How-To Guide: Day of Service

Center for Leadership and Civic Engagement

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"How To" Guide to Days of Service

Things to consider:

- When would you like your day of service to take place? Date? Time of Day?
- How many members are in your organization?
- What issues are your members passionate about?
- Does your organization have any existing connections with community partners? Do any of your members have existing connections with local community partners?
- Have you ever planned a group service event before?
- Are you providing transportation? If so, how? If not, will this hinder any of your organization members from being able to participate?
- What is your timeline? When do you need certain tasks completed?

Next...

1. **Brainstorm ideas for community partners.** Keep your group's passions and values in mind. What are your group's needs? A list of community partners can be found on OrgSync, under organizations. **Keep in mind the location of your service site; if your organization has a high need for transportation then we advise not to choose a community partner that is 30+ minutes away.**
   - Link to Community Partners: [https://orgsync.com/browse_orgs/166](https://orgsync.com/browse_orgs/166)
   - OrgSync homepage > click on the service opportunities tab > partners tab

2. **Set a date.** Keep in mind that some community partners are not open on weekends. Allow your organization ample time to plan. Planning should start at least two months before; however, the earlier you start planning the better. The planning process is also contingent on the number of volunteers you plan to have participate; if you have a small number of volunteers your organization does not need as much planning time versus if you are having 100+ volunteers. A calendar of other events that are occurring on campus can be found on OrgSync. Your organization does not want to be competing with other organizations for volunteers. Further, reviewing the University Academic Calendar is also necessary. *[Note: Community partners post events on OrgSync; check and see if they are not already having an event prior to contacting them. Also, visit the community partner website(s) for applications, information and schedules.]*
   - Link to OrgSync event page: [https://orgsync.com/166/community/calendar?view=calendar](https://orgsync.com/166/community/calendar?view=calendar)
   - Link to the University Academic Calendar: [http://www.ecu.edu/fsonline/senate/fscalend.cfm](http://www.ecu.edu/fsonline/senate/fscalend.cfm)
   - Once you have set a date, a schedule and timeline for the day of service needs to be created. Please note that this schedule can be modified:

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 am - 10:30 am</td>
<td>Kick-off &amp; Check-in</td>
</tr>
<tr>
<td>10:30 am - 11:00 am</td>
<td>Travel Time</td>
</tr>
<tr>
<td>11:00 am – 11:15 am</td>
<td>Orientation (by community partner)</td>
</tr>
<tr>
<td>11:15 am – 1:30 pm</td>
<td>Service</td>
</tr>
<tr>
<td>1:30 pm – 2:00 pm</td>
<td>On-Site Reflection</td>
</tr>
<tr>
<td>2:00 pm – 2:30 pm</td>
<td>Travel Time back to campus</td>
</tr>
<tr>
<td>2:30 pm – 3:30</td>
<td>Closing Ceremony</td>
</tr>
</tbody>
</table>
3. Once you have set a date and have brainstormed a list of community partners to contact, your organization needs to determine the number of volunteers that will be serving. Determining the number of volunteers before contacting community partners allows for better organization. This allows you to determine the number of sites needed. Depending on the number of volunteers, you all may want to split up and have numerous service locations. If you have a small organization, you may want to volunteer at the same service location.
   - A way to track RSVP's is through OrgSync. Instructions on how to create an event on OrgSync are included.
   - Once you have established the number of volunteers expected, room reservations for kick-off and reflection should be made with the Central Reservations Office on campus, or contact an off campus site (whichever one you choose).
   - See Terms to Reference for contact information for the Central Reservations Office.

4. Contact Community Partners. Email, or phone is the best means of communication when contacting community partners. We advise calling to establish a line of contact, then following up with an email.
   (A sample email is included)

5. While working to establish community partners, your organization should identify/recruit Student-Leaders. These students will assist with reflection and logistics on the day of service. Student Leaders should be responsible and value social justice. Student Leaders may be members of your organization or outside participants. We recommend that you have some sort of training for Student-Leaders. (A sample Power Point has been included)
   - We recommend that Student Leaders are trained at least one week prior to the day of service.

