

Family Volunteer Day Guidebook



**POINTS
OF LIGHT
FOUNDATION**
&
VOLUNTEER CENTER
NATIONAL NETWORK

Family Volunteer Day Guidebook

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Welcome to Family Volunteer Day!



The Points of Light Foundation and the Volunteer Center National Network proudly present Family Volunteer Day, an annual event that highlights the benefits of family volunteering.

When you participate in Family Volunteer Day, you will enrich the lives of people in your community and become a role model for the Points of Light Foundation's goal to build an excitement and create a tradition of family volunteering.

An outgrowth of the Foundation's Youth and Family Outreach program, Family Volunteer Day is a national call to action designed to generate enthusiasm among families seeking to strengthen their family units and meet serious social problems in their communities. The focus of Family Volunteer Day is to 1) increase the number of families volunteering for the first time; 2) demonstrate how nonprofits, educational institutions, communities of faith, families and corporations can work together; and 3) showcase the benefits of volunteering to mass audiences via media coverage. This guidebook is designed to help you effectively position your story and gain the greatest impact with your local media and implement family-friendly projects that precipitate a year-round commitment to family volunteering.

Expect everyone from your city's mayor to the city's business leaders to members of civic, community, sports and religious groups to be involved locally, as you join families across America celebrating Family Volunteer Day. Thank you for being a special part!

Robert K. Goodwin

President and CEO
The Points of Light Foundation

Mei Cobb

Senior Vice President
The Points of Light Foundation

Family Volunteer Day Q & A

What is Family Volunteer Day?

Join the family volunteering movement by participating in the annual Family Volunteer Day! The Points of Light Foundation & Volunteer Center National Network call families across America to work together in volunteer service to strengthen their families, their communities, local businesses, and nonprofits. Volunteering together as a family opens the lines of communication, teaches positive values to children, and provides quality family time, while simultaneously allowing families to make significant contributions to their communities.

How can you get involved in Family Volunteer Day?

- To register your project, visit the Family Volunteer Day website at www.FamilyVolunteerDay.org.
- We recommend contacting your local Volunteer Center for partnerships or resources by calling **1-800-VOLUNTEER** or visiting **www.1800VOLUNTEER.org**.

Another resource to help in project planning is FamilyCares.org. There you will find project ideas, educational materials, fun and games, and more!

How does it fit into the Seasons of Service?

Family Volunteer Day is one of six days included in the Seasons of Service calendar. The Points of Light Foundation works as a partner with other service organizations to support and promote each of the following days of service:

Martin Luther King Day - January 15, 2007; January 21, 2008
National Youth Service Day - April 20-22, 2007
National Volunteer Week - April 15-21, 2007; April 27-May 3, 2008
Join Hands Day - May 5, 2005; May 3, 2008
One Day's Pay - September 11, 2007; September 11, 2008
Make A Difference Day - October 28, 2006; October 27, 2007
Family Volunteer Day - November 18, 2006; November 17, 2007; November 22, 2008

Each day in the Seasons of Service focuses on a different theme that targets a specific group. Since the days are spread throughout the year, it is best to choose the ones that work best for you. Family Volunteer Day occurs in November because it is meant to kick off National Family Week, which is sponsored by the Alliance for Children and Families. To learn more about Alliance for Children and Families, visit www.nationalfamilyweek.org or call 414-359-1040.

Service days can play an ongoing role in promoting volunteerism in your community. In community-based programs, the days of service provide opportunities not only for project-oriented problem solving, but also for planning, teaching, researching, networking, and increasing community awareness as well as tapping the national media focus generated by the Points of Light Foundation. For more information about the Seasons of Service, visit www.PointsofLight.org.

Project Development



Project Development

STEP 1: Select a Project and Partner

GOAL: PARTNER WITH INTERESTED AGENCIES AND CONFIRM AT LEAST ONE PROJECT.

