foundation leaders
- Community center leaders
- Public officials
- Health/medical facility leaders (hospitals, mental health, etc.)
- Senior centers
- Habitat for Humanity
- Garden Clubs
- Governor's *Books from Birth* program
- Emergency/Disaster response leaders

- Disability programs
- Youth Groups
  - 4-H
  - Boy/Girl Scouts
  - Faith-based youth groups
  - High school clubs
  - Big Brothers/Big Sisters
  - Afterschool service-learning
  - School-based service-learning
- Other civic minded citizens

Inviting your team members:

After devising your list of possible team members, choose to invite them by e-mail, letter, or phone. Utilize the general letter in Appendix D as your starting point, along with fact sheets provided in Appendix A. Then make it personal, including personal volunteerism goals for the county in which you live.

Choose your organizational plan

Before developing your volunteer recognition program or selecting team members to assist in the efforts, it is important to consider the scope and process by which you will host your program.

Consider the overall makeup of your community and plan for organization in one of the following ways:

Existing volunteer recognition program:
Some Tennessee counties already have existing volunteer recognition programs/awards within their communities. To avoid duplicating others' efforts, conduct research to determine whether such a county-wide program already exists within your county. If so, please see: **Working with existing volunteer recognition programs (p. 10).**

Large volunteer recognition campaign:
Your county's volunteer recognition program has the potential to impact many lives through the promotion of volunteerism. A campaign on a larger scale will require more team members, more partners, and more contacts, but will have a greater influence on your community. You may consider hosting various volunteer opportunities and recognizing organizations and individuals over the course of a predetermined week. The week could conclude with a final awards ceremony to recognize your local Stars. This will require involving the entire community, including local businesses and organizations as planners and sponsors. As you consider your team's organizational structure for a large program/event, think about selecting members with a variety of experience and contacts within your area.

Small volunteer recognition campaign:
Some counties may choose to commemorate volunteer recognition on a smaller scale. Once again, a county's resources, population, and overall makeup must be considered before starting to plan a program. Such an event may include hosting a luncheon or reception at a local restaurant within the community. Awards can be presented to the volunteers recognized by the county. In organizing for this type of event, quality is key. Select team members who know how volunteers serve in your community.

Media only campaign:
While the primary goal of any local recognition program is to heavily promote volunteerism within local Tennessee communities, this does not have to be accomplished by hosting an event. Some County Coordinators may choose to develop a team to help distribute nomination forms, obtain media attention, and judge nomination applications. Other Coordinators may choose not to develop a team, but to conduct the program individually using the media tools in Appendix E.

Working with existing volunteer recognition programs:

Many communities in Tennessee have already developed local volunteer recognition programs to honor the efforts of those who give back. If you or any of your team members are aware of a local ceremony that you may partner with, you're encouraged to use that avenue. There's definitely no need to reinvent the wheel, and joining the efforts of others will prove just as successful rather than attempting to host two similar events. An existing volunteer recognition program can submit that county's youth and adult volunteer of the year to the Governor's Volunteer Stars Awards.

Examples of local volunteer recognition programs include the Mary Catherine Strobel Volunteer Awards, hosted in Nashville, the Greeneville/Greene County Volunteer Spirit Awards, Volunteer Memphis Awards, and the East Tennessee Volunteer Recognition Awards.

Equip your team

After selecting your team, it is important to schedule a meeting soon after to introduce program goals and concepts. Remember, the goals of your local volunteer recognition program are as follows:

- To display the ways volunteers help strengthen communities
- To increase the rate of volunteerism to meet compelling needs
- To promote the message that volunteering is rewarding and part of what it means to be a Tennessean

Provide team members with much of the same information included within the County Resource Guide, including fact sheets in Appendix A. Then establish the goals your team wants to achieve within your local community. Does your county need more volunteers for mobile meals? Youth mentors? Park clean-ups? Early childhood education volunteers? How can your recognition program help you achieve your goals?

In the first meeting, it is important to gain an idea of the areas that will be covered by team members. Depending on the size of your team, it may even be necessary to establish subcommittees to accomplish each goal. Consider the following areas to be covered:

- Selection of volunteer honorees
- Public Relations and Publicity
- Event Planning
- Funding/Partners

Finally, work with your team to develop a schedule for the rest of your meetings. While it may not be necessary to determine exactly what kind of volunteer recognition you will host at the beginning of your planning, develop a general idea so you may plan accordingly. For a larger recognition event, meetings may need to be held more frequently. For a less time-consuming program, schedule fewer meetings.

Remember, **plan early**. This will assure that you meet all of your goals.

STEP II: DECIDE WHAT TO CELEBRATE

"We are prone to judge success by the index of our salaries or the size of our automobiles, rather than by the quality of our service relationship to humanity."
Dr. Martin Luther King, Jr.

STEP II: DECIDE WHAT TO CELEBRATE

Confirm your criteria

What makes an outstanding volunteer? Listed below are the four Governor's award criteria to be used for judging volunteer award nominees.

- **Need:** Service addresses a specific, compelling need in the community.
- **Action:** The nominee was actively involved and took initiative.
- **Innovation:** The nominee used creative methods to solve community problems.
- **Impact:** The activity or service produced positive changes and provided an example to others.

A sample nomination form is provided in Appendix D and online at www.volunteertennessee.net. Each county can make adaptations based on its own goals, but please include the above criteria at a minimum.

Decide how you will celebrate

Celebrating your volunteers is a great way to promote volunteerism within your community. One of your biggest tasks will be determining how to achieve this. Most of the work your team performs will lead up to this event/effort. See also Choose Your Organizational Plan (p.9).

The goal is to celebrate in a way that works for your county. If your county is famous for something, consider incorporating it into your recognition program. Counties are strongly encouraged to schedule their local recognition events to take place no later than January.

Volunteer Recognition Event Ideas:

- Host a Volunteer Recognition banquet at a local restaurant/ballroom.
- Plan a themed party/luncheon/reception.
- Plan a community-wide volunteer activity.
- Collaborate with an existing community event host to recognize volunteers.
- Organize a parade of volunteers. Invite local nonprofits and community volunteers to march.
- Designate "Volunteer Day" at a local sporting event.
- Create a Volunteer Recognition park or exhibit at a park/zoo. Plant trees annually for each Volunteer Recognition award recipient.
- Establish a "Volunteer Wall of Fame" in the local library, Chamber of Commerce, or courthouse. Invite local media, nonprofits and volunteer award nominees.
- Host a concert featuring local artists (bluegrass band, rock band, local choir, et

STEP III: CALL FOR NOMINATIONS

"I don't know what your destiny will be, but one thing I know: the only ones among you who will be really happy are those who have sought and found how to serve."
Albert Schweitzer

STEP III: CALL FOR NOMINATIONS

Craft your call

A model volunteer recognition nomination form is provided in Appendix D as a reference tool. To make any modifications, access the form at www.volunteertennessee.net.

Another option is to use create an online nomination form and receive submissions digitally. There are many options such as Google Forms or Jotform, so you can decide which works best for you and use the nomination form from Appendix D as a sample for what to include.

Some counties may choose not to supply an actual nomination form, but may develop a call for nominations instead. This may include award information, eligibility requirements, deadlines, and information regarding the particular form of celebration your county will host.

*Make sure to include the criteria on the form. It is important to make is clear you are seeking details on why that volunteer stands out and how they have made an impact in the county.

Distribute your form

Distributing your form to various locations is the first step to ensure you will receive many nominations. The following list provides ideas of some key places to distribute nomination forms within your county. Don't forget to post on websites!

- Volunteer Centers
- Local United Way
- Schools/institutions of higher education
- Local businesses
- Community centers
- Chamber of Commerce
- Educational foundations
- Advocacy organizations
- Faith-based organizations/groups
- Libraries
- Community bulletin boards
- Local non-profit organizations
- National service organizations (AmeriCorps, Senior Corps)

TIP: Two weeks or so before your deadline to receive nominations, it pays to check to make sure people remember to submit on time!

Develop Media relationships

Developing strong media relationships within your community is a prime way to ensure that the goals of your volunteer recognition program are met. Partnering with media groups will not only guarantee that your program or event will receive appropriate publicity, but it also has the potential to cut down on much of the advertising expense.