The following questions are essential to the planning process:

- Who are you serving?
- What are the needs of the population? How can you further address these needs after the day of service?
- How will you execute this project?
- Who will be responsible for each task? How will you delegate these tasks? Is your organization fully engaging and strengthening the leadership skills of your Student Leaders and volunteers?
- How do you plan to educate your members/participants about the “why” behind service? Why is it important to serve?
- Are you providing participants with an inspiring experience? In other words, are you providing them with the tools to take further action in their local, national or global community?
Once you have completed all the steps listed above, it is time to think about the logistics of the actual day of service.

- **Who will be handling the check-in process?** What will this process look like? **Have a back-up plan.**
  - You can't always rely on technology.
  - Do you want to swipe 1Cards to track attendance? If so, you must complete an official form.
    - **Link:** [https://orgsync.com/21119/forms/228046](https://orgsync.com/21119/forms/228046)
      - The form is located under "forms" under the Student Engagement Portal Page on OrgSync.
      - This form **must be completed TWO WEEKS** prior to your event.
      - If you **create an event on OrgSync and have the ECU 1Card Swipers then involvement is automatically tracked on OrgSync on the day of the event.**
    - If you can’t get access to the 1Card Swipers there is a way to track attendance through Orgsync after the event. If you go to the event page on OrgSync where participants RSVP’d and hit the “past” button in the top right page, click on the event you wish to track the attendance for. Next click on the “participation” tab under the “event details” tab in the right hand corner. Then you can add participants by clicking on the “add participants” button.

- **Once you have determined the number of volunteers, who is volunteering, and service locations, one must re-evaluate transportation:** If transportation is not provided, does your organization want to organize carpool prior to the day of service, or have individual members/volunteers responsible for coordinating their own transportation to service sites? If you are providing transportation, does your organization want to assign vehicles?

- **Who will create reflection information?** Who is responsible for handling reflection? Will you have an on-site reflection, or do one single large-group reflection? Or both? (Sample Reflection Information included)

- **How can your members aid in the check-in, and daily logistics of the day of service?**

- **What supplies do you need on the day of service?** Name Tags? Pens? Paper? Markers? Printed Release Forms? Do your volunteers have everything they need to complete your on-site reflection? How/When will you distribute these supplies?
  - **Possible Tasks/Roles:**
    - **Social Media/Marketing:** This person is responsible for handling all social media marketing accounts on the day of service. They can also be responsible for talking to any members of the press who decide to highlight your service day.
    - **Floaters:** Preferably, these people have been involved in the planning processes. On the day of service these volunteers handle any last-minute needs, or problems that may occur. Handle the distribution of supplies.
    - **Check-in:** Two to Four volunteers aiding with the check-in process.
      - Have volunteers sign any release forms needed. (ex. Photo release form)
      - Two volunteers to handle swiping One Cards.
- **Ushers**: Two to Three volunteers to direct students and help answer any questions that the volunteers may have. The number of ushers is determined by the number of volunteers signed up for the event.

- **Technology Person**: What are your technology needs? Will you all be playing any music or video? Make sure you are playing CLEAN music. Are you having any type of presentation?

- **Note**: for check-in & reflection, Mendenhall Student Center has two excellent spaces that can hold large groups of people: The Great Rooms & Hendrix Auditorium.

- Does your organization want to allow volunteers to provide feedback about the day of service? Feedback allows your organization to evaluate the day of service; it can indicate what you all did well and/or what all can be improved. (A sample evaluation form is included)
**Terms to Reference:**

**Canva:** A tool used for creating marketing information. Link: [https://www.canva.com/](https://www.canva.com/)

**Central Reservations Office:** In order to reserve any rooms or space on campus you must have someone in your organization trained for 25Live. Website: [http://www.ecu.edu/cs-studentaffairs/CRO/](http://www.ecu.edu/cs-studentaffairs/CRO/)

- **CRO Main Campus Office**
  Mendenhall Student Center, Office # 8
  Phone: 252-328-4731
  Email: CRO@ecu.edu

- **CRO Health Sciences Office**
  Health Sciences Student Center, Office # 223
  Phone: 252-744-1057
  Email: CROHealthSciences@ecu.edu

**Community Partner (defined by the Center for Leadership & Civic Engagement):** Partners encourage members of the ECU community to help in their work and to learn about the community’s vision for its future, thus allowing members of the ECU community the opportunity to fundamentally expand their worldview and understanding of a full range of community issues. CLCE partners are nonprofits, schools, or programs that address social injustices and create positive change within our local, regional, and global communities. As co-educators, CLCE community partners support the beneficial exchange of knowledge, information, and resources for ECU students, faculty, and staff.

