

HandsOn Action Center Frequently Asked Questions

When should applications be submitted?

We are not accepting applications at the moment, due to revisions that are being made to the membership process. If you are interested in applying for membership, please email membership@handsonnetwork.org to get on our mailing list for further information when it is available.

I have applied for membership. When will I receive my invoice for dues and my membership agreement?

Once we re-open membership, this will follow as normal. Dues and other information will be provided to you upon successfully being accepted as an Affiliate and will be made payable immediately

What are the membership dues?

HandsOn Action Center Dues 2011-2012							
Budget	\$2,500,000 +	\$1,000,000 0 - \$2,500,000 0	\$600,001 - \$999,999 9	\$400,001 - \$600,000 0	\$200,001 - \$400,000 0	\$66,000 - \$200,000 0	\$0 - \$66,000 0
Dues	\$4000	\$2500	\$1500	\$1000	\$500	\$250	\$125

When might the dues change?

The dues schedule above is in effect for fiscal year 2012 (10/1/2011 – 9/30/2012). Any adjustments in the dues schedule will be provided six months in advance of changes taking effect. It is our goal that over the next five years, dues revenue to HandsOn Network will equal one percent (1%) of collective Affiliate budgets.

How are my dues assessed?

The dues an Affiliate pays are based on the most recently-completed annual financials from the Affiliate organization or program. This is changed from previous years

As you become a member or go through the renewal process each year, you will be asked to submit the most recently completed annual financial statement from your organization or program, on which your dues assessment will be based.

For programs internal to a larger entity, your program financial statement will be multiplied by an indirect cost rate of 10% to generate a figure more comparable with independent organization revenue on which your dues will be based. This will allow programs and organizations to be assessed in a more equitable manner, since both types of entities are assessed using the same dues matrix.

For example: HandsOn Internal Program reports an annual budget of \$10,000. To calculate the figure at which dues would be assessed, HandsOn Internal Program would multiply \$10,000 by 10% to equal \$1000.

HandsOn Internal Program's dues would be assessed at \$11,000, so at the "Mobilization" affiliate category, this affiliate's dues would come to \$250 for the 2009-2010 FY.

If you feel a 10% indirect cost rate inaccurately represents your situation, you may propose an

alternative indirect cost rate utilizing federal guidelines during the annual renewal period (August 1 – September 1)

Dues Assessment -- Programs Internal to Another Entity

If your Affiliate is internal to another entity, such as a Volunteer Center within a United Way, and you do not have dedicated line item in your budget to use in calculating your dues, please work with your CEO/CFO to generate a financial report that outlines expenses incurred to accomplish your volunteer engagement work. Please submit this financial report, signed by your CFO or CEO, together with your application, and use the figure generated outlining your expenses as your 'program budget' to determine your Affiliate's dues amount.

If your program is not able to generate a report on expenses incurred by your Affiliate, you must use the financial statement of the entire organization (beyond the Affiliate's program) to determine your Affiliate dues amount.

Dues Assessment -- Pass-Through

Some Affiliates' operations entail administering pass-through of significant funds to other organizations. These funds may not be excluded when calculating dues; your Affiliate's full board-approved annual operating budget is the figure by which your dues should be assessed.

Questions about the application?

Send an email to: Membership@HandsOnNetwork.org

What does *Protected Market* mean?

In the interest of promoting affiliate sustainability and local collaboration in general, HandsOn Network will not approve applications from new Affiliates in a community already served by a HandsOn Network Affiliate in good standing. Membership inquiries approaching HandsOn Network for affiliation of a new organization that lies within an Affiliate's service area will be shared with affected Affiliates. Due to the size and ongoing local re-evaluation of some service areas, we will consult with the existing Affiliate in the area to determine if the request to affiliate by a new organization should be considered.

How can I access training resources, such as *toolkits, best practice documents and webinars*?

Upon approval of your membership application and receipt of your Affiliate Membership Dues, you will be provided with a login to the Affiliate Member Center, where you can access these documents and other information about upcoming Affiliate opportunities and trainings.

What is *Leadership Faculty*?