Although approaching the media may seem to be a daunting task, use the following methods to ensure you develop positive media relationships:

- **Know your campaign:** When you are more familiar with your program/event, you will appear more confident and knowledgeable. This will make people more likely to cover your story.

- **Manage your time wisely:** Usually those in the media are pressed for time. When presenting your idea/story, try to provide succinct information.

- **Come prepared:** The media is the best outlet to present your message to a mass audience; therefore, it is important to have access to all documents and information when speaking with them.

- **Don't give up:** Persistence is necessary when disseminating information through the media. Make phone calls, then send follow-up letters or emails, and make actual visits to media offices. Utilize every possible vehicle to present your message.

- **Use a media kit:** The purpose of a media kit is to provide appropriate background and contact information to those covering an event/story (generally reporters). It is extremely important to have these on hand for press conferences and media interviews. Usually placed in a folder, your media kit should include the following documents:

    - **General news release***
    - **Ad slicks** (final, camera-ready advertisement)
    - **Facts sheets/statistics on volunteering**

*Samples of each of the documents listed are provided in Appendix E and can be accessed on www.volunteertennessee.net to make appropriate adaptations.

Other important documents:

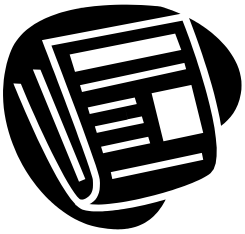
Other items that may not be used in your media kit, but are extremely important to have on-hand when working with the press:

- **Media list**—includes a list of current local media, such as newspaper feature editors, local section editors, community affairs departments of radio and TV stations, talk show producers, and magazine editors (in urban areas). Call and ask who at the media outlet covers volunteer activities, general human-interest stories, or community service issues.

- **Pitch letter***—sent out in advance to those on the media list. Letter should ask for an appointment with the editorial board and subsequent coverage throughout the campaign to include proclamations, features on local volunteers, volunteer organizations and businesses that promote volunteering. Be sure to follow up with phone calls asking to be placed on the editorial board calendar.

- **Photos**—Photos can often make the difference between getting media coverage or not. Contact photo departments of television stations and newspapers prior to your event to invite coverage.

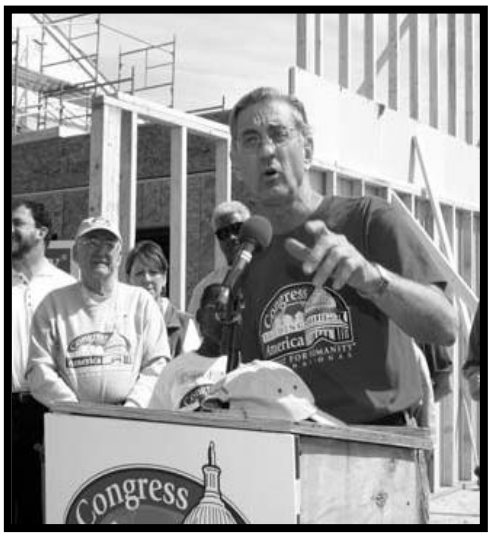
*Samples of each of the documents listed are provided in Appendix E or can be accessed on www.volunteertennessee.net to make appropriate adaptations.



Speak to your community

You and your team members should seize every opportunity (and even create opportunities of your own) to speak to your community about your volunteer recognition campaign. Consider the following places to speak:

- Civic club meetings
- Town hall meetings
- School board meetings
- Church/faith-based organizations
- Youth group meetings
- Press covered events
- College campuses
- Chamber of Commerce meetings



It is important to be prepared when speaking to your community. The following **key talking points** will help you do so:

- Last year, **1.1 million** people in Tennessee volunteered in their communities
- Over **143.5 million hours** of service was completed by volunteers in Tennessee
- **$3.4 billion was leveraged** through volunteer efforts in Tennessee

- Volunteers report reaping the following benefits:
  - Increased self-confidence
  - Greater social awareness
  - Improved sense of independence
  - Expanded social circle
  - Better health
  - Lower stress
  - Undiscovered talents
  - Greater self-esteem
  - Enhanced feelings of empowerment
  - Joy of giving
  - and SO much more!

Speak to your community (cont.):

More key talking points:

- Volunteers make a difference by…
  - improving/changing communities
  - reducing the effects of poverty
  - providing education and public awareness
  - providing various services (i.e. medical care)
  - being a friend
  - bringing about social change
  - improving/saving the environment
  - supporting individuals and agencies
  - assisting with character development
  - providing emergency support

- 20 Ideas for Volunteering include*:
  1. Homeless shelters
  2. Food banks
  3. Parks and Outdoor Areas
  4. Child Advocacy
  5. Literacy and Learning
  6. Tutoring and Mentoring
  7. Environmental organizations
  8. Animal issues
  9. Special Olympics
  10. Build homes
  11. Hospitals
  12. Libraries
  13. Senior Citizens
  14. City programs
  15. Blood banks
  16. Disaster Relief Organizations
  17. Political Campaigns
  18. 800 Number volunteers
  19. Girls/Boys Clubs
  20. Museums

*list taken from www.justgive.org

STEP IV: SELECT YOUR HONOREES

"Somewhere on this planet, someone has a solution to each of the world's problems. It might be one of us. With your help, we can build a more hopeful world."
Marianne Larned

STEP IV: SELECT YOUR HONOREES

Pick your judges

It is extremely important to choose a diverse team of judges to select your volunteer award recipients. Determine the appropriate number of judges based on your community's size and the number of award applications you have received. When selecting judges, consider the list of suggestions provided for selecting your county resource team (p.8). In fact, some counties may choose to request that some or all of your county resource team members serve as judges.

Each county is also encouraged to choose at least one youth judge, as this will provide insight and perspective in choosing the youth award recipient.

Choose your review method

After selecting judges, teams must determine how they will review award applications. Consider your judges' schedules and other suggestions they provide.

Commonly used review methods include:

- **Consensus review:** Judges read each application and come to a general agreement (but not necessarily unanimity) on award recipients. The review may also include a time to resolve any objections, considering all comments fairly.
- **Panel review:** Judges score each nomination based on the established criteria (see Appendix D for score sheet). The adult and youth volunteer with the highest combined scores receive the award.
- **Peer review:** Two sets of judging panels are formed, one comprised of adults and one comprised of youth. Allow each panel to use score sheets or consensus review to determine award winners within the corresponding categories.

Review the Nomination Applications

When reviewing nomination applications, there are a few things that each reviewer should keep in mind:

- The youth category encompasses youth and young adults up to age 25.
- **Don't measure impact solely on time spent volunteering**. A retiree's schedule may allow him/her to commit more time to volunteering than a high school student or single mom.
- Practice integrity. Remain completely unbiased and base every decision solely on the volunteer's service.

Inform the winners

After selecting your volunteer recognition award recipients, your team may choose to inform them before hosting your event to ensure their presence. Other counties may choose to invite all nominees to the recognition event and wait to announce award recipients at that time. Either method is appropriate.

Your budget size and the type of event you're hosting should determine how you invite your guests/awardees. A formal invitation may be appropriate for a banquet or formal event, while a phone call may be acceptable for less formal recognition events. Release invitations, whether in print or by phone, at least two weeks before the actual event. To prepare more efficiently, it may be necessary to require RSVPs as well.

STEP V: HOST YOUR LOCAL RECOGNITION

"In every community there is work to be done. In every nation there are wounds to heal. In every heart there is the power to do it."
Marianne Williamson

STEP V: HOST YOUR LOCAL RECOGNITION

Decide on your awards

The awards that you choose for your volunteer honorees can be as traditional or unique as you choose. Keep in mind that this will serve as the memento that will forever remind your award recipients of their local "Star" status.

