How to Guide: Day of Service

Center for Leadership And Civic Engagement

Last updated: Wednesday, May 6, 2020

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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 social issues are your members passionate about?
- Does your organization or any of your members have any existing connections with community partners?
- Have you ever planned a group service event before? If so, what went well or what could be improved on?
- Are you providing transportation? If so, how? If not, will there be carpooling, site options on campus, or sites within walking distance?
- What is your timeline? When do certain tasks need to be completed?
- Are you planning to do a formal check-in, kick-off ceremony, and/or reflection?

Next…
1. ***Brainstorm ideas for community partners.*** Keep your group's passions and values in mind. A list of community partners can be found on Give Pulse, under 'Get Involved'. 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 Give Pulse Opportunity Search:https://www.givepulse.com/search
     - Give Pulse homepage > click on 'Get Involved' tab > click Groups in the top right corner (will highlight in blue)
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 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.
   - Something to consider: Your organization does not want to be competing with other organizations for volunteers so check events on Engage and Give Pulse before planning an event.
   - Community partners post events on Give Pulse! Check and see if they are not already having an event prior to contacting them. Be sure to visit the community partner website(s) for applications, information and schedules.
     - Link to Give Pulse event page: https://www.givepulse.com/search
     - Link to Engage Event Page: https://engage.ecu.edu/events

■ Link to ECU Academic Calendar:
  https://facultysenate.ecu.edu/academic-calendars/
○ Once you have set a date, a schedule and timeline for the day of service needs to be created.

Sample Schedule

9:00 - 9:30 AM	Check-in
9:30 - 10:00 AM	Keynote Speaker
10:00 - 10:30 AM	Travel Time to Site
10:30 AM - 12:30 PM	Service
12:30 - 1:00 PM	Travel Time to Campus
1:00 - 2:00 PM	Reflection

NOTE: this schedule can be modified. For example: Student Leaders (Step 5) should arrive 15-30 minutes before scheduled check-in.

3. ***Determine the number of volunteers that will be serving*** before contacting community partners. This allows you to determine the number of sites needed. Depending on the number of volunteers, you may want to split them up into multiple service sites.
   ○ A way to track RSVPs is through GivePulse (See page 9 on how to create an event in GivePulse)
   ○ Room reservations for kick-off and reflection should be made with the Central Reservations Office on campus (see **Terms of Reference** for contact information), or contact an off campus site (whichever you choose).
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. Be mindful that some sites may have additional forms for volunteers to complete prior to their arrival. (Sample email pg. 13)
5. ***Identify/recruit Student Leaders.*** These students will assist with reflection and logistics on the day of service. Student Leaders should be student volunteers that are responsible, committed to service, and value social change. **We recommend that you have some sort of training for Student Leaders prior to the day of service.** (Sample Student Leader Training PowerPoint pgs. 14-17)
6. ***Reserve Space.*** If you are reserving space in any Student Centers, it is essential that you have reserved your space through the Central Reservations Office. Space can be reserved up to a semester in advance. As soon as you determine the number of participants, the

date and time, and where you would like to hold the space, visit:
https://cro.ecu.edu/how-to-reserve-space/.

7. ***Create an Event on GivePulse.*** Give Pulse is the official service management system that East Carolina University uses. Therefore, if you are hosting a Day of Service and you would like to market it to ECU students, all you have to do is create your event on Give Pulse. *See page 9 for more information on how to create an event on Give Pulse.*

8. ***Market your event!*** Now is the fun part… recruiting people to come serve!

9. ***Confirm Volunteer Participation and Follow-up with the Community Partner(s).*** A week prior to the day of service reach-out to volunteers, provide them with information about the day of service and ask them to confirm their participation. Include any important paperwork that needs to be completed prior to the day of service. Next, follow-up with the Community Partners, confirm numbers, and provide them with any updates.

The following questions are essential to the planning process:
- What are the needs of the population that you are serving? How can you further address the needs after the day of service?
- How will you execute this project?
- Who will be responsible for each task? Is your organization fully strengthening and engaging the leadership skills of your Student Leads and volunteers?
- How do you plan to educate your members/participants about the "why" behind service?
- Are you providing them with the tools to take further action in their local, national or global community?

Things to consider during the planning process:
- Who will be handling the check-in process? What will the process look like? If you are doing a digital check-in have a backup plan. You can't always rely on technology.
- Once you have determined the number of volunteers and secured a community partner site, re-evaluate transportation. If transportation is not provided, does your organization want to organize carpool options prior to a day of service, or have Student Leaders responsible for coordinating transportation to service sites? If you are providing transportation, does your organization want to assign vehicles?
- Are you integrating reflection with service? 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? Get creative. (Sample reflection pg. 12).
- How can Student Leaders aid in check-in, and daily logistics for the day of service?
- What supplies do you need on the day of service? Name tags? Writing utensils? Paper? Release forms? Promotional items? Will you be providing snacks? Do volunteers have

the necessary supplies they need for a service site and for reflection? How and when will you distribute these supplies?

