

# Celebrate Service

National Volunteer Week  
April 21 - 27, 2013

National Volunteer Week  
RESOURCE GUIDE 2013

POINTS   
OF LIGHT

# National Volunteer Week 2013 Resource Guide

Points of Light Institute is excited to offer this adaptable online toolkit, full of helpful ideas and marketing strategies to actively support your involvement in National Volunteer Week. Within the toolkit, you'll find project ideas, volunteer leader resources, ideas and solutions for recognizing your volunteers throughout the week.

In this resource guide you'll find all the essential messages and resources needed to effectively encourage and acknowledge volunteer participation, inspiration and recognition during National Volunteer Week 2013. This guide will help you make it a week filled with stories of inspiration and hope that encourages all of us to discover vital and imaginative ways to increase volunteer participation and intensify community impact.

National Volunteer Week, April 21-27, 2013 is about inspiring, recognizing and encouraging people to seek out imaginative ways to engage in their communities. It's about demonstrating to the nation that by working together, we have the fortitude to meet our challenges and accomplish our goals. National Volunteer Week is about taking action and encouraging individuals and their respective communities to be at the center of social change—discovering and actively demonstrating their collective power to foster positive transformation.

This is the perfect opportunity for your organization and volunteers to seize the moment and share the national spotlight that National Volunteer Week deservedly receives. Simultaneously, you can leverage this brief window of national opportunity to advance your individual cause and promote volunteer commitment in your community.



# Table of Contents

About National Volunteer Week .....	4
Marketing Resources.....	5
National Volunteer Week Logo .....	6
Banner Sample.....	7
Key Messaging .....	8
Template Media Advisory .....	9
Template Press Release .....	10
2013 Media Outreach Tips.....	11
2013 Social Media Tips .....	13
Appendix .....	14
2013 General Planning Timeline.....	15
Proclamation Request Letter .....	16
Sample Proclamation .....	17
Sample Recruitment Message / Flyer.....	18
Sample Photo Consent Form.....	19
Volunteer Registration Form & Sample Waiver.....	20
Volunteer Evaluation Survey .....	21
2013 Media Outreach Tips.....	22

# About National Volunteer Week

## National Volunteer Week: April 21-27, 2013

Celebrate Service, captures the meaning of this signature week: Honoring the people who dedicate themselves to taking action and solving problems in their communities.

Established in 1974, National Volunteer Week has grown exponentially in scope each year, drawing the support and endorsement of all subsequent U.S. presidents, governors, mayors and other respected elected officials.

This year, Points of Light is also honored to recognize the fourth anniversary of the Edward M. Kennedy Serve America Act and the creation of the Volunteer Generation Fund through a series of celebratory and service events across the nation.

Celebrate Service, presents an opportunity for individuals, families, nonprofit organizations and government entities alike to celebrate the ordinary people who accomplish extraordinary things through service.

National Volunteer Week embodies the energy and power volunteers evoke on a daily basis as they lead by example—not only encouraging the people they help, but motivating others to serve as well.

**Celebrate**   
**Service**  
National Volunteer Week  
April 21 - 27, 2013



# Marketing Resources

The following marketing resources and National Volunteer Week brand attributed have been created to help you generate awareness regarding events and activities, as well as to assist you in strategically aligning your efforts and organization with the National Volunteer Week brand.

- National Volunteer Week Logo
- Banner Sample Key Messages
- Template Media Advisory
- Template Press Release
- Media Outreach Tips
- Template Press Release Pitch
- Conducting Interviews
- Public Relations Pointers
- Social Media Outreach Tips



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# Banner Sample

You can download this banner and customize it for your use at  
<http://www.handsonnetwork.org/nationalprograms/signatureevents/nvw>



# Key Messages

- National Volunteer Week, April 21-27, is about inspiring, recognizing and encouraging people to seek out imaginative ways to engage in their communities. It's about demonstrating to the nation that by working together, we have the fortitude to meet our challenges and accomplish our goals.
- National Volunteer Week is about taking action and encouraging individuals and their respective communities to be at the center of social change – discovering and actively demonstrating their collective power to foster positive transformation.
- Sponsored by Points of Light, National Volunteer Week was established in 1974 and has grown exponentially each subsequent year, with thousands of volunteer projects and special events scheduled throughout the week. For more information visit [www.pointsoflight.org](http://www.pointsoflight.org).



