

# Governor's Volunteer Stars Awards



Volunteer Tennessee

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



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# Today's Agenda

- Overview and History of Volunteer Tennessee.
- Overview and History of GVSA
  - Service Description of the County Coordinator
  - GVSA Cycle
  - Important Dates and Deadlines
- Q & A
  - Place in the chat at any time or wait until the end.



# What is Volunteer Tennessee?

- Governor's commission on volunteerism and community service.
- 25 -member bipartisan commission founded in 1994.
- AmeriCorps – 18 programs, \$7.4M in Tennessee.
  - Engages more than 75,000 members annually in intensive service to serve through nonprofit, faith-based, and community organizations nationwide.
- Tennessee Serves Network – Partnership with Volunteer Centers
- Tennessee Conference on Volunteerism and Service-Learning – **April 2-4, 2023**
- Governor's Volunteer Stars Awards – **April 2, 2023.**



# Governor's Volunteer Stars Awards (GVSA)

- Established in 2008.
- 1 outstanding adult volunteer and 1 outstanding youth volunteer (under 25) from each county in Tennessee.
- 3 business and 3 nonprofits, 1 from each region of the state.
- 2021: 115 individuals, 66 counties, 3 businesses, 3 nonprofits.
- 2022 awards will be held April 2, 2023.



# GVSA and COVID-19

- Volunteer Tennessee adheres to state guidelines, local policy and CDC recommendations.
- Adapt Your Local GVSA Process and Recognition Accordingly
- Previous Events



# 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>

# The County Coordinator's Role

- Responsible for distributing information to the community, collecting nominations, reviewing submissions, choosing honorees from their county and holding local recognition ceremony, if possible.
- Coordinators are all volunteers – Chambers of Commerce, 4-H, United Way, County & Local Government,
- Resource guide and Volunteer Tennessee staff are available for questions.
- Coordinators must ensure that the process is fair, open and public





# Commitments & Benefits

## Commitments

- Expectation to participate.
- Expectation to select qualified honorees.
- Expectation to communicate with Volunteer Tennessee.
- No more than 5 hours/month (in following years, it should take less time). October-November will be busier.

## Benefits

- Increase awareness of volunteerism in your area.
- Increase awareness of community needs.
- Attending GVSA.
- Increased visibility of your role/your office in the community.



# GVSA Criteria

- **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.



# GVSA Criteria

***Honorees must reside and primarily volunteer in the county, for which they are being nominated.***



# 1. Choose your Team

- What is the capacity in your county?
  - Group Size
  - Size of the team will depend on how you want to celebrate and how you plan to select honorees.
- Who in the county can help?
  - Consider various sectors in the community: businesses, non-profit, government agencies.



## 2. Formulate Your Plan

- Check for Existing Recognition Programs
- Decide Your Campaign Type
  - Media Only, Small, Large
- Work on Communications Plan
- Confirm Your Guidelines and Judging Criteria

*In this stage, you will want to make sure that your plans will lead to an open, fair and public process*



# 3. Call for Nominations

- Distribute nomination form to local organizations:
  - Contact nonprofits, volunteer centers, churches, community centers, Chamber of Commerce, social clubs.
- Media relations to spread the word.
- Social Media and Websites (p.19)
  - Facebook, Instagram, LinkedIn (@VolunteerTennessee)
  - Twitter (@VolunteerTN)
- Also use these hashtags for additional exposure
  - #volunteertennessee
  - #tennesseeserves
  - #2022GVSA
  - #GVSA15



# 4. Selecting Your Honorees

- Picking a selection committee
  - Large, small, individual
  - Informal
- Reviewing nominations
  - Do they perform a majority of their volunteering in your county?
  - Do they meet GVSA and local criteria
- Informing the winners
  - Individuals calls/letters.
  - Formal event where all nominees attend.



# 5. Host a Local Recognition

- Non-event recognition
  - Proclamation from the Mayor
  - Media Announcement about Winner
  - Recognition at local government meeting
  - Ordering awards/certificates
- Event Recognition
  - Use components from the non-event ideas and combine them into an event.
  - Invite County Mayor and other elected officials
  - Develop community partnerships to sponsor event.
  - Media campaign-Media alerts/press releases.

*Please let us know if you plan to have a local ceremony or event!*





# 6. GVSA Honoree Submission

- Send in your 1 adult and 1 youth honoree to Volunteer Tennessee with the appropriate information:
  - **Honoree Contact Info-** *Vol TN will email or mail invites, and be sending materials post event*
  - **Honoree bio/narrative-** *Used in award booklet and when calling them up to receive their award*
    - Should highlight why they are a volunteer “star”***
  - **Photos-** *Ideally one “service in action” and one headshot photo- Used in event booklet and event presentation*
  - *Local GVSA Process – Volunteer Tennessee will want to know more about how you conduct your local awards program.*
- **\*Revisions to our online form.**
- Honoree submission deadline: **November 14, 2022.**



# 7. GVSA Event

- **Statewide event: Sunday, April 2, 2023**
- Honorees (and 1-2 guests), County Coordinators and County Mayors attend at no cost.
- General Assembly members and TN members of Congress will also be notified of honorees in their district and sent invitations to event.
- Nominators and family/friends can purchase tickets to the events.



# GVSA Event

- The emcee will recognize honorees by county, in alphabetical order. Honorees come up and receive their award from Miss Tennessee Volunteer and have their photo taken.
- The photos from the ceremony are available on Volunteer Tennessee's web site and each honoree receives a photo print in the mail.



# Other Opportunities:

- **View Additional Resources: <https://bit.ly/gvsaccpage>**
- **Nominate Local Businesses and Nonprofits for the GVSA -**  
The Governor's Volunteer Stars Awards also recognizes one business and one non-profit from each of Tennessee's three Grand Regions for their outstanding community involvement and service.
- **Recognize your Honoree or County with an ad in the Program book**
- **Sponsorship opportunities**
- **Serve as a County Coordinator for an additional county**



# Next GVSA Webinars

- **Monday, August 29 (2 p.m. CST) – [GVSA Call for Nominations Webinar](#)** - We will discuss nomination trends from past GVSA's and ideas on where to advertise about your local GVSA process.
- **Friday, September 16 (10 a.m. CST) – GVSA Honoree Submission Webinar** - We will roll out the honoree submission form and provide tips on a successful submission. There are changes each year to the submission form, so be sure to attend this webinar.



# Questions?



Please contact:  
Shannon Duke,  
Communications and Outreach Manager  
615-253-8585  
Shannon.Duke@tn.gov