Although memorable, your awards need not be expensive. The following list provides cost-effective methods for selecting the type of award that you will give:

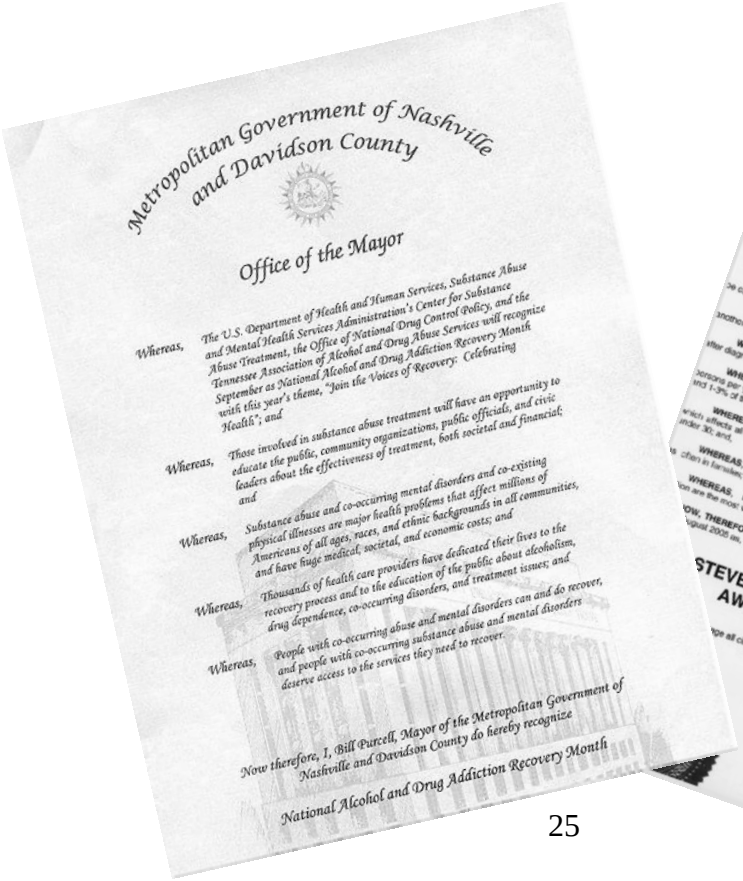
- Certificate
- Object designed by a local artist
- Pin
- Key to the city
- Plaque
- Key rings
- T-shirts
- Mugs
- Volunteer "Hall of Fame" in a public building
- "Floating" trophies/awards to be passed on each year to award recipients
- Engraved frame to place volunteers' pictures from either the local/statewide event
- Framed "thank you" kids' drawings from a local school
- Local volunteer yearbook to be displayed in a library, courthouse, or other public office
- Gift cards
- Scholarships
- Travel costs for the Governor's Volunteer Stars Awards in Nashville
- Cash donations from sponsors to the agency or cause of the winning volunteers

Meet with the Mayor to Prepare a Proclamation

County Coordinators should connect with your County Mayor to notify them about the county's selected volunteer honorees. It is also recommended you contact them about preparing a proclamation.

Proclamations issued by a local public official generally provide an opportunity for the official to recognize exceptional events and people, often when they cannot acknowledge them in person. The goal of a proclamation is to recognize and celebrate the extraordinary achievements of the community's citizens and non-profit organizations, honor occasions of importance and significance to Tennesseans, and increase public awareness of issues to improve the well-being of the people of the city. Your volunteer recognition is the ideal time to request that the public official designate the day of your event as official "Volunteer Day" in your county.

Designate a team member to contact your local public official to request the proclamation. Send a proclamation request letter and a sample proclamation, and follow up with a phone call. Make sure all team members are present when he or she adopts the proclamation. Immediately following, send a thank-you letter and display the proclamation in a highly visible place (i.e. the local courthouse). A sample proclamation request letter and proclamation are provided in Appendix D.



Metropolitan Government of Nashville and Davidson County

Office of the Mayor

Whereas, The U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration's Center for Substance Abuse Treatment, the Office of National Drug Control Policy, and the Tennessee Association of Alcohol and Drug Abuse Services will recognize September as National Alcohol and Drug Addiction Recovery Month with this year's theme, "Join the Voices of Recovery: Celebrating Health"; and

Whereas, Those involved in substance abuse treatment will have an opportunity to educate the public, community organizations, public officials, and civic leaders about the effectiveness of treatment, both societal and financial; and

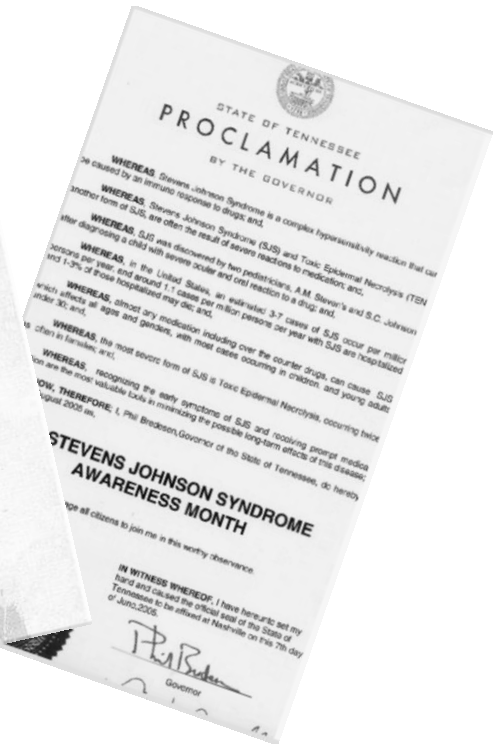
Whereas, Substance abuse and co-occurring mental disorders and co-existing physical illnesses are major health problems that affect millions of Americans of all ages, races, and ethnic backgrounds in all communities, and have huge medical, societal, and economic costs; and

Whereas, Thousands of health care providers have dedicated their lives to the recovery process and to the education of the public about alcoholism, drug dependence, co-occurring disorders, and treatment issues; and

Whereas, People with co-occurring abuse and mental disorders can and do recover, and people with co-occurring substance abuse and mental disorders deserve access to the services they need to recover.

Now therefore, I, Bill Purcell, Mayor of the Metropolitan Government of Nashville and Davidson County do hereby recognize

National Alcohol and Drug Addiction Recovery Month



STATE OF TENNESSEE

PROCLAMATION

BY THE GOVERNOR

WHEREAS, Stevens-Johnson Syndrome is a complex hypersensitivity reaction that cau be caused by an immune response to drugs; and,

WHEREAS, Stevens-Johnson Syndrome (SJS) and Toxic Epidermal Necrolysis (TEN another form of SJS, are often the result of severe reactions to medication; and,

WHEREAS, SJS was discovered by two pediatricians, A.M. Stevens and S.C. Johnson after diagnosing a child with severe ocular and oral reaction to a drug; and,

WHEREAS, in the United States, an estimated 3-7 cases of SJS occur per million persons per year, and around 1.1 cases per million persons per year with SJS are hospitalized and 1-3% of those hospitalized may die; and,

WHEREAS, almost any medication including over the counter drugs, can cause SJS which affects all ages and genders, with most cases occuring in children, and young adults under 30; and,

WHEREAS, the most severe form of SJS is Toxic Epidermal Necrolysis, occuring twice as often in females; and,

WHEREAS, recognizing the early symptoms of SJS and receiving prompt medica care are the most valuable tools in minimizing the possible long-term effects of this disease;

NOW, THEREFORE, I, Phil Bredesen, Governor of the State of Tennessee, do hereby August 2005 as:

STEVENS JOHNSON SYNDROME AWARENESS MONTH

ge all citizens to join me in this worthy observance.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the official seal of the State of Tennessee to be affixed at Nashville on this 7th day of June, 2005.

Governor

Develop community partnerships

Developing community partnerships is a prime way to ensure that your recognition event is appropriately publicized and cost-efficient. Depending on the size of your community, area businesses have the potential to provide everything you need to host your event. Team members should identify the businesses that may serve as partners and how they may help, then reach out to them. (See "Tips for Approaching Potential Partners" on p. 27).

Ask local businesses to help in the following ways:

- Provide monetary support
- In-kind donations* for the program/event:
    - Food and beverages
    - Decorations/flower arrangements
    - Awards/Gift Certificates
    - Printing services
    - Audio/visual equipment
    - Seating (tables and chairs)
    - Space to host event
    - Office supplies for media distribution/nomination forms
    - Equipment delivery
    - Advertising space
    - Postage
- Sponsor a volunteer scholarship
- Place nomination forms or posters within their business/office space

Meeting with people face-to-face is the most effective method for gaining community partners. Consider hand-delivering fact sheets and nomination forms to potential partners so that employees can easily put a face with your volunteer recognition event.