# Template Media Advisory

Please customize the below media advisory as needed and distribute to local media to build awareness and participation in your event.

[add your organization logo]

\*\*\*MEDIA ALERT FOR NATIONAL VOLUNTEER WEEK\*\*\*

SAMPLE HEADLINE: Celebrate Volunteers During National Volunteer Week  
SAMPLE SUBHEAD: More than 200 Volunteers Expected to Gather in Piedmont Park to Celebrate Volunteer Efforts

Contact: [insert contact name, your organization's phone and e-mail]

WHO: [list names of dignitaries attending your event]

WHAT: [briefly describe event - sample... Approximately 200 volunteers from surrounding neighborhoods, including local dignitaries, teen service leaders and elementary school children, will gather in Piedmont Park to kick-off this year's celebration of National Volunteer Week and recognize the power of service.

WHERE: [event address]

WHEN: [event time and date]

WHY: National Volunteer Week is about inspiring, recognizing and encouraging people to seek out imaginative ways to engage in their communities. It's about demonstrating to the nation that by working together, we have the fortitude to meet our challenges and accomplish our goals.

Sponsored by Points of Light—National Volunteer Week was established in 1974 and has grown exponentially each subsequent year, with literally thousands of volunteer projects and special events scheduled throughout the week. With the fourth year anniversary of the Edward M. Kennedy Serve America Act, the creation of the Volunteer Generation Fund and the resonant call to serve from the President, this year will be even more energizing and inspiring.

For more information regarding National Volunteer Week activities, please visit: [insert your website] or [www.PointsofLight.org](http://www.PointsofLight.org).

[INSERT ORGANIZATION CONTACT INFORMATION HERE (NAME, PHONE, EMAIL)]

# Template Press Release

[Please customize the below press release as needed and distribute to local media to highlight your recognition event and the impact of service on community challenges.]

**SAMPLE HEALDLINE:**

**[ORGANIZATION NAME] Announces Recognition Plans for 2012 National Volunteer Week**

**SAMPLE SUBHEAD:**

**Local Volunteers Encouraged to Celebrate Power of Volunteerism During National Volunteer Week**

[CITY/STATE, MONTH DAY, 2013 – ORGANIZATION NAME, ORGANIZATION DESCRIPTION], today announced plans to celebrate National Volunteer Week, a time dedicated to demonstrating to the nation that by working together, we have the fortitude to meet our challenges and accomplish our goals.

National Volunteer Week, April 21-27, is about taking action and encouraging individuals and their respective communities to be at the center of social change – discovering and actively demonstrating their collective power to foster positive transformation.

[INSERT RECOGNITION PROGRAM OVERVIEW HERE:

WHAT IS TAKING PLACE? WHERE IS IT HAPPENING? WHO IS PARTICIPATING?  
WHAT IS THE IMPACT?]

[“INSERT ORGANIZATIONAL QUOTE HERE RE: SERVICE RECOGNITION EVENT AND WHY IT IS IMPORTANT TO THE COMMUNITY ON NATIONAL VOLUNTEER WEEK.” INSERT PROGRAM DETAILS HERE: HOW CAN LOCAL VOLUNTEERS LEARN MORE OR GET INVOLVED.]

Sponsored by Points of Light—National Volunteer Week was established in 1974 and has grown exponentially each subsequent year, with literally thousands of volunteer projects and special events scheduled throughout the week. With the fourth year anniversary of the Edward M. Kennedy Serve America Act, the creation of the Volunteer Generation Fund and the resonant call to serve from the President, this year will be even more energizing and inspiring.