Leadership Faculty is a cadre of Affiliate leaders that have expertise to offer other Affiliates and membership partners through contracts for training or technical assistance. The process for enlisting expertise in Leadership Faculty and engaging support from Leadership Faculty will be more fully developed to incorporate the significant investment of resources from the Corporation for National and Community Service through a cooperative agreement with HandsOn Network.

We look forward to engaging Affiliate leaders to co-lead an expanded portfolio of knowledge-sharing forums and initiatives, including webinars (scheduled online training sessions delivered by live trainers including peer-led sessions) and e-courses. These educational opportunities will highlight effective practices in volunteer management, volunteer retention, and recruitment of volunteers to more effectively engage their leadership and professional skills. In addition, leadership faculty may be mobilized for more focused, on-site peer-to-peer technical assistance.

What is a *Peer Exchange*?

A Peer Exchange is an opportunity for Affiliates to visit another affiliate to share effective practices around a specified program or other capacity-building objective. Stipends to defray the costs associated with a Peer Exchange, advice on options for a Peer Exchange based on affiliate learning objectives and coordination support will be available through Affiliate Advancement. These opportunities have

associated requirements for dissemination of replicable knowledge gained with other Affiliates and for the “public domain.”

How can I get connected with local project management opportunities for HandsOn Network corporate partners?

If HandsOn Network is approached by a corporate partner seeking support for a project in your area, your Affiliate will be contacted to determine your interest in pursuing the opportunity. Alternatively, if a corporate partner you work with wishes to connect with other Affiliates for multiple-market project management support, please let us know. Contact the Regional Vice President serving your area for more information.

What learning opportunities can I access?

Webinars and other learning opportunities currently available to affiliates are posted in the Weekly Affiliate Newsletter. Learning opportunities correlating to membership will be available on an ongoing basis throughout the fiscal year. We will continue to survey the Affiliate community to ensure we are providing opportunities most relevant to your needs.

Regarding the benefit *National Service Members*, does the Affiliate or HandsOn Network fund the match requirement?

The Affiliate funds the match requirement and members are available on an annual basis. The National Service calendar of opportunities does not align with membership renewal. More information about National Service members can be found in the weekly Affiliate Newsletter.

What are the parameters around “create or collaborate” satisfying requirements related to Signature Events?

Create: Affiliate is in a leading coordination role presenting the event

Collaborate: Affiliate is in partnership with another organization(s) leading the coordination of the event. Affiliate provides some form of additional expertise around volunteer engagement/training/coordination or other resource support toward the successful execution of the event.

What are the parameters around the requirement related to Technology (“Maintain online presence that facilitates engaging volunteers in meaningful opportunities to serve”)?

HandsOn Connect satisfies this requirement. If the Affiliate is not using a HandsOn Network-supported technology product, the Affiliate must offer basic information about how to get involved in volunteering online, and have some ability (online or off-line) to quantify impact through tracking volunteer activity.

Are membership dues separate from fees paid for HandsOn Connect?

Yes, however in order to access benefits and remain a member in good standing, you must be current on *all* dues or fees owed to HandsOn Network

What data will be requested from my affiliate for the Affiliate Annual Report?

Please refer to Reporting Guidance presentation, which will be made available to Affiliates by January of each year. Questions or other input to this process may be addressed to evaluation staff at evaluation@handsonnetwork.org.

What are the requirements related to Branding?

All Affiliates must communicate standard language designating affiliation with HandsOn Network in publicly-available materials, regardless of membership category, as follows:

An Affiliate of HandsOn Network

An Affiliate logo including this language can be found on our Affiliate Member Center and is the preferred way to communicate affiliation with HandsOn Network (Affiliate Tagline.EPS).

