

# Governor's Volunteer Stars Awards



Volunteer Tennessee

[www.volunteertennessee.net](http://www.volunteertennessee.net)



# Hello There!



## Shannon Duke

- Communications and Outreach Manager
- GVSA Staff Contact
- 10+ years in non-profit sector and national service
- Favorite Ice Cream: Chocolate Chip – No Cookie Dough



# Goals for Today

- Share Recruitment Sources for Potential Nominees
- Best Practices for Youth Promotion
- Opportunity to share your ideas and thoughts



# Do Not Focus on the Numbers

- It takes time to gain traction in the recruitment process
- Follow-up is important
- Success = One More Nomination Than Last Year



# GVSA Sample Timeline

Approximate Date	Task
August/Early September	<ul style="list-style-type: none"> <li>• Coordinate Your Team</li> <li>• Confirm your Plan - Guidelines and Criteria, Recognition;</li> </ul>
September	<ul style="list-style-type: none"> <li>• Call for Nominations</li> </ul>
October	<ul style="list-style-type: none"> <li>• Select Your Honorees; (Contact VT by <b>Oct. 1</b>, if you need assistance);</li> <li>• Gather honoree information</li> <li>• - Calls from VT Board</li> </ul>
November	<ul style="list-style-type: none"> <li>• <b>Monday, Nov. 14</b> - Submit honoree info to Volunteer Tennessee. Form will open <b>on Friday, September 16</b>;</li> <li>• Be prepared to provide additional honoree info as needed.</li> </ul>
December	<ul style="list-style-type: none"> <li>• GVSA Invitations released;</li> <li>• Recognize local honorees</li> </ul>
January -March	<ul style="list-style-type: none"> <li>• Confirm GVSA invite was received;</li> <li>• RSVP to GVSA ceremony</li> </ul>
April	<ul style="list-style-type: none"> <li>• Attend GVSA Ceremony – April 2, 2023 (Franklin, TN)</li> <li>• Complete GVSA Survey</li> </ul>
May	<ul style="list-style-type: none"> <li>• Confirm County’s Participation in the next GVSA cycle</li> </ul>
May – July	<ul style="list-style-type: none"> <li>• Strengthen Volunteerism in Your Community</li> </ul>

# Existing Recognitions

- Always check to see if your county may have an existing volunteer recognition organized by another agency. For example, volunteer centers, United Ways, and chamber of commerces may already host an annual volunteer award.
  - If yes, reach out to the organization to see if you can submit their winner as the GVSA honoree for your county.
- If your organization already conducts a volunteer recognition/nomination process, you do not have to hold a separate process for the GVSA. You can submit your winner to the GVSA.



# Community Partners

*Are You Using any of these community partners?*

1. Chambers of Commerce
2. Area Nonprofits
3. Churches/Assemblies of Faith
4. Civic organizations (Rotary, Local Lions Club)
5. Local Media
6. Libraries
7. Local Businesses
8. Elected officials
9. AmeriCorps Seniors programs
10. Social Media



# GVSA Comparative Analysis

- **Lion's Club**
- **Assembly of Faith**
- **Organizations that are working to reduce homelessness or aid in housing.**
- **4-H**
- **Local Chamber**





# Coordinator Suggestions

- **Start Early**
- **Utilize Local Media**
- **Utilize Social Media**





# AmeriCorps Seniors

- **Retired and Senior Volunteer Program (RSVP)**
- **Foster Grandparents Program**
- **Senior Companion Program**



# Recruitment Sources

## Social Media

- Remember, you are catering to various audiences.
- Engaging Photos and Videos
- Stories
- Low Likes and Views Are Not Always a Problem
- Frequency Matters



# Recruitment Sources

## Tag Volunteer Tennessee

So, be sure to tag us at the following:

- Facebook (@VolunteerTennessee)
- Instagram (@VolunteerTennessee)
- Twitter (@VolunteerTN)
- LinkedIn (@VolunteerTennessee)

Also use these hashtags for additional exposure

- #volunteertennessee
- #tennesseeserves
- #GVSA
- #2022GVSA
- #GVSA15



# Veteran Service Organizations

## Reach out to your local chapter and affiliates

- Veterans of Foreign Wars (VFW)
- American Legion
- Disabled American Veterans (DAV)
- Team Red, White and Blue
- Wounded Warrior Project



# Stats for Youth Volunteers

- **YOUNG PEOPLE UNDER AGE 25 MAKE UP 1/3 OF THE POPULATION IN THE UNITED STATES AND 1/2 OF THE WORLD'S POPULATION.**
- **BETWEEN 20% AND 55% OF ALL YOUNG PEOPLE VOLUNTEER (Various factors depend on the percentage)**
- **YOUNG PEOPLE ARE MORE LIKELY TO VOLUNTEER WHEN ENGAGED THROUGH SCHOOLS, YOUTH ORGANIZATIONS, OR RELIGIOUS GROUPS.**
- **HAVING FAMILY AND FRIENDS WHO VOLUNTEER MAKES IT MUCH MORE LIKELY THAT A YOUNG PERSON WILL VOLUNTEER THEMSELVES.**



# Finding GVSA Youth Honorees

- ***Important things to note:***
  - ***Eligible applicants***
    - ***Youth Honorees – Age 25 or younger***
    - ***AmeriCorps participants are eligible***
    - ***Students, enrolled in a service-learning curriculum/course are eligible***
  - ***More stringent requirements are up to you***
  - ***You have Three Different Audiences:***
    - ***Parents***
    - ***Tweens/Teens***
    - ***Young Adult***