Identify the agencies that would be the “best bets” to partner with for Family Volunteer Day. You probably already have great relationships with nonprofit agencies and/or corporate partners that truly believe in the spirit of family volunteering. These agencies would also be a good resource for recommendations on project ideas. Consider some of the following starting places:

- The Volunteer Center in your area will be your first and best resource. To find one in your area, call **1-800-VOLUNTEER** or visit **www.1800volunteer.org**
- United Way, American Red Cross, Salvation Army, Habitat for Humanity
- Schools, Hospitals, Senior Citizen Homes, Adult Daycare, Shelters, Community Kitchens
- Chamber of Commerce
- Consult your local business journal directory for a list of foundations in your area who consistently filed requests for help
- Churches, synagogues, temples and other communities of faith
- Community/neighborhood associations

ATTACHED DOCUMENTS:

Project Request Letter is a template for recruiting agencies as partners

Benefits can help you explain to these organizations why they should take part in Family Volunteer Day.

Identify local projects. Project ideas can come from many places: local agencies, communities of faith, neighborhood associations, or from the below list of projects that have been completed in the past for Family Volunteer Day.

For more ideas, please log on to www.FamilyCares.org, a resource with step-by-step project descriptions.

PROJECT REQUIREMENTS

- Can we accomplish this volunteer project in one day?
- Does the activity have strong media appeal with visual opportunities?
- Does the activity support participation from all ages?
- Will inclement weather derail your project, or can it be brought inside?
- Does the project serve a real need in the community?



Project Development

Examples of Family Friendly Project Ideas

OPENING YOUR HEART AND HOME

- Organize a fundraiser (run, walk, etc.) to send a child to summer camp.
- Drive homebound residents to doctor appointments, to the grocery store or to visit friends.
- Help build a home or shelter in your community or out-of-state.
- Build walk bridges, BBQ pits, picnic tables or trails at local parks.
- Open your home to host volunteer planning meetings with other families.
- Teach kids to swim.
- Be a surrogate family for developmentally disabled adults and include them in your family activities.
- Become a foster family and take care of a child in your community who needs help.
- Coordinate a food drive for people in your community.
- Design a fundraising event to Host a child/young adult for a portion of the summer.
- Organize a community “closet cleaning” day and donate old clothes, furniture, and other items to a homeless shelter or other organization.
- Help newly arrived immigrants families celebrated their “First Thanksgiving” by collecting food, kitchen supplies, toiletries, clothing, school supplies, and toys.

HELPING HANDS/SPRUCING UP YOUR COMMUNITY

- Partner with another family to repair or paint the home of an elderly couple or a needy family.
- Organize a community “closet cleaning” day/week and donate to a homeless shelter or other organization.
- Plant and tend a garden for your neighbors.
- Spruce up baseball diamonds by painting the dug out and fence and pulling weeds.

LITERACY/READING

- Write or read letters to visually impaired individuals
- Create a family story hour and read to children in your neighborhood or to residents of a senior home.
- Volunteer with a local council to help people learn to read.
- Set up in a local mall or shopping center and invite families to make cards or letters to military personnel or hospital patients.

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MUSIC/ENTERTAINMENT/CRAFTS

- Perform a puppet show at a local library or senior citizen home.
- Organize a sing-along at the children's hospital.
- Organize a musical instrument drive and donate the instruments to a local school or community center. In addition, offer music lessons.
- Ask a hospice what entertainment they would like to receive and work with a family to organize the event.
- Teach craft projects at a local homeless shelter, adult daycare or summer camp.
- Make placemats, bake cookies, and serve "tea" at a senior citizen's home or for a homebound neighbor.
- Organize a bingo party or other theme party such as a Hawaiian Luau at a senior citizen home.
- Organize a "beauty day" at a women's shelter or senior center with free haircuts and manicures.

THE ENVIRONMENT

- In towns where no collections are in place, collect recyclable (paper, cans, glass, plastic, batteries) and bring them to a nearby recycled or start recycling in your own community.
- Participate in a brush-cleaning hiking trip to help keep national and state park trails in good condition.
- Organize a community garden to beautify an unused plot of land.

WORKING WITH ANIMALS

- Walk dogs at the animal shelter.
- Do a puppy wash at the local animal shelter.
- Volunteer at a zoo working with the animals.
- Care for the pet of a sick person
- Provide a foster home for pets.

