

COLLABORATION & PARTNERSHIP MATTERS! HOW TO HAVE A SUCCESSFUL AND IMPACTFUL NATIONAL DAY OF SERVICE

Tennessee Conference on Volunteerism & Service Learning

February 10-12, 2019

Franklin Marriott Cool Springs

Presenters: Andrea Hill, Director of Volunteer Memphis &

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MLK DAYS OF SERVICE

FRIDAY: YOUTH & EDUCATION DAY; **SATURDAY:** FRIENDS & FAMILY DAY;
SUNDAY: SERVICE SUNDAY; **MONDAY:** CLEAN-UP MONDAY



**TOMORROW
TOGETHER**

911day.org

#MOMENTOF SILENCE

On 9/11, pay your respects by going silent on social media. During the times listed below, simply post these hashtags: #MomentofSilence and #911Day. Then, stay silent for just 1 minute.

8:46 AM EDT - AMERICAN AIRLINES FLIGHT #11 CRASHES INTO THE WORLD TRADE CENTER

9:03 AM EDT - UNITED AIRLINES FLIGHT #175 CRASHES INTO THE WORLD TRADE CENTER SOUTH TOWER

9:37 AM EDT - AMERICAN AIRLINES FLIGHT #77 CRASHES INTO THE U.S. PENTAGON

9:59 AM EDT - WORLD TRADE CENTER SOUTH TOWER COLLAPSES

10:03 AM EDT - UNITED AIRLINES FLIGHT #93 CRASHES IN SHANKSVILLE, PA.

10:28 AM EDT - WORLD TRADE CENTER NORTH TOWER COLLAPSES

Source: 9/11 Memorial & Museum

9/11 DAY OF SERVICE AND REMEMBRANCE

PRESENTATION OUTLINE

- ❖ History: Why we use service to commemorate these Days of Service
- ❖ The Planning Phase
- ❖ The Pre-Implementation Phase
- ❖ The Implementation Phase
- ❖ The Debrief Phase

HISTORY: MLK DAY OF SERVICE

Legislation signed in 1983 marked the birthday of Rev. Dr. Martin Luther King, Jr. a federal holiday. In 1994, Congress designated the Martin Luther King Jr. Federal Holiday as a national day of service and charged the Corporation for National and Community Service with leading this effort. Each year, on the third Monday in January, MLK Day of Service is observed as a "day on, not a day off." MLK Day of Service empowers individuals, strengthens communities, bridges barriers, creates solutions to social problems, and moves us closer to Dr. King's vision of a "Beloved Community."

Martin Luther King, Jr. believed in a nation of freedom and justice for all, and encouraged all citizens to live up to the purpose and potential of America by applying the principles of nonviolence. MLK Day of Service is a way to transform his life and teachings into community action that continues to solve social problems. Service unites Americans of all ages and backgrounds, and strengthens communities.

<https://www.nationalservice.gov/serve/mlkdaygov/about>



HISTORY 9/11 DAY OF SERVICE AND REMEMBRANCE

In 2009, Congress designated September 11th as a National Day of Service and Remembrance under bipartisan federal law, and charged the Corporation for National and Community Service with helping to support this effort across the country.

September 11th National Day of Service and Remembrance is the culmination of efforts, originally launched in 2002 that promotes community service on 9/11 as an annual and forward-looking tribute to the 9/11 victims, survivors, and those who rose up in service in response to the attacks.

<https://www.nationalservice.gov/serve/september-11th-national-day-service-and-remembrance>

THE PLANNING PHASE

- ❖ Create a Committee
- ❖ Schedule Committee Meetings
 - Committee Meetings
 - Weekly
 - Monthly
 - During meeting brainstorm and settle on project outline and scope
 - Begin planning at least 3-6 months prior to service event
 - Assess opportunities/area of need
 - Create Timeline
 - Create Budget
 - Set goals
- ❖ Marketing Needed
 - Seek Inkind Media Support (TV, Print/Digital, Billboard)
- ❖ Assign responsibilities to committee members
- ❖ Devise plan to recruit volunteers
 - Confirm recruitment tool (database system)
- ❖ Acquire commitment from donors, volunteer groups, and sponsors, if needed
- ❖ Track goals accomplishment

THE PRE-IMPLEMENTATION PHASE

- ❖ Post project in database to recruit volunteers
- ❖ Order Supplies
 - Track in kind donations for acknowledgements
- ❖ Collect donations
- ❖ Conduct trainings as needed
- ❖ Consolidate/ distribute supplies
- ❖ Communicate with volunteers
 - Confirm volunteer assignments

THE IMPLEMENTATION PHASE

❖ Implementation could include:

- Kick-off event
- Service Projects
- Celebration for volunteers, sponsors, service partners

❖ Committee members should act as leads during service projects

❖ Communicate with sponsors

- They may want to volunteer

❖ Communicate with Media

- Give them a list of project sites to cover

❖ Take pictures and record observations, stories, and statistics

❖ Committee Leads should

- Maintain accountability of personnel (staff and volunteers), materials, and schedule
 - Includes: Supply retrieval, sign-in process, and overall volunteer management

THE DEBRIEF PHASE

- ❖ Meeting with planning committee for their start, stop, stays of the service project
- ❖ Collect/ organize sign-in sheets, media release forms, receipts, and invoices
- ❖ Collect / organize pictures and stories
- ❖ Finalize numbers of volunteers, people serves, sponsors, and partners
- ❖ Reporting
 - Develop a survey to assess Stakeholder feedback
 - Compile illustrative statistics, anecdotes, and pictures (One pager or Powerpoint)
 - Share this information with (Stakeholders: volunteers, sponsors, service partners)

VOLUNTEER MEMPHIS COLLABORATIVE IMPACT

MLK DAYS OF SERVICE

9/11 DAY OF SERVICE AND REMEMBRANCE

2017	2018	2019 Targets	2018
15 Service Partners	15 Service Partners	20+ Service Partners	11 Partners
72 Service Projects	105 Service Projects	100+ Service Projects	333 Volunteer
2000+ volunteers	4 Training/Financial Literacy Events	2400 volunteers *Number and projects still being confirmed	660+ Hours of Service
	2000+ volunteers	4000+ hours of Service	486 First Responders Served
	Over 5500 Hours of Service		



RESOURCES

<https://www.nationalservice.gov/mlkday>

<https://www.nationalservice.gov/serve/september-11th-national-day-service-and-remembrance>

<https://www.911day.org/>

<http://www.pointsoflight.org/signature-events>

<https://www.volunteermemphis.org/#/>

QUESTIONS



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