After businesses ensure their support, remember to communicate any event changes that come up during the planning stages that may affect them. These may include an increase or decrease in attendance and/or addition of other partners. Also remember to acknowledge them at the event, on signage, and in advertisements and newspaper articles.

Following the event, send your partners a thank you card. Schedule a time to discuss the event with them in order to receive feedback. As soon as possible, lock them in for the event again next year.

*Remind potential donors that in-kind donations are tax-deductible (if your local recognition event is coordinated through a non-profit or local government agency).

Tips for approaching potential partners:

- Make a case that investing in your event will bring the sponsor a return - through new business or publicity.
- Prepare an information packet, which might contain the following information: fact sheet with statistics about volunteerism, description of your mission, who your supporters are; event description that tells who the target audience is, how many people will participate, etc.
- Sponsorship levels - Set dollar levels to pay for specific items (food and beverage, t-shirts, etc.). For each level, provide specific benefits that the sponsor will receive (recognition in all advertisements, recognition on the day of the event, tickets to your event, etc.). Structure the benefits in such a way that the higher the sponsorship dollar amount, the greater the sponsor recognition.
- State your needs clearly (i.e., lunch for 200 including drinks and dessert @ $10/person = $2,000). Remember that sponsorship may be "in-kind" (i.e. goods or services) or cash.
- Explore a co-sponsorship arrangement if a potential sponsor can only provide partial sponsorship. Pair them with a non-competing company.
- Let potential sponsors know of any confirmed sponsors. Often there is a bandwagon effect.
- When you get to "closing the deal," be specific as to payment details or provision of in-kind goods and services. How will the sponsorship be completed? The sponsor may provide you with a check prior to the event, provide in-kind goods or services at the event, or pay a third-party vendor directly for goods or services provided (which may need to be the case if your organization is a government entity).

Alert the media

As mentioned, the media are some of your biggest allies, and it is important to keep them apprised of details regarding your county's recognition event. After choosing your award recipients, use your media list to inform them about the event through media alerts, fact sheets, press releases, pitch letters, etc. Samples of each are provided in Appendix E.

Leading up to the event, it is also beneficial to keep your volunteer recognition at the forefront of people's minds. This will serve as an excellent method to promote volunteerism as a whole. Some counties may choose to submit award nominee profiles to the media as potential feature stories. Another option includes submitting letters to the editor to reveal personal opinions about the importance of the event. Don't forget to send a notice about your event to community calendar editors at your local newspaper. Also, consider submitting editorials about volunteerism, localizing the importance of giving back to the community.

Here are **10 Tips for Approaching the Media***:

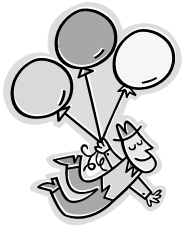
1. Know the difference between a news story, a column and an ad.
2. Don't call reporters on their deadlines. After 3 p.m. is the worst time for most reporters who work on morning papers or for evening news broadcasts.
3. Start with a reporter and work your way up, unless you already have a good relationship with an editor.
4. Speak in sound bites, not speeches.
5. Use email and voicemail - don't insist on personal interactions at first.
6. Humor is your friend.
7. Be prepared to follow up conversations with more information: fact sheets, names and phone numbers, web sites and faxes.
8. If you are rejected because your pitch is not in the reporter's beat, ask if there is someone else at the media establishment who may be interested.
9. Make as many calls as you can yourself. PR professionals rarely have the same depth of knowledge or interest in the topic as an advocate.
10. Be upbeat and enthusiastic. If you're not interested, why should anyone else be interested?

*Tips provided by **Desirée Cooper,** columnist, *Detroit Free Press*

Host your recognition event(s)

Although the overall goal of the Governor's Volunteer Stars Awards is to increase the rate of volunteerism in Tennessee, much of your success will be measured by the results of your local recognition event. Here are a few tips that should ensure that your event will run smoothly:

- Prepare the location beforehand.
    - Arrange seating, equipment, and other logistics early.
- Contact all partners and vendors the day before the event to remind them of arrival times.
- Contact special guests the day before to make sure they are clear on arrival/departure times.
- Ensure team members will be present to meet special guests (the Mayor, presenters, partners, etc.).
- Have a contingency plan. Anticipate any potential problems and come up with a plan B for each.
- Keep a To-Do list, delegate tasks, and designate a key person to update the master copy of the list.
- Enjoy your event!



As you celebrate…

While hosting your celebration, always **keep your purpose in mind**. It's easy to get caught up in the hustle-and-bustle of the event, but remember that **you're honoring volunteers**. Exemplary volunteers generally don't receive accolades for what they do. This is your day to say "Thanks" in every way possible. Make this day special for your volunteer honorees. Ensure that they leave the recognition event with an understanding of how truly special they are to your community.

STEP VI: PARTICIPATE IN THE GOVERNOR'S VOLUNTEER STARS AWARDS

"The best way to predict the future is to invent it."
Immanuel Kant

STEP VI: PARTICIPATE IN THE GOVERNOR'S VOLUNTEER STARS AWARDS

Send in the names of your volunteer award winners

Following your local recognition event, or after selecting your Governor's Volunteer Stars Award recipients, submit award recipient forms to Volunteer Tennessee for both the youth and adult award recipients who will receive a statewide Governor's award.

New! The Award Recipient form is now an online form. Complete and submit to Volunteer Tennessee using the following links:

Submit **Adult Honorees**:
www.surveymonkey.com/r/GVSAsubmission_Adult

Submit **Youth Honorees**:
www.surveymonkey.com/r/GVSAsubmission_Youth

*The name and address of **each** nominee should be submitted on a separate form. Bios and photos can be uploaded directly onto the form.*

It is imperative that names are submitted in a timely manner so that appropriate decisions and accommodations can be made to prepare for the recognition event in.

In addition to submitting the form, provide any press releases, newspaper articles, or other printed information distributed locally that may be beneficial for the statewide event to volunteer.tennessee@tn.gov.

The **DEADLINE to submit honorees is November 28, 2018.**

Volunteer Tennessee Submission Requests and Tips:

- **Photos:** Digital photos of honorees are to be included with submissions. Please include a clear, quality headshot for the event booklet. If possible, include a "service in action" photo of them volunteering.

- **Nomination narrative**- This will be edited and used in the event award booklet and by the event emcee when recognizing the honorees. This narrative should be more than a list of the organizations they volunteer with, and should highlight what makes them a volunteer star. Please submit narratives that are no more than 300 words.

- **Honoree contact info-** Invitation letters will be emailed to recipients. If no email address is available an invitation will be sent via mail. It is important to make sure Volunteer Tennessee receives the correct contact info so the honorees receive the invitation, and honoree materials mailed after the event. Additionally, Volunteer Tennessee will notify State General Assembly Members, and Members of Congress of their district honorees and invite them to the event.

- **Notifying Honorees and County Mayors-**While every effort is made by Volunteer Tennessee to contact honorees and County Mayors, we urge County Coordinators to contact them as well to confirm that they have received the event information.

Once you've submitted your volunteer stars, please plan to participate in the statewide volunteer recognition event on February 10, 2019, in Franklin, TN.

Developing and carrying out your county's local volunteer recognition is a challenging task, and you deserve some form of appreciation. Each county coordinator is invited to accompany their Governor's Volunteer Stars Awards honorees to the statewide volunteer recognition event. Scheduled for February 10, 2019, this event will recognize each local volunteer at the state level. A reception will precede the event. You will receive an official invitation letter with more event information closer to the event date.

STEP VII: STRENGTHEN VOLUNTEERISM IN YOUR COMMUNITY

"In American society today, we need to have volunteerism.
I truly believe that it is the glue that will hold us together and it will be the energy that will take us into the 21st century."
U.S. Senator Barbara Mikulski

VII. STRENGTHEN VOLUNTEERISM IN YOUR COMMUNITY

Provide Feedback about the Volunteer Recognition Program

Because a major focus of the Governor's Volunteer Stars Awards is to strengthen volunteerism throughout the state of Tennessee, it is important that the program improve each year at both the state and local levels. An online survey will be distributed to each County Coordinator following the statewide recognition event. If a subject is not included on the feedback form that you would like to address, feel free to add additional comments.