[About INSERT ORGANIZATION NAME  
INSERT ORGANIZATION BOILERPLATE INFORMATION

Contact: ADD ORGANIZATION CONTACT HERE (NAME, PHONE, EMAIL)

## Use Media to Recognize Your Volunteers and Volunteer Leaders

- Organizations with marketing managers and/or local PR agencies or consultancies are encouraged to contact local broadcast (TV and radio), print (newspapers, weeklies and magazines) and online outlets (blogs, websites).
- Research the relevant outlets and reporters/editors in your market who have covered your organization or similar charities and nonprofits in the past and who might be interested in your National Volunteer Week programming in order to compile an up-to-date media list. You'll find that Google News is a great tool for this.
- If you think your National Volunteer Week program would fit nicely in a certain column or correspond to a recent article you read, suggest that to the reporter, showing you have done your homework. If you call the front desk of any outlet, they will be able to provide you with the phone numbers and email addresses of the journalist you're looking for. You can also ask, "Who covers philanthropy and nonprofit organizations?" and they will direct your call.
- Local markets should feel free to target local online publications and blogs to announce the National Volunteer Week program and recruit volunteers. Conducting a Google search using key words like "service," "volunteerism" or "charities" coupled with the name of your market, or checking local portals in your market – like Boston.com – is a good place to start. If pitching blogs, identify the blog host and pitch them as you would pitch a reporter. Remember to always be transparent and identify yourself as someone representing your organization, not just an interested citizen.
- Your affiliated chapters or sponsors in your region could also be a powerful ally in this effort. Be sure to brief them and find out if you can work jointly to release the press materials and contact the media. They may also be able to provide a copy of their media contacts and help act as spokespersons. Be sure to invite them to your National Volunteer Week recognition event.

# 2013 Media Outreach Tips

	Materials	Date
Print	<p>The best way to initially reach the print publications is through e-mail. We recommend you send a short pitch (see press release pitch below), along with the press release copied and pasted into the body of the email. As a general rule of thumb, do not include attachments or embed the logos in your email.</p> <p>Start this process in March – many media are already planning their National Volunteer Week stories.</p>	Beginning in March
	<p>You should follow up with journalists with a phone call, waiting a day (or as many as two days) between contacting them by email and then following up by phone. A phone conversation may go something like this:</p> <p>Hi, this is NAME from ORGANIZATION. We are holding a recognition event to celebrate National Volunteer Week this year. NUMBER of VOLUNTEERS ATTENDING WHAT ACTIVITY. I sent you an email about this earlier and was wondering if you'd be interested in joining us for the event, or telling your readers about it....</p>	1st Week of April
Photo Desk	Be sure to send a media alert to media the week leading up to your activity, and then again the day prior and early on the morning of National Volunteer Week.	1st Week of April
Broadcast	The broadcast media works a bit differently from print. We recommend you send them the media alert (see appendix) via email, and start talking to them in April. This segment is also the only group who still use faxes. Call the front desk of your local radio/news stations and ask them for the fax number for their news room; don't be afraid to both fax and email the alert.	March - April
Online	Online media loves emails. Again, start talking to these media in September, send them your pitch letter and release in April, just as you did with the print media.	March - April

## Use Social Media and Social Networks to Recognize Your Volunteers and Volunteer Leaders

Here are a few ways you can recognize your volunteers and volunteer leaders across your social networks:

### Use Facebook

- Invite your Facebook friends to join you by serving with you on your project. (Be sure to follow up individually with everyone that says they'll join you as the no show rate can be higher with Facebook RSVPs.)
- Share the link to the official National Volunteer Week Resource Guide [www.pointsoflight.org](http://www.pointsoflight.org) and ask your friends in other towns to start their own projects.
- Mention Points of Light in your Facebook page and we'll be sure to "like", "share" and comment on your post. (To mention us so we'll see it, first "like" the Points of Light Facebook Page (<http://www.facebook.com/pages/Points-of-Light/80791482166>), then, in your wall post, type "@PointsofLight" and you should see a drop down menu with the name. Select Points of Light from the drop down menu. This creates a hot link in your wall post directly to our wall and we'll be sure to see your post!)