**Leadership:** a relational process of inspiring, empowering, and influencing positive change.

**OrgSync:** An excellent tool provided by the university. It is important to ensure that your organization has a portal page. Your portal page can aid in the planning process such as: communicating information, tracking involvement, etc. If you have any questions contact, Student Activities and Organizations (252) 737-1808.

**Partnership:** A respectful relationship built on clear and timely communication.

**Philanthropy:** The process of raising and donating money for a specific cause, or organization.

**Reflection:** A time for conversation about the "why" of service that invites new ideas. Student-Leaders should ask thought-provoking questions but allow student volunteers to guide the conversation. The environment should be positive and welcoming.

- A sample of Reflection Questions is included.

**Service:** A physical action that addresses a need within a community. Service is a rewarding experience requiring commitment to change and social justice.

**Student Leader:** A liaison between ECU, the community and volunteers (peers). Student Leaders are expected to support and represent the values of your organization. Further, they are expected to communicate promptly and effectively with community partners, volunteers and the planning committee. Student Leaders should be professional, respectful, courteous and responsible.

**Technology Contact Information:**

- Classroom help desk: 252-328-9830; Email: helpdesk@ecu.edu
University Marketing and Publications: Creative Services provides overall support for the university through graphic design, web services, video production, and editorial. We will work with you to develop a marketing strategy and materials that support your needs that are also coordinated with the overall university commitments. If your division, college, school, department, or office is in need of promotional planning or materials, use the links below to contact Creative Services. Review all marketing guidelines before posting any material with ECU’s name on it. This is only important if you are using the ECU logo.

- [http://www.ecu.edu/cs-admin/mktg/](http://www.ecu.edu/cs-admin/mktg/)
Sample Planning Timeline

The earlier you begin planning and contacting community partners, the better. Throughout the planning process, you should be actively communicating with all community partners that are participating in the service day. It is important to check-in numerous times, a minimum of three to four times.

November 6: Leadership Team/Student Leaders
- Launch Student Leader Application on OrgSync
- Determine planning committee
- Site Goal/Volunteer Slot Goal: 250+
- Begin contacting community partners

November 9: MLK Group Sign-up Application opens (This is only important if your organization is planning to have other groups volunteer with you)
- Create Check-in and Reflection Ceremony Portal Pages under MLK Day OrgSync portal page (AKA your organization's portal page) under “events” on OrgSync.
- Include RSVP link in email(s)/marketing for MLK Day
  - All participants need to RSVP to both kick-off and reflection event pages on OrgSync.

November 29 Student Leader Application Deadline (deadline tentative based on number of applicants)
- Allows ample time for recruitment & allows students time to complete the application
- We suggest having 1 Student Leader for every 8-10 student volunteers. However, try to have at least two Student Leaders per service location.

December 8 MLK Group Sign-up/Applications Due
- How many volunteers do you want from group sign-ups?
- *Evaluate Transportation Needs* Are you providing transportation? If so, how? Do a large number of participants need transportation?

January 3
1. Finalize Community Partners/ Setup events in portal, email OrgSync portal, and assign Groups to Service Sites
   - Information on each Portal needs to include:
     - Time & Location (Verified Address)
     - Dress Code- Check with Community Partner & verify there is not specific attire needed to volunteer.
     - Closed-Toe Shoes!!!!
     - Contact Information for Community Partner Site (If lost, or name of person to be looking for upon arrival to service location)
     - Community Partner Rules & Regulations (i.e. No Cell phones, form required, etc.)
2. 1Card Swipe Request Form
   a. https://orgsync.com/21119/forms/228046
3. ECU Wellness Passport Event Request Form
4. Finalize Transportation
5. Begin working on Student Leader Training Information
   - Time for recruitment if we need more Student Leader.