- ○ Possible Tasks/Roles:
    - **Social Media/Marketing:** Responsible for handling all social media accounts on the day of service. They can also be responsible for pre-service marketing for sign-ups.
    - **Floaters:** Preferably, these people have been involved in the planning process. On the day of service these volunteers handle any last minute needs, or problems that may occur. Handle the distribution of flyers.
    - **Check-In:** Two or three volunteers aiding with the check-in process.
        - ● Have volunteers sign any necessary paperwork (ex. Photo Release Form).
    - **Ushers:** Two or three volunteers 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:** What are your technology needs? Will you all be playing any music, videos, or presentation? Be aware that technology can be unreliable.
    - **Note:** for check-in and reflection, the Main Campus Student Center has the Ballrooms and Black Box Theater. Additionally, Hendrix in Mendenhall can accomodate a large group of student volunteers.
- Does your organization want to allow volunteers to provide feedback or complete a survey 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. (Sample Evaluation on pgs. 18-21)
    - ○ (ECU Qualtrics Account: ECU Students have access to Qualtrics which is a helpful and user-friendly electronic data collection and management tool. All you have to do is log-in using your ECU credentials. Qualtrics is easily accessible and mobile friendly.

Terms of Reference

Canva: A free tool used for creating marketing information. Sign-up for free, you have the option to skip the pro version. https://www.canva.com/login

Central Reservations Office:

- **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 and 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 support the beneficial exchange of knowledge, information, and resources for ECU students, faculty, and staff.

Engage: organization management system

Give Pulse: service management system (See page 9 for information on GivePulse)

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

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

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

QR Monkey: A free tool used to create a scannable link. https://www.qrcode-monkey.com/

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. (Sample Questions pg. 12)

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 the organization. Further, they are expected to communicate promptly.

Technology Contact Information:

- Local: 252-328-9866
- Toll Free: 800-340-7081

GivePulse Information

How to login to GivePulse:
- Sign on to GivePulse at https://ecu.givepulse.com/.
- Click LOG IN in the top right corner.
- Select 'SINGLE SIGN ON'
- Type in 'EAST CAROLINA UNIVERSITY', then click 'LOGIN'.
- Use your Pirate ID and password to log in.
- When you first log in, you will need to create a profile. You will be able to update your profile at any time by clicking HI, YOUR NAME in the top right corner and selecting ACCOUNT.
- To ensure that your GivePulse impacts are connected with the Engage platform, please complete the following steps:
  - Click HI, YOUR NAME in the top right corner and select ACCOUNT.
  - Select LINK TO ENGAGE from the left column.
  - A screen with the following text will pop up: "Your account is synced with ECU EMAIL ADDRESS on the Engage Platform."

How to create an event on GivePulse:
- Sign into GivePulse using the SINGLE SIGN ON
- Click 'Manage' and then your organization name
- Then click 'events' on the left side of the page and then 'add event'
- For more information: https://support.givepulse.com/hc/en-us/articles/115002369533-Post-an-Event-Project-or-Opportunity

Role Management:
- Role Based Access Control exists for all groups (subgroups) and events. When you navigate to any management page, e.g., to the "Manage Users" page, you'll notice a column for "actions". When you click on each action selection you will notice all types of actions to be applied to the specific row in the database. Some of the actions will include "Add Member" or "Remove Admin". Based on the available options, the actions related to the user will be shown.
- Video Clip: https://www.youtube.com/watch?v=IcGGtjwRq7Y&feature=emb_title

For more information, please visit the GivePulse support page.

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 event on Give Pulse
- 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
- Do you want group organizations to sign up? If so, 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 GivePulse participants, 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. Finalize Transportation
3. Begin working on Student Leader Training Information
    ○ Time for recruitment if we need more Student Leaders

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, & #ECU21)
- Flyers and/or Posters
- Contact other organizations on campus that may be interested in participating to aid in the marketing

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 the 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 from Team

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/they are 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")
- Is the planning committee going to also serve? Or, do you plan to check-in at each service location?

Sample Reflection

I. **Individual Reflection (1:00-1:10) :**
   ○ **Gallery Walk**: Once you have returned from your service site, please review all of the MLK quotes on the walls. Once you have read all of the quotes, please pick **ONE** that resonates with you the most and stay there.
   ○ After you have chosen your quote and you're seated comfortably, please write one word (or short phrase) around the quote that came to mind when you read the quote. Once you have done that, please remain seated and wait for the other volunteers to complete the first part of reflection.