Raise your voice within your community

Your role as county coordinator should not stop after your recognition event is over. Now that you have become well-acquainted with volunteerism within your community, you may assist in this effort. Encourage others to join you as you volunteer throughout your county. Seize every opportunity to speak locally about the issue, and remember to keep your fact sheets and talking points handy.

Prepare for next year's event

It's never too early to begin preparing for the following year's volunteer recognition program/event. Consider what went well the previous year and what may need to be improved. Initially, try preparing in the following ways:

- Develop community partnerships
- Choose a reliable team
- Decide how you will celebrate
- Develop media relationships
- Design media material
- Reserve space for your event
- Request feedback from others

APPENDIX A:
Volunteer Tennessee

Volunteer Tennessee

Volunteer Tennessee, the Governor's commission on volunteerism and service, was created in 1994 to qualify Tennessee to receive federal grant funds under the 1993 National & Community Service Trust Act. The volunteer citizen board consists of 25 bipartisan, diverse members appointed by the Governor of Tennessee for three-year terms.

Vision: The State of Tennessee is the national leader in the promotion of volunteerism, community service initiatives and partnerships in which Tennesseans of all ages and backgrounds engage in services addressing the educational, public safety, environmental and other human needs of the state and nation.

Mission: The mission of Volunteer Tennessee is to encourage volunteerism and community service.

Programs: AmeriCorps grants, trainings, and partnerships with the Department of Education, Volunteer Centers, and dozens of local non-profits and schools.

AmeriCorps. Oversee 18 citizen service corps. AmeriCorps members meet community-identified needs in education, environment, public safety and human needs and receive an education award of $5,810 in return for 1700 hours of service. (over $20 million in education awards earned to date).

Tennessee Conference on Volunteerism and Service-Learning. Over 200 service leaders and participants collaborate to address needs in Tennessee while utilizing service and service-learning as a vehicle for change. Next conference: February 10-12, 2019, Franklin, TN.

Governor's Volunteer Stars Awards. The goal is to have one adult and one youth volunteer of the year submitted by each county to be recognized at a statewide event. Over half of the counties participated in 2016. Since 2008, the GVSA has recognized 623 Governor's Volunteer Stars. Next GVSA: February 10, 2019, Franklin, TN.

Guiding Principles, By-Laws and Accountability. Volunteer Tennessee developed guiding principles and by-laws in its first year to structure its work and updated the bylaws in 2005. For financial accountability, Volunteer Tennessee is part of the annual state audit of by the independent state Comptroller. In addition, in 2005, Volunteer Tennessee welcomed a successful full-scope audit from the Corporation for National and Community Service Office of Inspector General.

For more information on Volunteer Tennessee, visit volunteertennessee.net

Volunteerism in Tennessee

How many people volunteer in Tennessee?
According to data generated from 2016, Tennessee has an average of 1.1 million volunteers.

What is Tennessee's overall rate of volunteerism?
Tennessee's rate of volunteerism for 2016 was 24.1%, ranking 33rd in the nation.

How much time do volunteers in Tennessee spend on volunteer activities?
In 2016, volunteers in Tennessee spent a median of 28.5 hours annually on volunteer activities.

Where do people in Tennessee volunteer most?
The largest number of volunteers in Tennessee served primarily through religious organizations (44.8%). After religious organizations, volunteers in Tennessee donated most of their time to educational or youth service organizations (19.2%).

What activities do Tennessee volunteers perform?
Volunteers in Tennessee collected or distributed food (28%); fundraised (22.2%); tutored/taught (20.0%); and provided general labor (18.5%).

What is the dollar value of volunteers' time in Tennessee?
Tennesseans' volunteer time was valued at $3.5 billion.

APPENDIX B:

Tennessee National Service Programs

NATIONAL SERVICE PROGRAMS IN TENNESSEE

Use the following list of programs and contacts to help form your selection team and to solicit nominations.

AmeriCorps:

East Tennessee

AmeriCorps*Building Futures – AIM Center: Chattanooga
AIM Center AmeriCorps members help address the stigma of mental illness while serving at the AIM Center. Members will holistically address the basic human needs for meaningful relationships, self-sufficiency, and community reintegration for people in the greater Chattanooga area with a psychiatric diagnosis.
Contact: Rhonda Jacks Moore Email: rhondajacks@aimcenterinc.org
Phone: 423-702-8012 Website: www.aimcenterinc.org

Appalachia CARES – Clinch-Powell RC&DC: Rutledge / Greeneville area
The Appalachia CARES program is a community-based service-learning program. Our AmeriCorps members provide direct service to local communities through primary focus areas of energy efficiency, conservation, and housing services throughout the state. As a secondary focus, they also expand the organizational capacity of participating agencies by expanding services, increasing outreach, and recruiting and/or managing community volunteers.
Contact: Trenna Brown Email: appalachiacares@clinchpowell.net
Phone: 865-828-5927 Website: https://clinchpowell.net/content/appalachia-cares

Appalachian Regional Coalition on Homelessness: Johnson City area
Appalachian Regional Coalition of Homelessness AmeriCorps members aim to reduce homelessness by providing a combination of housing and social services in the Appalachia region of east Tennessee.
Contact: Anne Cooper Email: anne@appalachianhomeless.org
Phone: (423) 218-4090 Website: www.appalachianhomeless.org

CAC AmeriCorps – Knoxville-Knox County Community Action Committee: Knoxville
As Tennessee's only environmental corps, CAC AmeriCorps combines elements of traditional conservation practice with community action that informs their work and places it in the broader context of the region. CAC AmeriCorps members work to improve public lands, streams, and greenways; educate the public; meet immediate human needs through disaster response; and build the volunteer capacity of partner organizations.
Contact: Jason Scott Email: jason.scott@knoxcac.org
Phone: 865-546-3500 Website: www.cacamericorps.org

Community Cares – Tennessee Community Assistance Corporation: Morristown/various sites across TN
AmeriCorps members assist frail seniors and persons with disabilities by direct, in-home assistance so that the residents can remain living independently in their own homes for as long as possible.

Contact: Shandi Hill Email: shandi@tcac1.org
Phone: 423-586-7636 ext. 313 Website: www.tcac1.org

Making Veterans Priority (MVP) – Tennessee's Community Assistance Corporation: Morristown/various sites across TN
MVP AmeriCorps members provide a wide array of services for veterans and their families that are homeless or on the verge of becoming homeless due to lack of income, physical and/or mental health issues, disabilities, trauma, substance abuse, and weak social networks. The goal is to allow them to improve their quality of life while giving them the resources, respect, and encouragement they deserve to live a more productive and fulfilling life.
Contact: Shandi Hill Email: shandi@tcac1.org
Phone: 423-586-7636 ext. 313 Website: www.tcac1.org

Project Inspire – Public Education Foundation: Chattanooga
Project Inspire is a teacher residency that attracts and prepares aspiring teachers through a year-long, real-world experience in the classroom. Members will serve 5 days a week throughout the entire school year at select host sites, and members will also earn a graduate degree (M.A.T.) through the 14-month program at Lee University.
Contact: Mark Neal Email: mneal@projectinspiretn.org
Phone: 423-668-2439 Website: www.projectinspiretn.org

T.E.A.M. – Emerald Youth Foundation: Knoxville
T.E.A.M. AmeriCorps members serve urban young people by leading structured afterschool and summer day camp activities (academic, enrichment, leadership, health activities, and mentoring) alongside the staff of a faith-based organization. The goal is to see young people become contributing leaders and live a full life.
Contact: Rachel Davis Email: rdavis@emeraldyouth.org
Phone: 865-637-3227 ext. 112 Website: www.emeraldyouth.org

Middle Tennessee

Hands On Nashville
HON AmeriCorps members address a wide array of critical social issues by providing capacity building services to community partners and helping them to carry out their missions in a more efficient manner. Activities range from conducting volunteer management training and creating volunteer leader programs to supporting educational curriculum and facilitating neighborhood-based collective impact.
Contact: Jann Seymour Email: jann@hon.org
Phone: 615-298-1108 ext. 409 Website: www.hon.org

The Relay New Teacher Pathway – Relay Graduate School of Education: Nashville & Memphis
AmeriCorps members participate in the innovative teacher preparation program, the Relay New Teacher Pathway (RNTP), in Nashville and Memphis. At the end of the first program year, the AmeriCorps members will be prepared and certified to serve as full-time teachers of record, and the approximately 1,650 economically disadvantaged K-12 students they teach will demonstrate

improved academic performance, better attitudes about school, and improved behavior and classroom engagement.
Contact: Alessandra Echeverria Email: aecheverria@relay.edu
Phone: 516-647-0684 Website: www.relay.edu