January 3-11 Marketing Blitz; Launch sign-ups for individual service site locations
- Social Media (Facebook, Twitter, Instagram, and OrgSync)
- Have Student Leaders Assist with marketing
- Utilize both organization social media pages but also personal pages
- Determine hashtags (for example: #ECUMLKDAY, #PiratesGive)

- Flyers and/or Posters
- Contact other organizations on campus that may be interested in participating.
- ECU Social Media Request Form: https://connect.ecu.edu/registration/

January 3 Community Partner Cancellation deadline & 2nd Community Partner Check-in
- This deadline needs to be communicated to Community Partners as soon as they are finalized.
- If cancellation occurs, leaves leadership team time to regroup and recruit additional service sites.

January 10 Reflection Plan Complete
- Allows 5 days to review and to provide positive & constructive feedback

January 11 Event signup deadline, Email community partners with headcount, Assign Student Leaders to specific job sites, Confirm transportation

January 12 Student Leader meeting/day of service run-thru, 5-6pm, OCC 1632
January 13 Student Leader meeting/day of service run-thru, 1-2pm, OCC 1632
- We suggest having a run-through, especially if you are planning a large service event. It ensures that the Service day will go smoothly. It allows Student Leaders to understand the logistics of the day, and answer any questions they may have.

January 12/13 Technology Run-thru for Great Rooms (music, projector, laptop, etc.)
- Email the head of Technology for Mendenhall Student Center and see if he/she is available to run-thru tech so we can attempt to eliminate problems on the day of service

January 15 MLK Day of Service
- Student Leaders need to arrive 30 minutes early-
  - Having people to fill-in if Student Leaders do not show is necessary. Preferably reliable and responsible member(s) of your organization. It is recommended to have three to four people ready to fill in, if needed.
- Music, High Energy for Check-in & Reflection (Student Leaders serve as "hype crew")
- One Cards will be swiped at Check-in & Reflection
  - Automatically tracks involvement on OrgSync
- Is the planning committee going to also serve? Or, do you plan to check-in at each service location?
SAMPLE EMAIL SCRIPT

Good Morning/Afternoon,
My name is __________, and I am the title of position here of organization name. I am inquiring about potentially partnering with community partners name on date of service and time period. Our organization is expecting # volunteers. If you all are interested in partnering together for a service day, please let me know by deadline. The best way to reach me is by phone or email.

Our organization is looking forward to potentially working with you all.

Thanks again,

Name here

Contact Information

SAMPLE FOLLOW-UP COMMUNITY PARTNER EMAIL

Good morning,

My name is John Smith and I am a Graduate Assistant at East Carolina University's Center for Leadership and Civic Engagement. Thank you for volunteering with us for this year’s Make a Difference Day (MDD)! MDD is the largest single-day of volunteering in the country. We hope to unite students so that we can make our Greenville community a better place!

I wanted to provide more details for the day of service, Saturday, October 28th.

10:00am: Students arrive to service site
12:30-12:45pm: Students break for reflection and lunch
1:30pm: Students return to ECU for reflection ceremony

Please let us know if you have any questions. Also, do we need to provide our volunteers with any supplies so that they can efficiently serve? Further, it would be extremely helpful if you could provide us with the name and telephone number for a site contact. We prefer that this person be available on the day of service to answer any questions or concerns our student-volunteers may have.

Our students are very excited to be working with you and learning more about your organization and the needs of our community. Thank you again for partnering with us to make this day of service come true! If you have any questions, or concerns, feel free to email me.