### Use Twitter

- Share the link to the official National Volunteer Week Resource Guide (<http://www.pointsoflight.org/>) and ask your followers to start their own projects.
- Share the details of your project with your followers.
- The hashtag for National Volunteer Week 2013 is #NVW13. (If you mention @PointsofLight, we'll retweet it and/or @reply.)

### Blog!

- Write a post about why National Volunteer Week is important to you and your volunteers.
- Include a profile of the person you are recognizing for your readers. How did their service change the community?
- Send a link to your blog post to [listen@pointsoflight.org](mailto:listen@pointsoflight.org) and we'll link to it from <http://www.pointsoflight.org/blog>

### Youtube It!

- Answer the blog writing prompt questions on video and upload it to Youtube, then share it with your Facebook and/or Twitter friends.
- Send a link to your blog post to [listen@pointsoflight.org](mailto:listen@pointsoflight.org) and we'll link to it from <http://www.pointsoflight.org/blog>

# Appendix

In this section, we've included some general tips and worksheets to support volunteer leaders as they activate projects in your community.

## Tools, Worksheets and Checklists:

- Recommended General Planning Timeline
- Proclamation Request Letter
- Sample Proclamation
- Sample Recruitment Flyer
- Sample Photo Consent Form
- Volunteer Registration Form & Sample Waiver
- Volunteer Evaluation Survey



# 2013 General Planning Timeline

## Get Materials Online

- To download the award news release, drop-in article and other materials, visit the Certifying Organization section of the President's Volunteer Service Award at: [www.PresidentialServiceAwards.gov](http://www.PresidentialServiceAwards.gov).
- The following materials in the National Volunteer Week Resource Guide 2013 are available at [www.pointsoflight.org](http://www.pointsoflight.org): Proclamation Request Letter, Sample Proclamation, Sample Banner, Sample Flyer, Photo Consent Form, Volunteer Registration Form, Sample Waiver and Volunteer Evaluation Survey.

# Proclamation Request Letter

[Recipient Name]  
[Address]  
[City, State, Zip Code]

Dear [Mayor/Governor/Other Elected Official name]:

As we approach the 40th annual National Volunteer Week, April 21-27, we ask you to honor [city or state] volunteers who tirelessly share their time and talent with those in need. Your support can challenge and encourage the people you represent to commit to sustained and future volunteer service. [Insert a thank you for past participation, if relevant].

National Volunteer Week is about inspiring, recognizing and encouraging people to seek ways to engage in their community. It's about meeting our challenges not as isolated individuals, but as members of a community, with all of us working together.

Enclosed you will find a sample proclamation and more information about National Volunteer Week, which is sponsored by Points of Light. This special week was designated by executive order by President Richard Nixon in 1974. Every President since has signed a proclamation of support announcing National Volunteer Week as the national week of recognizing volunteers.

[name of your organization] plans to honor the volunteers in [name of your city] by [insert SHORT description of your planned recognition events]. We invite you to join our celebration of volunteers at [insert information about your event].

If you have any questions, please call [local contact]. We would be honored to have you participate and look forward to your response.

Sincerely,

[your name]  
[title, organization's name]

# Sample Proclamation

WHEREAS, the entire community can inspire, equip and mobilize people to take action that changes the world; and

WHEREAS, volunteers can connect with local community service opportunities through hundreds of community service organizations like HandsOn Network Action Centers; and

WHEREAS, individuals and communities are at the center of social change, discovering their power to make a difference; and

WHEREAS, during this week all over the nation, service projects will be performed and volunteers recognized for their commitment to service; and

WHEREAS, the giving of oneself in service to another empowers the giver and the recipient; and

WHEREAS, experience teaches us that government by itself cannot solve all of our nation's social problems; and

WHEREAS, our country's volunteer force of over 63 million is a great treasure; and

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

NOW, THEREFORE, I, [name/title] do hereby proclaim

April 21-27, 2013  
National Volunteer Week

In [city/state], and urge my fellow citizens to volunteer in their respective communities. By volunteering and recognizing those who serve, we can replace disconnection with understanding and compassion.

