

COMMUNITY SERVICE PROJECT TITLE:

ZONE REPORTING **UNIT(s):**

PROJECT DESCRIPTION- MAIN FEATURES:

CONTACT PERSON: Please provide name and phone number for the person(s) who has/have the best **working** knowledge of this project.

Name: Phone (____)

E-mail

TIME-FRAME for the event or project: (How long did it take from start to finish?)

RESOURCES NEEDED: Please include estimate of the cost and what resources if any were donated.

CHALLENGES THAT MADE COMPLETION OF THE PROJECT DIFFICULT: (a tip to share?)

NATURE OF PUBLICITY RECEIVED: Please attach any news releases or photos of the event.

APPROXIMATE # OF YEARS the project has been sponsored by the unit/zone

OTHER ORGANIZATIONS with whom you partnered on this event or project.

PLAN TO CONTINUE THE PROJECT? Yes___ No___ If continuing, please describe if there are also any plans to expand the project.

VOLUNTEER POSITION DESCRIPTION WORKSHEET

Position Title:

Description of Project/Purpose of Assignment:

Outline of Volunteer's Responsibilities or List of Tasks:

Outcomes/Goals: How will you and the volunteer know that the job is being done well or that the project is successful?

Training and Support Plan: How will the volunteer be prepared for the work and oriented to the agency? Who will supervise/be the contact point?

Reporting: What reports will be expected, in what form and how often?

Time Commitment: Minimum hours per week/month? Any special schedule?

Qualifications Needed: Does the volunteer need to have good people skills? Be detail-oriented? Enjoy public speaking?

Benefits: What will the volunteer get in exchange for services? Aside from the tangible benefits of volunteering, which might include learning new skills or tutoring school children, there are numerous intangible benefits. Volunteers may benefit from an increased sense of pride, self-worth and accomplishment or enjoy the interaction with other people, whether children or adults.

*Adapted from: *The Volunteer Recruitment (and Membership Development) Book*, 3rd ed. by Susan J. Ellis, copyright 2002, Energize, Inc. www.energizeinc.com.

SAMPLE POSITION DESCRIPTION

NRTA: AARP's *Educator Community* is testing a new volunteer opportunity that we are calling the NRTA Volunteer Writers' Corps. Through this project, we are hoping to spotlight achievements that celebrate the incredible impact of retired educators and school personnel in their communities. The articles will be shared with NRTA's network of REAs for use in newsletters and websites.

Position Title: *Writer*

Description: Writers' Corps members are asked to make a one-year commitment with an individual goal of writing a quarterly article (approximately 500-1000 words) that will be shared with REAs for use in newsletters and websites.

Outline of Responsibilities:

- Develop article ideas
- Interview and research subjects
- Draft articles
- Vet articles with NRTA staff for editing

Outcome: Collectively, the Writers' Corps will produce 12-15 articles during the first year of the program.

Training and Support Plan: Writers will be part of brainstorming process to develop article subjects. Writers will be directed to relevant online NRTA and AARP resources.

Time Commitment: 5-10 hours per month depending upon production schedule and article subject, and availability for semi-annual consultation with NRTA staff member.

Desired Traits:

- Excellent writing and editing skills
- Refined listening, interviewing and researching skills
- Email, word processing and internet knowledge
- Ability to meet deadlines

If you are interested or have any questions, please contact Name at email and/or phone number.

TIPS FOR SUCCESSFUL COMMUNITY SERVICE PROJECTS

*Please note that the suggestions given below have additional forms, information or ideas included in the **TIPS for Successful Projects** section of this notebook with material provided by **The National Retired Teachers' Association, AARP's Educator Community**. **NRTA** ideas are presented below in brief form.*

1. Organize your project by dividing it into elements that help you decide the scope and size of the project: geographically, chronologically, needs, areas of responsibilities.
2. Post and solicit the different kinds of tasks needed by using a **Volunteer Position Description**.
3. Utilize many types of outreach to recruit volunteers to assist such as public speaking opportunities, mass media, special circulation publications, printed flyers, referrals to other organizations, direct mail, booths and exhibits.
4. Conduct well-organized planning meetings taking steps to insure that everyone feels a part of the group whether they are or not.
5. Explore the various communication formats about the project that you need to have with both internal and external audience. (see more extensive discussion in Tips section)
6. Develop elevator statements when eliciting support from external sources.
7. Publicize your event from start to finish, enlisting additional volunteers to attend planning meetings all the way to providing a series of announcements throughout the conduct of the campaign.
8. Utilize the NRTA elements of a good press release and sample release in Tips section of this notebook.
9. Develop a variety of methods to thank and recognize the efforts of the volunteers.

Elements of a Good Press Release

(see sample on next page)

- ✓ Introduce the topic and provide the main message in the first paragraph. This may be the only information that the reporter sees.
- ✓ Insert quotes from leaders or experts. Quotes draw the reader in, add validity to the issue and can be used to express an opinion.
- ✓ Finish the press release with a boilerplate paragraph. This is the final impression that a writer has of the press release and is important information. (A boilerplate is a paragraph that states what your organization is and what it does.)
- ✓ Length should be limited to two typed pages with 1 ½ spaces between the lines.
- ✓ Contact information should be located at the top of the page, including name and phone number.
- ✓ Include the date and location of the release.
- ✓ Use a concise headline.
- ✓ Indicate that the release is more than one page by putting “more” at the end of the first page and any following pages.
- ✓ Signify the end of the release by placing ### or “end” on the line below your last line of text.

SAMPLE PRESS RELEASE (to promote an activity)

FOR IMMEDIATE RELEASE
DATE

CONTACT: Name
Phone

**Whitman County School Retirees' Association
Awards Scholarships**

Colfax, WA -- The Whitman County School Retirees' Association today announced the recipients of their 2011 scholarships. Each year, a \$750 scholarship is awarded to two worthy college students pursuing a teaching career.

This year's scholarship recipients include Rachel Elementary and Michael Chalk. Rachel Elementary is a junior at Walla Walla College studying special education. Michael Chalk is a senior and an education student at Whitman College.

"It is an honor to recognize these students," said Jane Educator, President, Whitman County School Retirees' Association, "These students have shown their passion for education and they represent the future of teaching."

Whitman County School Retirees' Association members also provide funds to active teachers for classroom projects and provide school supplies to local elementary schools. (INSERT APPROPRIATE ACTIVITIES FOR YOUR REA).

INSERT BOILERPLATE INFORMATION FOR YOUR ORGANIZATION.