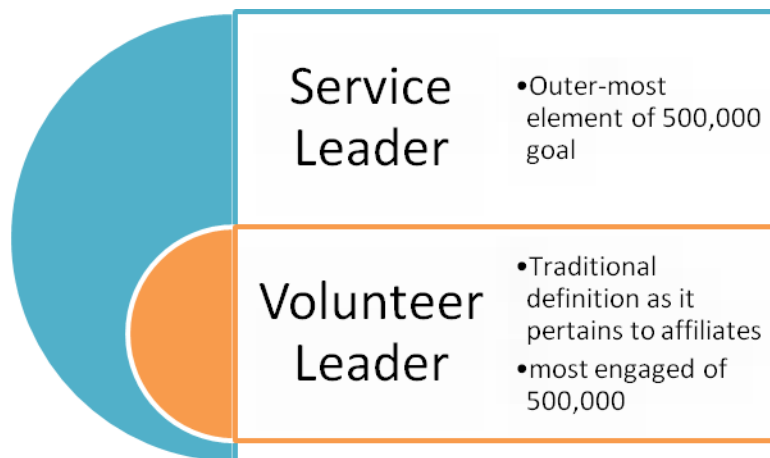
Options for full alignment with HandsOn Network branding are offered to all Affiliates. A full branding toolkit with additional specifications for logo placement and options for alignment with HandsOn Network is available online on the member center.

Tell me more about requirements relating to the Strategic Impact Areas.

Organizationally, HandsOn Network has adopted 4 Strategic Impact Areas. These are issue based areas where we hope to leverage affiliate assets/programs/projects, national programs (such as Days of Service and HandsOn Corps), national cause-marketing efforts and funds to drive community based change on key social sector problems. Focus on these issues will be driven by our Get HandsOn framework.

The Get HandsOn! Campaign is Points of Light Institute’s enterprise-wide effort to mobilize millions of Americans to help young people succeed, protect our environment and ensure the economic well-being of our friends and neighbors – and in the process illustrate the impact of volunteer service.

We will do so primarily through recruiting and equipping 500,000 Service Leaders -- those taking initiative to improve their communities and recruiting, leading or enabling others to participate. For example, a Service Leader might organize a clean-up of a neighborhood park, use social media to recruit people to volunteer, coordinate other volunteers for a local non-profit, school or faith-based organization, lead a HON affiliate managed project, or serve on a speakers bureau or fundraising committee for a HON affiliate. For the purposes of the campaign, the term “Service Leader” is inclusive of the current category of Volunteer Leader as defined in the Affiliate Annual Report as well as other commonly used designations such as Project/Team Leader, Resident Leaders, Self-Organizer or Self-Led Volunteer.



Service Leaders will act as catalysts in their communities, organizing their friends, neighbors, co-workers and family members to engage in 2 million acts of service and, as a result, make a measurable difference in our schools, in our environment and in meeting our neighbors’ basic needs.

For the purposes of the campaign, an **act of service** will be defined as any organized action that improves a community, from household activities such as contributing to a food bank to group projects such as creating a community garden and may take place within a single day or last over a longer period of time.

Through the campaign we will focus our efforts on three areas of need – education, environment and the economy:

1. Support Kids’ Success (Education)

- Support Student Success -- 100,000 Youth Success Service Leaders

Acts of Service will include:

- Service Clubs (Kids Care Clubs)
- Service Learning Resource Programs
- Academic and Enrichment programs
 - Tutoring and Mentoring programs
 - Young authors/book clubs
 - Drama/music/arts clubs
 - Math/Science clubs
 - Team green clubs (environment and education focused)
 - Sports programs
 - Financial literacy programs/stock market game for youth
 - Urban adventures programs (parents and community members take kids on trips to museums, ice skating, apple picking, etc.)

- Engage and Empower Students – 100,000 Student Empowerment Service Leaders

Acts of Service will include:

- Service Clubs
- Service Learning Opportunities

2. Cultivate Greener Communities (Environment)

- Cultivate Green Communities - 50,000 community greening Service Leaders

Acts of Service will include:

- Neighborhood clean-ups
- Trail building
- Play Space Reclamation Projects
- Community Beautification Gardens
- Invasive species removal
- Environmental education and outreach (*topics: energy consumption, transportation alternatives, etc*)
- Green roofs

- Blacktop replacement
- Reuse More Stuff -- 50,000 recycling/reuse Service Leaders

Acts of Service will include:

- Composting
 - Rain barrel construction
 - Recycling programs
 - Education/outreach about recycling and reuse
 - Save Energy – 50,000 energy-savings Service Leaders
- Acts of Service will include:
- Energy Audits (Home/Congregation/Workplace/School)
 - Weatherization
 - Alternative Transportation (Carpooling)
 - Light-bulb replacement projects
 - Energy savings education/outreach

3. Grow Prosperous Neighborhoods (Economy)

- Share Financial Know-How - 25,000 financial literacy and tax credit volunteers

Acts of Service will include:

- EITC Outreach & VITA
- Financial literacy/management training
- Asset Building Activities
- Benefits Maximization
- Job skills training and readiness
- Make Healthy Food More Easily Available - 125,000 community gardeners and food bank volunteers

Acts of Service will include:

- Food drives
- Educational events focused on:
 - How to access healthful food
 - Starting your own garden
 - Shopping at farmers markets

- Healthy Cooking classes
 - Nutrition
- Fruit and Vegetable Gardens in schools and neighborhoods
- Food Reclamation Projects
- Farmers Markets/COOP
 - Encourage communities to embrace farmers markets
 - Advocating that farmers markets accept food stamps

Why are we doing it?

Because it both supports our mission and our business strategy:

Mission related reasons

- To demonstrate that the volunteer service can truly affect change and make an impact on pressing social issues.
- To support a healthy and vibrant democracy by offering individual citizens opportunities to become more deeply engaged with civic life.

Business Strategy Related Reasons

- Increasingly support HandsOn Action Centers: The Get HandsOn! Campaign will emphasize the importance of leadership in effective volunteer service. Service Leaders will be encouraged to participate in HandsOn Network's and/or the local HandsOn Action Center's volunteer leader training. HandsOn Network can begin to nationally promote local volunteer leader vacancies to increase awareness about the need for and importance of volunteers playing this role in the sector. Ideally, The Get HandsOn! Campaign will help increase volunteer leader recruitment at the local level.
- Support individual Service Leaders where Action Centers don't exist (Direct-to-People Strategy): In an age where technology has reduced geographic boundaries, The Get HandsOn! Campaign allows Points of Light Institute and all of its related business units to work directly with individual volunteers in places where an affiliate organization does not exist, such as rural and suburban areas. The Get HandsOn! Campaign allows us to inspire, equip and mobilize individuals in these communities who want to make a difference, but who may not have access to the organizational infrastructure to support their needs. The Get HandsOn! Campaign will empower these individuals to be the leaders they've been looking for.

- More deeply and broadly establish a corporate culture focused on creating real and lasting social change: Through the Get HandsOn! Campaign we will build on the work already underway across the enterprise to evaluate, learn from and evolve our programming to achieve more and greater impact in the communities we serve.

How will we do it? (What does it mean for you?)

People will be encouraged to participate in the Campaign through three sometimes overlapping channels:

- HandsOn Network affiliates, AmeriCorps Alums and GenerationOn
- National nonprofit partners such as AARP
- Directly through national communications and promotional efforts

We will get the word out about the Campaign and persuade people and organizations to participate through an aggressive national marketing and promotional campaign that will in its first year be built around three public challenges aimed at identifying and signing up 100,000 Service Leaders. The first of the challenges – Service Leader Tag – will launch at the June 2010 National Conference on Volunteering and Service. Corporate underwriting will be critical to our ability to undertake the promotional campaign at the scale required to reach our campaign goals.

Every business unit and department in the organization will play a role in the success of the Campaign.

Strategic Communications & Marketing – Communications will strive to: inspire people to become “Service Leaders” and join the Campaign, equip people to lead the change they wish to see in the world through online, local affiliate, partner or national program training; and mobilize people to take action to make a difference in our schools, in our environment and in meeting our neighbors’ basic needs.

The full communications resources of the enterprise will be brought to bear on the goals of the Campaign. Strategic Communications will develop the message platform for the Campaign and will use external and internal media to promote the key messages to our target audiences. In particular, they will explore the most effective ways to engage our target audience via social media such as Twitter, Facebook and agency blogs. Staff engaged in social media activity will work to create a community among the Service Leaders, encouraging collaboration, best practice sharing and increased engagement.