Sincerely,

YOUR NAME

CONTACT INFORMATION

*In red is the information that can be modified. Remember, when contacting community partners always be respectful. It is important to make the community partner feel valued and heard.
Student Leader Training-- SAMPLE
Dr. Martin Luther King Jr. National Day of Service

Expectations

- Student Leaders are:
  - A liaison between ECU, the community, and the volunteers (peers)
  - Support and represent the values of the Center for Leadership and Civic Engagement
  - Communicate promptly and effectively to community partners, volunteers, and CLCE staff
  - Expected to create a safe, and positive space that facilitates reflection

- Student-Leaders are expected to be Professional, Respectful, Courteous, and Responsible.
  - Arrive on-time; if you are unable to serve as a Student-Leader for any reason please contact John Smith (contact information)
  - Provide direction for community partner and volunteers, and be committed to service.

- Student-Leaders should understand and value social justice.

- Create a positive service experience!
  - You are the service "cheerleader"; Motivate other students!
  - Lead by example; Actively engaged in service.

- Promote Dr. Martin Luther King Jr. Day on social media! #MLKDAYECU
MLK Jr. National Day of Service Schedule

8:30 am - 9:00 am Breakfast (Ledonia Wright Cultural Center Lobby)
9:00 am - 10:30 am Check in & Kick-off (Hendrix Theater)
10:30 am - 11:00 am Travel Time
11:00 am - 2:00 pm Service/On-site Reflection
2:00 pm - 2:30 Travel Time (back to ECU)
2:30 - 3:30 Closing Ceremony, Celebration, and Reflection (Hendrix Theater)

• All Student-Leaders & Volunteers must be present the entire day of service.
• *All Student-Leaders must arrive at 8:15am at the Ledonia Wright Cultural Center*
• RSVP to breakfast and both the Kick-off & Reflection Celebrations.
• Please be on time and ready to serve! :)

Details

• What to Wear?
  • Long pants/Jeans, Closed-toe shoes, and t-shirt: show your ECU pride!
  • DO NOT wear open-toed shoes/flip-flops
  • Bring a sweatshirt/jacket just in case your service location is outside.

• Reminder: Transportation is NOT provided. Please plan to carpool.

• Bring your one-cards! They will be swiped in at check-in/kick-off and reflection.

• Cell phones/photography: Please ask before using cellular devices at service locations. Further, please ask before you take any pictures.
  • Proper uses: Promoting Martin Luther King Jr. Day on social media at appropriate areas and times. #MLKDayECU #PIRATESGIVE
Reflection Expectations

• 1:30pm -2:00pm at Service Site
  • Ask your Community Partner if they have an area you may hold reflection. Please leave the area cleaner than you found it.
  • Establish an environment that facilitates open, and positive reflection.
  • Direct the conversation:
    • You will be sent on-site reflection information in an email. This needs to be reviewed prior to January 15, 2018.
  • Collaborate with other Student-Leaders at your site location.

On-Site Reflection Information

Quote with an activity (based on time/group size, you may complete more than one)

• Student-Leaders take the lead. For large groups, we recommend that you all split up into groups for this part.
• Collaborate and execute AT LEAST one On-Site reflection activity. It is encouraged to use this time for positive and engaging reflection.
• Information sent in an email on Friday, January 12, 2018.

It is helpful to send reflection information out prior to the day of service. It allows Student Leaders to be prepared and lead discussion.
Further, it is important to educate volunteers about the “why” behind service. Why is it important to serve others? Why do you serve? What is the impact of serving on our local community? Impact on yourself?
A Few (VIP) Notes About Community Partners:

- The Center for Leadership and Civic Engagement strongly values our relationship with community partners. Please be respectful and mindful of their rules.
- When you arrive be positive and allow them to provide you all with direction. Some community partners may have some sort of informational presentation prior to service. Ensure that other volunteers are also being respectful.
- Before leaving, thank the community partner! Pick up any trash, or clean up any activities.
- Site locations are located on OrgSync. Individual volunteers will be placed day of.
Pirates Give Leadership Team Contact Information

Kaitlyn Isherwood, *Service and Leadership Assistant*
109 Mendenhall Student Center
Isherwoodk15@students.ecu.edu

Jessica Jaye, *Graduate Assistant*
1610 Old Cafeteria Complex
Rodriguezjes15@students.ecu.edu

Trina Locklear, *Graduate Assistant*
109 Mendenhall Student Center
Locklearka17@students.ecu.edu