Signed this [DATE] day of [MONTH], 2013

## Make a Commitment to Serve

# Celebrate Service

National Volunteer Week

April 21 - 27, 2013

Established in 1974, National Volunteer Week has grown exponentially in scope each year since, drawing the support and endorsement of all subsequent U.S. presidents, governors, mayors and other respected elected officials.

National Volunteer Week is about inspiring, recognizing and encouraging people to seek out imaginative ways to engage in their communities. It's about demonstrating to the nation that by working together, in unison, we have the fortitude to meet our challenges and accomplish our goals. National Volunteer Week is about taking action, encouraging individuals and their respective communities to be at the center of social change—discovering and actively demonstrating their collective power to foster positive transformation.

National Volunteer Week is not only our moment in time to celebrate our volunteers, but to enable a nation to share ideas, practices, and stories, wherever they happen thereby shaping a movement to re-imagine the notion of citizenship for the 21st century.

Organization  
Logo Here

Visit [www.pointsoflight.org](http://www.pointsoflight.org) today  
and make a commitment to serve.

# Sample Photo Consent Form

[Insert Organization Name]

## Limited Consent And Release

The undersigned model and photographer representing the [insert Organization name] hereby agree to accept all conditions set forth in this limited consent and release.

I, \_\_\_\_\_, the undersigned model, hereby give \_\_\_\_\_, the undersigned photographer of [insert Organization name], specific permission to: publish, copyright, distribute and/ or display photographic images of me taken on the below listed date. The permission granted herein is strictly limited to the uses described below and for no other purposes, whether suggested or implied. I, the undersigned photographer, agree that the model has the right to inspect and/ or examine all photographs and/ or written text to which the images may be applied before use as described below.

I, the undersigned, hereby release and discharge the undersigned photographer of [insert Organization name] from any and all liability by virtue of distortion, blurring, alteration, optical illusion and/or use in composite form, whether the same is intentional, or otherwise. I understand that the photographer, his clients or assigns may use any process or procedure resulting in the completion of the finished product, the publication, distribution, or public display, when photos of me are used in accordance with the usage below.

INTENDED USAGE: By signing this limited consent and release form I, the undersigned model, represent that I am of legal age in the state in which this limited consent and release form is executed, that before signing this document, I have read it completely and understand it, and that I am bound, as is anyone who succeeds to my responsibilities and rights, as my heirs or assigned. I release the undersigned photographer of [insert Organization name] and give up any and all future claims and rights that I may have at any time.

\_\_\_\_\_  
Session Date

\_\_\_\_\_  
Signature of Person Being Photographed

\_\_\_\_\_  
Photographer's Signature

\_\_\_\_\_  
Name of Person Photographed (Please Print)

\_\_\_\_\_  
Witness

\_\_\_\_\_  
Phone Number of Person Photographed

\_\_\_\_\_  
Address of Person Photographed

I have inspected and examined the photographs and/ or written text in accordance with the above agreement.

\_\_\_\_\_  
Signature of Person Photographed

\_\_\_\_\_  
Date

I waive the right to inspect and/ or examine the photographs and/ or written text.

\_\_\_\_\_  
Signature of Person Photographed

\_\_\_\_\_  
Date

# Volunteer Registration Form and Sample Waiver

Yes! I'd like to volunteer at the following project:

Community Partner Site: \_\_\_\_\_

Project Location: \_\_\_\_\_

Project Date & Time: \_\_\_\_\_

Volunteer Leader (Name and Contact Information): \_\_\_\_\_

\_\_\_\_\_

Name	E-mail/Phone	Organization

## SAMPLE WAIVER:

By signing this agreement, I am applying to perform certain volunteer services related to \_\_\_\_\_  
\_\_\_\_\_. I acknowledge that my participation is completely voluntary on my part and is  
being undertaken without promise or expectation of compensation.