Marketing & Events - Marketing will create the branding and iconography for the Campaign, develop strategic corporate partnerships to advance the aims of the Campaign and will ensure that our efforts around national days of service and other events are aligned with the goals of the Campaign.

HandsOn University – Through HOU, Points of Light will develop volunteer leader and project management tools and resources and toolkits for proven, effective projects in each of the three focus areas. Together with Affiliate Advancement, Strategic Communications and Partnerships teams, HOU will make the tools and resources available through the HON affiliate network and partners as well as directly to the public and will increase both the availability and usability of training resources so they are easily accessible online and easy as well as fun to use.

GenerationOn – The GenOn team will play a dual role in the Campaign, functioning as our in-house experts on education and youth service as well as the primary channel through which we will activate young people and adults who care about them to join the Campaign. GenOn will also work with the

training and technical assistance and partnerships teams to equip volunteers interested in working with youth.

Mobilization & Impact – The M&I team will play a key role in ensuring program quality in the Campaign as well as activating Service Leaders throughout the country through our national AmeriCorps grants programs. The M&I team will also help in the development of our direct-to-people programming. For example, for volunteer opportunities that aren't tied to a specific location the project development, management and measurement duties typically executed by a local affiliate will increasingly occur at the national level. The M&I department will begin to promote national volunteer opportunities that are not place-based, such as skills based, pro bono opportunities, disaster relief opportunities, etc.

Partnerships – Points of Light's partnership development will support The Get HandsOn! Campaign and, in particular, the M&I team in identifying nonprofit partners in the areas of education, the environment and the economy (meeting basic needs) who: can provide relevant tools and materials for volunteers, are interested in the volunteer leader model, want to accept trained volunteer leaders and will promote those opportunities on our website, as well as non-placed based opportunities for skills-based volunteers.

Technology – The technology team will support the Get HandsOn! Campaign by ensuring that the tech requirements needed to alter our operational model as described above are in place.

AmeriCorps Alums – Because the Alums are our largest existing online community and because they are a group we already consider service leaders, the Alums will support the Get HandsOn! Campaign as promoters and recruiters of other service leaders. The Alums will be evangelists for volunteer leadership. Each alum will be challenged to recruit 10 people to become Service Leaders. The Alums Service Leader Challenge!

Affiliate Advancement – The affiliate advancement team will encourage and equip affiliates to actively participate in the Campaign and will work with the network to develop the best process for collecting and promoting both their volunteer leader vacancies and any non-place-based volunteer opportunities they may have.

Evaluation – with increased resources, the evaluation team will strive to demonstrate the connection between targeted volunteer engagement and significant societal impact in general and the efficacy of the volunteer leader/managed project model in particular.

Strategy and Coordination – The Strategy team will oversee the development of the overall campaign strategy, budget and detailed annual plans and coordinate the work of the Campaign across the different parts of the enterprise.

Resource Development – The Resource Development team will work with the Strategy Team and others in the organization to develop the case for the Campaign and raise the resources necessary to execute the plan and achieve the Campaign goals.

How will we measure success?

As a result of the Get HandsOn! Campaign, in three years the organization will have established direct relationships with 500,000 Service Leaders and completed an additional 2,000,000 acts of service, and in the process will have improved student success, protected the environment and helped low income families become more financially secure.

For marketing and communications purposes we are developing estimates of the possible impact of the Campaign based on publically available data. For instance, in the area of financial literacy training, studies show that families who receive such training from their employer save 20% (or roughly \$1,200 a year) more than the average worker. If, through the Campaign, we train 100,000 families a year for three years we would have helped those families save an additional estimated \$360 million.

We will also have collected quantitative and qualitative data that demonstrate a correlation between volunteer engagement and community change. We will evaluate the Campaign at two levels. First, we will evaluate the Campaign in terms of its effectiveness in engaging people and organizations to participate. At this level we will look at process indicators such as number of partner organizations, Service Leaders registered, etc. Second, we will seek to measure the social impact of the Campaign and the particular contribution of the HandsOn model of service by developing a social value calculator and doing in-depth multi-year studies in a handful of cities/municipalities.