Teach For America-Greater Nashville
Teach For America believes that all children deserve the opportunity to attain an excellent education. They recruit, train, and place outstanding teacher leaders into classrooms serving low-income children throughout Cheatham and Davidson County.
Contact: Rachel Tompkins Email: rachel.tompkins@teachforamerica.org
Phone: 615-242-6263 ext. 40137 Website: nashville.teachforamerica.org

THRIVE – Martha O'Bryan Center: Nashville
The Martha O'Bryan Center empowers children, youth, and adults in poverty to transform their lives through work, education, employment, and fellowship. AmeriCorps members serve in one of five program areas: K-8 Youth Education, High School Education, Post-Secondary Success and Digital Inclusion, Adult Education, and Family Support. Members build relationships, tutor, teach, plan curriculum and enrichments, and perform community outreach and engagement.
Contact: Adam Strizich Email: AStrizich@marthaobryan.org
Phone: 615-254-1791 Website: www.marthaobryan.org

West Tennessee

Alder Graduate School of Education: Memphis
Alder Graduate School of Education is a teacher residency program in which AmeriCorps members co-teach in K-8 classrooms in underserved public schools in Memphis. Adler Graduate School provides a rigorous and supportive teacher training program that recruits and trains individuals of all ages and backgrounds to become highly-effective teachers. Our mission is to create opportunity and cultivate success for every student by recruiting and educating excellent teachers and leaders who reflect our school communities.
Contact: Thomas McGrail Email: Thomas.mcgrail@aspirepublicschools.org
Phone: 323-401-8244 Website: https://aspirepublicschools.org/aldergse/

Artesian Community School: Memphis
Artesian Community School AmeriCorps members serve in an education program that delivers services primarily in the economically distressed Frayser community in Memphis, allowing students who might not otherwise finish high school to obtain a diploma, and possibly an Associate Degree.
Contact: Ashley Smith Email: asmith@artesianmemphis.com
Phone: (678) 485-8858 Website: **http://www.artesianmemphis.com/**

Bridge Builders Expansion – BRIDGES USA, Inc.: Memphis
BRIDGES' mission is to unite and inspire diverse youth to become confident and courageous leaders committed to community transformation. Bridge Builders Expansion addresses key needs facing Memphis area youth in grades 6-12 through experiential learning and the facilitation of our Bridge Builders curriculum that targets low

academic performance and graduation rates, low rates of cultural competency, and low rates of opportunity for meaningful civic engagement.
Contact: Dana Wilson Email: dwilson@bridgesusa.org
Phone: 901-260-3790 Website: www.bridgesusa.org

City Year Memphis
City Year Memphis City Year works to bridge the gap in high-poverty communities between the support that students actually need and what their schools are designed and resourced to provide. In doing so, the program aims to increase graduation rates and change the lives of their students. City Year Memphis AmeriCorps members will be responsible for providing whole school services to approximately 1,500 students and individualized services to 420 students in five Memphis public schools.
Contact: Hannah Perrin Email: EPerrin@cityyear.org
Phone: 310-266-3280 Website: www.cityyear.org

Generations – Porter-Leath: Memphis
Generations AmeriCorps members will increase school readiness by providing educational enrichment activities for Porter-Leath Early Childhood students in the agency's Head Start centers in Memphis and Shelby County. The AmeriCorps members will also leverage over 120 additional volunteers that will be engaged in literacy initiatives throughout the same centers.
Contact: Judy Rautine Email: jrautine@porterleath.org
Phone: 901-577-2500 ext. 1128 Website: www.porterleath.org

Memphis Teacher Residency
MTR recruits outstanding leaders as co-teachers for Memphis' most academically-challenged public schools. Their mission is to positively impact student achievement in Memphis urban schools by recruiting, training, and supporting outstanding teachers. All members are placed in Memphis' Title I schools that have greater than 50% enrollment rates in the Free or Reduced Price Lunch program.
Contact: Suzanne Oates Email: suzanne@memphistr.org
Phone: 901-937-4683 Website: www.MemphisTR.org

One Child At A Time – Exchange Club Carl Perkins Center: Jackson
One Child At A Time AmeriCorps members help prevent child abuse and provide assistance to abused children and their families in West Tennessee. Members are mentors and role models to children, recruit new volunteers, and provide educational and emergency assistance.
Contact: Shannon Clayton Email: sclayton@carlperkinscenter.org
Phone: 731-668-4000 Website: www.carlperkinscenter.org

Teach For America-Memphis
Teach For America believes that all children deserve the opportunity to attain an excellent education. They recruit, train, and place outstanding teacher leaders into classrooms serving low-income children throughout Memphis and Shelby County.
Contact: Andrea Kukoff Email: Andrea.Kukoff@teachforamerica.org
Phone: 319-321-2509 Website: memphis.teachforamerica.org

Volunteer Generation Fund:

Hands On Nashville: Nashville
Through youth programming, HON will provide 6,500 opportunities to engage youth (ages 8-18) in 15,000 hours of education/civic action during out-of-school time. At least 70% of participants will be economically disadvantaged.
Contact: Jann Seymour Email: jann@hon.org
Phone: 615-298-1108 ext. x419 Website: www.hon.org

United Way of Greater Chattanooga: Chattanooga
The Chattanooga Literacy Initiative Mentor Volunteer Program (MVP) gives students across Hamilton County access to free reading and mentoring services at 16 different locations in neighborhoods with the greatest need for additional educational services.
Contact: Laura McCann Email: LauraMcCann@cnpchatt.org
Phone: 423-752-0351 Website: www.ihelpchattanooga.org

United Way of Williamson County: Franklin
Through the United Way of Williamson County's education program, 100% of the students in the program will increase their Standardized Testing and Reporting Scores after one year. Additionally, 77% will read at grade level by the time they have completed one year in the Raise Your Hand after-school tutoring program.
Contact: Debby Rainey Email: drainey@uwwc.org
Phone: 615-771-2312 Website: www.uwwc.org

Volunteer East Tennessee: Knoxville
VGF funding will support the Sevier County Volunteer Coordinator role and its efforts to recruit and coordinate volunteers to disaster-related needs in the community, as well as connect key organizations as the central recruitment and management of disaster volunteers and volunteer management expertise.
Contact: Allyson Gallaher Email: agallaher@volunteeretn.org
Phone: 865-582-4085 Website: www.volunteeretn.org

Volunteer Memphis: Memphis
Volunteer Memphis will dramatically increase the contribution of volunteerism and service to address the CNCS Education focus area through the alignment of community resources and service to improve the rates of post-secondary enrollment for residents of Memphis and Shelby County who have historically faced structural barriers to understanding and completing the steps necessary to enroll in post-secondary institutions, primarily through FAFSA completion.
Contact: Andrea Hill Email: ahill@leadershipmemphis.org
Phone: 901-278-0016 Website: www.volunteermemphis.org

APPENDIX C:
Tennessee Volunteer Centers

Volunteer Center Directors

Hands On Nashville
Lori Shinton
37 Peabody St., Suite 206
Nashville, TN 37203
Phone: 615-298-1108
E-mail: Lori@hon.org
www.hon.org

United Way of Greater Chattanooga Volunteer Center
Anna Baker
630 Market St.
Chattanooga, TN 37402
Phone: 423-752-0316
E-mail: AnnaBaker@uwchatt.org
www.uwchatt.org

United Way of the Ocoee Region Volunteer Center
Lisa Mantooth
85 Ocoee St. SE, PO Box 193
Cleveland, TN 37364
Phone: 423-479-2020
E-mail: lisamantooth@unitedwaybc.com
www.unitedwayocoee.org

United Way of Williamson County Volunteer Center
Rick Jansen
209 Gothic Court, Suite 107
Franklin, TN 37067
Phone: 615-771-2312
E-mail: rjansen@uwwc.org
www.uwwc.org

Volunteer East Tennessee
Allyson Gallaher
1301 Hannah Ave.
Knoxville, TN 37921
Phone: 865-582-4085
E-mail: agallaher@volunteeretn.org
www.volunteeretn.org

Volunteer Memphis
an Action Initiative of Leadership Memphis
Andrea Hill
365 South Main Street
Memphis, TN 38103
Phone: 901-278-0016
E-mail: volunteer@leadershipmemphis.org
www.volunteermemphis.org

APPENDIX D:

Sample Correspondence/Local Nomination Forms

These forms can also be found online at www.volunteertennessee.net

LETTER TO POTENTIAL VOLUNTEER RECOGNITION TEAM MEMBERS

Date

Name
Address
City/State/Zip

Dear [Name],

Volunteers play a critical role in the success of Tennessee communities across the state. Through nonprofit organizations, national service programs, faith-based organizations, and neighbor-helping-neighbor, outstanding volunteer service is part of our state heritage. In fact, the annual value of Tennessee volunteers is $3.5 billion.