In consideration of my being allowed to participate in this volunteer community service event, I, the undersigned, for myself, my heirs, and assigns hereby release and discharge [your organization/school name], its affiliates, associates, agents, and any participating organizations, for any claims for damages or injury I may incur resulting from my participation in this volunteer community service event. I understand that my participation involves risk of injury and illness, which may result directly or indirectly from my participation. I further state that I am and/or my child(ren) is(are) in proper condition for participating in these events. I agree to abide by the rules established by organizers of this service project relative to health and safety requirements. Finally, I grant [your organization/school name] full and complete permission to use in legitimate promotions of the project photographs of me and quotations from me.

(Please feel free to replace this section if your agency has an existing liability waiver.)

# Volunteer Evaluation Survey

Please tell us about your volunteer experience today. You helped create positive change in our community, and we want to hear about it. We will process this information and share the results of our team's hard work. Please complete this survey before you leave the project site and turn it in to your Volunteer Leader.

Company/Organization Name: \_\_\_\_\_

Please rate the following: Strongly Disagree Strongly Agree

1. This project made a positive impact on the community. 1 2 3 4 5

2. I think the project was well organized. 1 2 3 4 5

3. I feel a personal sense of accomplishment after participating in this project. 1 2 3 4 5

4. Did you volunteer on other projects during the last 12 months?

YES  NO

(If yes, check all that apply)

With my employer  In my neighborhood

With a HandsOn Network Action Center

Other \_\_\_\_\_

5. Did participating in this project increase your interest in participating in future volunteer service projects? Please check:

YES  NO  SOMEWHAT

6. Did participating in this project increase your interest in leading a volunteer service project? Please check:

YES  NO  SOMEWHAT

7. How likely are you to participate in another service project? Please check:

YES  NO  SOMEWHAT  NOT AT ALL

8. Please provide any highlights, suggestions or other feedback about this project.

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# 2013 Media Outreach Tips

Media Materials	What is its function?	To whom should it be sent?	When should it be sent?
Community Calendar Event	Short, concise entry for community calendar section	Community calendar editor (local daily and weekly newspapers)	<ul style="list-style-type: none"> <li>• One month before</li> <li>• Place a follow-up call to ensure receipt</li> </ul>
News Release	Should convey the who, what, when, where and why of your project and/or volunteer award recipients to generate media interest	<ul style="list-style-type: none"> <li>• Future reporter and photo desk editor (newspaper)</li> <li>• Community Affairs Department (radio &amp; TV)</li> <li>• TV/radio producer</li> </ul>	<ul style="list-style-type: none"> <li>• Send to reporters two weeks before the program</li> <li>• Place follow-up call</li> <li>• Include in Media Kit</li> </ul>
Media Advisory	Simple way to inform local media outlets about an upcoming program or press conference	Same as above	<ul style="list-style-type: none"> <li>• Send three-four days before program.</li> <li>• Place a follow-up call to ensure receipt</li> </ul>
Media Kit	Gives general information about event and volunteer award recipients. The kit should include: <ul style="list-style-type: none"> <li>• News Release</li> <li>• Signature Program Fact Sheet</li> <li>• Action Center/ Nonprofit Fact Sheet or Overview</li> <li>• Corporate Partners</li> </ul>	Key media outlets	<ul style="list-style-type: none"> <li>• Give to journalists the day of program</li> <li>• Send to those who didn't attend but expressed interest in the event</li> </ul>
Photos	Send project photos to print journalists who attended the program. Submit via email to <a href="mailto:JGeckler@PointsofLight.org">JGeckler@PointsofLight.org</a> for use on web and national marketing and media materials.		