*% of U.S. adults in each demographic group who say they ever use ...*

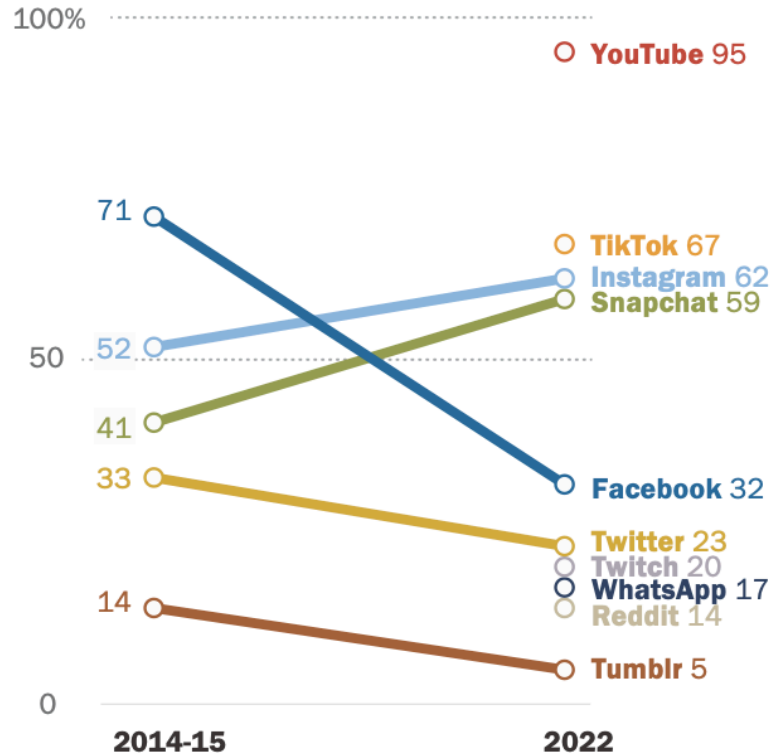
	<b>Facebook</b>	<b>Instagram</b>	<b>LinkedIn</b>
Total	69%	40%	28%
Men	61%	36%	31%
Women	77%	44%	26%
Ages 18-29	70%	71%	30%
30-49	77%	48%	36%





# Since 2014-15, TikTok has arisen; Facebook usage has dropped; Instagram, Snapchat have grown

*% of U.S. teens who say they ever use any of the following apps or sites*



Note: Teens refer to those ages 13 to 17. Those who did not give an answer are not shown. The 2014-15 survey did not ask about YouTube, WhatsApp, Twitch and Reddit. TikTok debuted globally in 2018.

Source: Survey conducted April 14-May 4, 2022.

"Teens, Social Media and Technology 2022"

**PEW RESEARCH CENTER**



# Recruitment Sources:



## School Systems

- Reach out to the Head Administrator/Principal
- Inquire about clubs (ex. Interact, Beta Club, Honor Society)
- Service Learning Coordinator/CTE Instructor



# Recruitment Sources:



## School Systems

- Don't forget about
  - Private or Independent Schools
  - Homeschool Associations
  - School Board Members
  - Parent Teacher Organizations



# Recruitment Sources:

## Post- Secondary Institutions



- Universities and Colleges
- Two-Year Community Colleges
- Trade/Technical Schools
- Non-Traditional Institutions



# Recruitment Sources

## Facebook

- Your Agency Facebook Page
- Personal Facebook Page
- Local Event Pages
- Facebook Community Groups
- City/County Government Pages



# Recruitment Sources

## Also Consider other media

### *Traditional Sources*

- Newspaper
- Radio Stations
- News Stations

### *Also Consider*

- Your Agency's Website
- Agency Newsletter
- Hyper Newspaper/Magazine
- Email Invites



# Recruitment Sources

## Special Events

### *National Days of Service Hosts*

- MLK Day
- 9/11 Day of Service

### *Local/Virtual Community Events*

- Fairs
- Networking Events
- Festivals
- Cause Awareness Events
- Government Meetings



# Recruitment Sources

## Volunteer Tennessee Partners

### *AmeriCorps*

- National Service Program
- 18 Programs Across the State





# Recruitment Sources

## Volunteer Tennessee Partners

### *Award of Excellence Recipients*

- Schools awarded for volunteer service and service-learning.



# Recruitment Sources

## Past Award Winners

- *Previous GVSA Award Winners*
- *Girls Inc.*
- *Boy Scouts*
- *Girl Scouts*
- *4-H*
- *Local Pageants*
- *Other Award Winners (Citizen of the Week)*



# More Suggestions

Community Groups	Individuals in Your Community	Diverse Populations	Volunteer Programs and Youth Advisory Boards	After School Programs
Faith-Based Youth Groups	Family	BIPOC orgs/ communities	Volunteer Centers	Boys & Girls Clubs
Lions Club	Friends	LGBTQ orgs/ communities	Local NonProfit	Big Brothers & Big Sisters
Rotary Club	Elected Officials	Disabled inclusive orgs/communities	Leadership Programs/ Chamber of Commerce	YMCA
	Social Media Influencers		Banks	



# Other Tips

- Invite Youth and Youth Advocates to be a part of your selection team
- County Directory– Volunteer TN reaches out to statewide
- Post and Distribute GVSA Flyers and Apps in Physical Places:
  - Where Your Target Audience is
  - With Your Community Partners
- Build A List for Next Year



# Deadline to Submit Honorees: November 14, 2022

Please reach out to VT by October 1, if you are still having trouble identifying nominees.



# Questions?



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