Within [your county] we witness the positive results of volunteerism daily. [Describe some changes made within your community, i.e. economic development, church assistance, poverty addressed. Use city/statewide statistics if you don't have countywide examples].

As the Volunteer State, we must continue to foster this sense of service and civic responsibility. In an effort to encourage more [county name] citizens to help improve our community through volunteerism, Volunteer Tennessee has instituted a statewide volunteer recognition program, the Governor's Volunteer Stars Awards. This initiative will honor one adult and one youth (up to age 25) in each county for his or her exemplary volunteer service.

While each award recipient will be recognized at the state level in [event month], it is also important to honor these outstanding volunteers within our local county communities. We need your help to develop a successful volunteer recognition program right here within [county name]. Your knowledge and expertise in [name of field/area, i.e. volunteer recruitment, education] will add tremendously to our local recognition team. Please join me on [date & time here] to further discuss how we will approach this initiative within [county name]. If you have any questions, please call XXX-XXXX. I look forward to working alongside you as we honor those who make a difference in our community and inspire others to get involved.

Sincerely,

[Name]
[County Name] Coordinator
Governor's Volunteer Stars Awards

LETTER TO LOCAL MAYORS

Date

Recipient Name
Address
City/State/Zip

Dear Mayor [name]:

In 2008, Volunteer Tennessee initiated the Governor's Volunteer Stars Awards, a recognition program designed to recognize the outstanding service of those who volunteer in various ways throughout their local Tennessee communities. This year, two award recipients in each county will be recognized once again in (include location and date once announced); however, we also believe it is equally important to recognize the exemplary efforts of these volunteers on a local level. On [DATE] we will celebrate our local Volunteer Stars by hosting a local volunteer recognition ceremony at _____. As we approach that date, we ask you to join us in supporting and encouraging the people you represent to commit to volunteer service.

Our goal in hosting this event is not only to recognize exceptional citizens, but it is also to illustrate the importance of civic participation and service to improve our communities. I hope you proclaim [DATE] to be Volunteer Day in [your county].

There are several opportunities for you as Mayor to inspire citizens of [your county] to reap the rewards that come from serving others:

1. Proclaim [DATE] [your county] Volunteer Day.
2. Personally participate in a volunteer event in [month of local recognition].
3. Encourage citizens through speeches and other media messages to engage in community service.

Enclosed you will find a sample proclamation. If you have any questions, please call XXX-XXXX. We would be honored to have your participation in our local Volunteer Star program and look forward to your response.

Sincerely,

[Name]
[County Name] Coordinator
Governor's Volunteer Stars Awards

[County Name] Volunteer Day
[Sample local government proclamation]

WHEREAS, The Governor and Volunteer Tennessee have instituted a statewide volunteer recognition program to recognize outstanding volunteers in Tennessee; and

WHEREAS, Tennessee has a longtime legacy of service as the Volunteer State; and

WHEREAS, volunteerism strengthens communities, solves vital social concerns and enhances the overall quality of life for all citizens, including children, seniors, those who are disabled, impoverished, imprisoned, homeless, physically or mentally ill, or otherwise in need of assistance; and

WHEREAS, volunteers can connect with community service opportunities through community service and faith-based organizations like nonprofits, charities, schools and Volunteer Centers; and

WHEREAS, our state's volunteer force of up to 1.1 million people is a great treasure; and

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

NOW, THEREFORE, I, **[NAME/TITLE]** do hereby proclaim

[Date Here], 2019
As
[Your County] Volunteer Day

In **[YOUR COUNTY]**, and urge my fellow citizens to promote the spirit volunteer of volunteerism; to observe the day with appropriate activities, programs and ceremonies supporting volunteerism; and to participate and engage others in volunteer activities now and for as long as they are able.

Signed this **[DATE]** day of **[MONTH]**, 2019

Governor's Volunteer Stars Awards
2018

Nomination Scoring Sheet

Rank each nominee based solely on the information contained in the nomination packet.
Score each criteria listed from 1-10, with 1=low, 10 =high.

Nominee: _____ Judge: _____

Location of service: _____

Type of service performed: _____

CATEGORY	SCORE (1-10)
NEED: Nominee's service addresses a genuine community need.	
ACTION: Nominee was actively involved in the service and took initiative.	
INNOVATION: Nominee used creative methods to solve community problems	
IMPACT: The activity or service produced positive changes and provided an example to others.	
TOTAL	/40

COMMENTS (Provide any comments that may assist in determining your county's final youth and adult volunteer recognition award recipient):

Governor's Volunteer Stars Awards
2018

[County Name] County Nomination Form

The Governor's Volunteer Stars Awards (GVSA) is an annual event that honors the efforts of volunteers from across Tennessee. Each year one adult and one youth are selected to receive this prestigious award in recognition of their exemplary volunteer service in [County Name] County. Additional information on eligibility and selection criteria can be found below.

COMPLETE ALL FIELDS FOR NOMINATION TO BE CONSIDERED

I. Nominee Profile

Full/Legal Name of Nominee:

Daytime Phone: Email Address:

Address: City/State/Zip:

County: Date of Birth:

Organization/s Where Nominee Serves:

Organization Contact Name: Organization Phone:

Email Address:

Does the service performed address low-income issues? (Check one) Yes ____ No ____

Governor's Volunteer Stars Awards
2018

Please mark the appropriate box:

☐ **Youth Volunteer (Under 25)** ☐ **Adult Volunteer**

Youth Volunteer age _____

II. Nominator Profile

Full/Legal Name of Nominator:

Daytime Phone: Other Phone:

Address: City/State/Zip:

Email Address: Relationship to Nominee:

How did you hear about the County's Volunteer Awards?

☐ Newspaper ☐ website ☐ volunteer activity ☐ friend ☐other _____

Governor's Volunteer Stars Awards
2018

III. Nomination Narrative (**no more than 500 words**, single-spaced on 8 ½ x 11 paper with one-inch margins and typed in 12-point font).

The narrative must answer the following questions:

1. What makes the honoree an outstanding volunteer?
2. What agency(s) do they serve with? How long have the served with this agency?
3. What type of service do they perform?
4. How does their service impact their community?
5. What makes the honoree unique?

Please feel free to include additional photographs, pamphlets, or news clippings.

Governor's Volunteer Stars Awards
2018

WHO IS ELIGIBLE?

- Any individual whose volunteer activities in Tennessee benefit the community or the State of Tennessee in a substantial, important, or unique way.

- Students receiving course credits are eligible, only if the volunteer service extends beyond course requirements. This must be clearly indicated in the nomination letter.

- National Service program participants (AmeriCorps, RSVP, Foster Grandparents, Senior Companions, etc.) are encouraged to apply based on their volunteer involvement in their national service assignment.

WHO IS NOT ELIGIBLE?

- Individuals involved in "court mandated community service" or those serving as "loaned executives."

- Persons who receive compensation for service rendered (except National Service participants noted above).

ADDITIONAL GUIDELINES

- Volunteers may be nominated by anyone or may nominate themselves.

- The nomination letter should specifically be formatted for the Governor's Volunteer Star Awards according to the judging criteria listed below. If it is written as a nomination for another award, it will not be given to the judges for consideration of this award.

- In the event that an individual is nominated multiple times, the review panel will consider only the first nomination form submitted.

JUDGING CRITERIA

- **Need:** Service addressed a specific need in the community (i.e. poverty).
- **Action:** The nominee was actively involved and took initiative.
- **Innovation:** The nominee used creative methods to solve community problems.
- **Impact:** The activity or service produced positive changes and provided an example to others.