II. **Group Quote Activity lead by Student Leader (1:10-1:30):**
   ○ **Student Leaders**: please ask everyone to go around the circle and share the word they wrote, and why they chose the quote they chose.
   ○ Next lead them into a discussion using some (or all) of the following:
      ■ How does the service you participated in today relate to Martin Luther King Jr.'s Dream?
      ■ How can solidarity be built/developed when you serve in partnership with your community?
      ■ How did the service you engaged in today impact or contribute to change in our local community, nation, or global community?
      ■ What social issues or community needs did your service address? How are these similar &/or different from issues going on during the Civil Rights era?
      ■ Where can you currently (and are willing) to make a change, and further integrate service into your lifestyle?
      ■ Did you experience anything today that shocked you, or challenged your beliefs or values?

III. **Large-Group Reflection (1:30-1:45):**
   ○ Ask 3-5 people to share their biggest 'take-away' from MLK Jr. Day of Service
   ○ https://www.youtube.com/watch?v=smEqnnklfYs

IV. **Closing Remarks, Raffel & t-shirt distribution**

Other Useful Information:
   ● What? So What? Now What? Model for reflection: **https://cetl.uconn.edu/what-so-what-now-what-model/**

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.
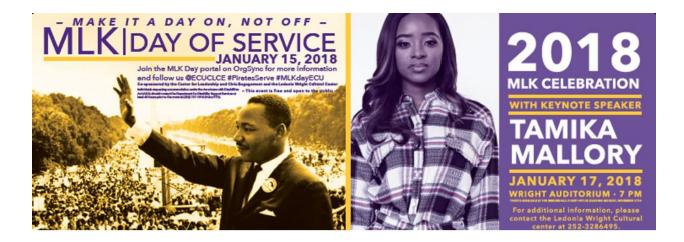<div align="center">

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

</div>

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

Include all rules & expectations your organization has for Student Leaders. It is important to provide clear direction and ensure everyone is committed.

- 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-2:00pm **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*)

> Include a sample schedule for the service day. Be sure to highlight any important logistical information.

- **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! :)**

> Beware: Most Community Partners have a dress code. When you contact community partners, ask them if they have any specific attire or dress code they require their volunteers to adhere to.
> Include all logistics.

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
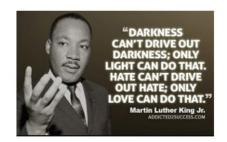
Reflection Expectations

- **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.

THANK YOU!

*Thank you for your **time**, your **service**, and your **commitment**.*

Do you have questions? Concerns? Want to brainstorm ideas? Talk to us!

Contact Information
Name & Email

Pirates Give - Days of Service Assessment 2019-2020

What day of service are you participating in?

- o Fall Day of Service
- o Make a Difference Day
- o MLK Day of Service
- o Earth Day of Service
- o Mystery Service Saturday

What year are you at ECU?

- o First-Year
- o Sophomore
- o Junior
- o Senior
- o Graduate Student

What is your major?

To which gender identity do you most identify?

- o Female
- o Male
- o Transgender Female
- o Transgender Male
- o Gender Variant/Non-Conforming
- o Not Listed
- o Prefer Not to Answer

How did you hear about this day of service?

o Flyer/ postcard

o Word of mouth

o Social media (i.e., Twitter, Facebook, Instagram)

o Engage

o Give Pulse

o Listserv

o Other: _____

Did you participate in this day of service as an individual or with a group?

o Individual

o Group

What was the name of your service site?

What was your task at the service site?

As a result of your participation in a day of service please rate the extent to which you agree or disagree with the following statements.

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
I have developed meaningful relationships with fellow students.	o	o	o	o	o
I have developed meaningful relationships	o	o	o	o	o

with community partners.					
I understand the needs and assets of the community.	o	o	o	o	o
I am more motivated to participate in future volunteer opportunities	o	o	o	o	o
I am better able to recognize the conditions and/or situations of other individuals.	o	o	o	o	o
I learned more about a social issue through my student-leader's on-site reflection.	o	o	o	o	o
My thoughts/opinions were welcomed and valued during the on-site reflection.	o	o	o	o	o

I was able to work collectively to address common societal problems.	o	o	o	o	o
I have a better understanding of how my service site addresses community needs.	o	o	o	o	o
I have a better understanding of who I am, in terms of my own personality, beliefs, capacities, and interests.	o	o	o	o	o
I was able to participate constructively with diverse individuals.	o	o	o	o	o

What is your most significant "take-away" from your experience today?

Please share any additional feedback and suggestions you have about this day of service (e.g., regarding your community partners, student-leaders, the task at your site, reflection).

<u>Pirates Give Contact Information</u>

Center for Leadership & Civic Engagement (CLCE)
MCSC 208
https://clce.ecu.edu/
252-328-2735
clce@ecu.edu

Alex Dennis
Assistant Director CLCE
DENNISA15@ECU.EDU