APPENDIX E:
Media Relations

FOR IMMEDIATE RELEASE

CONTACT:
[County Coordinator Name]
[County Coordinator Phone]
[County Coordinator Email]

[YOUR COUNTY] TO HONOR VOLUNTEERS

[YOUR CITY, TN—Date] — Nominations for the Eleventh Annual Governor's Volunteer Stars Awards are now being accepted within [your county]. The awards will celebrate the efforts of volunteers who strive to improve their communities through service.

[Quote here about volunteerism in TN from mayor or county coordinator.]

One youth and one adult volunteer will be selected in [your county] to receive this prestigious award. Nominees will be judged based on the community's need of the volunteer service performed, initiative taken to perform the service, creativity used to solve a community problem and impact of the volunteer service on the community.

Nomination forms can be found in various local businesses throughout [your county], including [name some key places]. They can also be accessed online at [URL] or by calling [County Coordinator's number]. Applications must be received by [date here].

[Quote here about importance of volunteerism.]

Recipients of the [your county] volunteer awards will be honored at the Governor's Volunteer Stars Awards ceremony in Franklin, TN on February 10, 2019.

For more information about nominations, call [County Coordinator number here].
[Insert information about your volunteer recognition team/county coordinator.]

Volunteer Tennessee is coordinating the Governor's Volunteer Stars Awards at the state level. Volunteer Tennessee is the 25 member bipartisan citizen board appointed by the Governor to oversee AmeriCorps and service-learning programs and to advance volunteerism and citizen service to solve community problems in the Volunteer State. For more information about Volunteer Tennessee and the Governor's Volunteer Stars Awards, please visit www.volunteertennessee.net.

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FOR IMMEDIATE RELEASE
Day, Date, Year

MEDIA CONTACT:
[County Coordinator Name]
Telephone: XXX-XXX-XXXX
Cell: XXX-XXX-XXXX
E-mail: name@yourprovider.com

[YOUR COUNTY] CELEBRATES COMMUNITY HEROES AT VOLUNTEER RECOGNITION CEREMONY

OR

MAYOR [NAME] PROCLAIMS [DATE] TO BE [YOUR COUNTY] VOLUNTEER DAY

Proclamation is a commemoration of the Eleventh Governor's Volunteer Stars Awards…

WHAT: [Your County] Volunteer Stars Celebration

WHEN: DATE

WHO: Your Name or Team Name

WHERE: Address of the location where the proclamation will occur; provide driving directions if necessary

HOW: Citizens throughout [Your County] will honor volunteers and promote volunteerism by awarding an adult and youth volunteer for their outstanding service

Or

Mayor [Name] will honor volunteers and promote volunteerism by proclaiming [DATE] as [your county] volunteer day

WHY: Tennessee has a longtime legacy of service, named "The Volunteer State" almost 200 years ago. On [DATE], [Your County]'s goal is to honor volunteers and inspire others to make an impact within the community through volunteer service.

(Optional) Volunteer honorees will be available for media interviews.

For more information about the Governor's Volunteer Stars Awards, visit:
www.volunteertennessee.net

FOR IMMEDIATE RELEASE

CONTACT:
[County Coordinator Name]
[County Coordinator Phone]
[County Coordinator Email]

YOUR COUNTY TO HONOR VOLUNTEERS

[YOUR CITY, TN—Date] — [Your County] citizens will gather to recognize the efforts of volunteers who strive to improve the community during a [Theme] celebration on [date here].

[Quote here about volunteerism in TN from mayor or county coordinator.]

In conjunction with the Eleventh Annual Governor's Volunteer Stars awards, Tennessee's statewide volunteer recognition program, [your event title] will recognize [adult honoree name] and [youth honoree name], volunteers who have displayed tremendous dedication to serving [your county].

[Insert brief description of the youth and adult honorees here along with brief description of the service they provided that led to their selection as honorees.]

Nominees were judged based on the community's need of the volunteer service performed, initiative taken to perform the service, creativity used to solve a community problem and impact of the volunteer service on the community.

[Quote here about importance of improving community]

Recipients of the [your county] volunteer awards will not only be honored at [name of your county event] in [month of your event], but will also be honored as Governor's Volunteer Stars. Each recipient will be invited to attend the Governor's Volunteer Stars Awards ceremony in Franklin, TN on February 10, 2019.

Corporate and individual partners are also needed to help support [your county's] event. For more information on becoming a partner, call [county coordinator number here].

Volunteer Tennessee is coordinating the Governor's Volunteer Stars Awards at the State level. Volunteer Tennessee is the 25 member bipartisan citizen board appointed by the Governor to oversee AmeriCorps and service-learning programs and to advance volunteerism and citizen service to solve community problems in the Volunteer State. For more information about Volunteer Tennessee and the Governor's Volunteer Stars Awards, please visit www.volunteertennessee.net.

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Date

Name
Title
Publication/Company/Station
Address
City/State/Zip

Dear [Name]:

[SAMPLE TEXT: To many, Susie Taylor's daily routine may not seem very unique. After a quick breakfast, she spends her day with her elderly neighbor, running errands, helping her write out bills, and ensuring that she has three healthy meals. But Susie Taylor is 77, and she exudes the spirit of volunteerism.

A member of Senior Corps' Senior Companion Program (SCP), a program sponsored by the Corporation for National and Community Service, Taylor reaches out to adults who need extra assistance to live independently in their own homes or communities. "I am so grateful for the opportunity, especially at my age, to feel like I can still help somebody else," says Taylor. "There's nothing quite like feeling as though you've made a difference."]

On [DATE], [your county] will honor [adult honoree name] and [youth honoree name], volunteers who provide exemplary volunteer service within the [your county] community. This celebration will illustrate the importance of civic participation and service to improve overall community norms. Both the adult and youth volunteer recognized at the celebration will also be honored as Governor's Volunteer Stars in March.

We have a great event to talk about and would welcome the opportunity to share the details of this volunteer recognition event with your viewers [or readers or listeners, in the case of publication and radio]. Area corporations, not-for-profit organizations, civic organizations, and the volunteer recognition team have been working diligently to make sure Tennessee continues its legacy as the Volunteer State.

We hope you'll participate in our celebration and share the information with your viewers [or readers or listeners, in the case of publication and radio]. Our desire is for people to see this event and be motivated to volunteer in their communities, whether through faith-based organizations, national service programs, schools, or simply as neighbors-helping-neighbors.

In the next few days, we will call you to determine your interest in covering this event or speaking with volunteer recognition honorees.

Thank you for taking the time to review the enclosed materials. If you have questions or need additional information, please call me at [county coordinator phone number].

Sincerely,

County Coordinator Name

APPENDIX F:
Nominee Information Checklist

Governor's Volunteer Stars Awards 2018

Nominee Information Checklist for GVSA

County Coordinators should use this checklist to make sure you are submitting all the requested info to Volunteer Tennessee.

- Complete nominee profiles
  __ Adult nominee
  __ Youth nominee
- Brief biographies (300 words or less, should highlight what makes the honoree unique. Use the questions below as a guide***)
  __ Adult nominee
  __ Youth nominee
- One "service in action" photo to be used in GVSA publications (jpeg, png format)
  __ Adult nominee
  __Youth nominee
- Head shot to be used in GVSA publications (jpeg, png format)
  __ Adult nominee
  __ Youth nominee

***Biography questions:

1. What makes the honoree an outstanding volunteer?
2. What agency(s) do they serve with? How long have the served with this agency?
3. What type of service do they perform?
4. How does their service impact their community?
5. What makes the honoree unique?

To make the editing and compiling process for the ceremony run smoothly on our end, we ask that you submit all the items on the checklist via the following online forms*:

- **Adult Honoree Recipient Submission Form**:
  www.surveymonkey.com/r/GVSAsubmission_Adult

- **Youth Honoree Recipient Submission Form**:
  www.surveymonkey.com/r/GVSAsubmission_Youth

*If unable to use online forms email Volunteer Tennessee to request a word doc version.

Submit all information to Volunteer Tennessee by *November 28, 2018*.

If you have any questions feel free to contact Volunteer Tennessee via email at Volunteer.Tennessee@tn.gov.