SENIORS

- Visit the Alzheimer's unit of a nursing home.
- Maintain yards of older adults.
- Take a homebound elderly friend to lunch or dinner.
- Create an intergenerational wisdom quilt (ask adults or seniors for quotes or advice to youth, write them on pieces of paper and tape to the wall).



Project Development



PROJECT REQUEST LETTER FOR BUSINESS OR ORGANIZATION (Print on Your Letterhead)

Date

Contact Name

Name of Business or Organization

Address

City, State ZIP

Dear *Contact Name*:

Let us show you how family volunteering can work for your organization!

Agency's Name is invited to take part in *Name of City's* Family Volunteer Day on November XX, 200X. Thousands of volunteers in more than 100 cities nationwide will come together to help not-for-profit agencies meet important social needs in their towns!

Family volunteering can benefit your organization by:

- 1) increasing your volunteer base
- 2) increasing publicity about your agency through anticipated media coverage and,
- 3) opening doors for your agency to dialogue with potential new corporate and civic partners.

How can you become involved? We invite your agency to provide a project for volunteer families on November XX. Our goal is to have hundreds of volunteers working at one or two agency projects in and around *Name of City* on Family Volunteer Day.

Family Volunteer Day seeks to encourage families to engage in community-oriented volunteering on a year-round basis. Family volunteering strengthens family communication and teamwork, strengthens the community and business environment, and strengthens not-for-profits.

For now we simply need to know whether you will join the effort. Won't you take a moment to fill out the attached fax-back form and return it to me at Fax Number? A fact sheet providing additional details is enclosed.

Please don't hesitate to contact me at XXX-XXXX if you have any questions about family volunteering. We would love for you to join our efforts to strengthen families and provide them with wonderful volunteer opportunities.

Sincerely,

Signature

Enclosures

Enclose the following with this letter:
Project fax-back form

Project Development

PROJECT REQUEST FAX-BACK FORM (Enclose with Project Request Letter)

Your Organization's Name Wants You to Join in Family Volunteer Day in Name of City!

To: *Name of Volunteer Coordinator*
Name of Organization/ Business
FAX Number

We hope you will join us November XX, 200X, as we celebrate family volunteering by offering *Name of City* residents the opportunity to give back to our community!

Please check the appropriate box(es) and fax this form back to us. Thanks for your time!

- ☐ YES! Our agency will provide a project for family volunteers November XX, 200X. We also will help in the following ways:
- ☐ Endorse Points of Light Foundation/Family Volunteer Day; please feel free to add our name to your list of *Name of City* companies, organizations and not-for-profit agencies that support this worthwhile effort.
 - ☐ Include an article provided by Points of Light Foundation in our member newsletter.
 - ☐ Provide registration forms and information to members.
 - ☐ Post a flyer on our bulletin boards.
 - ☐ Provide a link from our Web site to your Web site. Our URL is: http://_____
 - ☐ Sorry, this isn't a good year for us, but please keep us in mind for next year!

If your organization is unable to provide a project, please feel free to participate by checking as many of the above as possible.

Thank you!

Please Fax Back to: Name of Spokesperson
Fax: XXX-XXXX

Project Development

How Does Family Volunteering Benefit Families?

Families that volunteer together not only address community social problems, but also *strengthen* themselves. Families can:

- Strengthen the family by promoting positive values, creating new opportunities to communicate and focusing on the importance of teamwork.
- Strengthen the community by encouraging people to get involved, and improving the community's overall environment—attracting new business, new people, new commitments and new ideas.
- Strengthen local business by improving employee morale and creating a greater understanding of family and community concerns.
- Strengthen nonprofits by increasing community awareness of important social needs and expanding the volunteer base.

It is a proven fact that **families that volunteer together will benefit** because:

- It's fun.
- It strengthens families.
- It makes family time valuable to both families and communities.
- It connects and strengthens communities.
- It strengthens businesses by improving employee morale and giving employees quality time with their families.
- It strengthens nonprofits by increasing community awareness of important social needs and expanding the volunteer base.
- It improves family communication.
- It helps create a new generation of dedicated volunteers.
- It teaches kids values like kindness, empathy, respect, friendliness and tolerance.
- It changes lives.

How Does Family Volunteering Benefit Nonprofits?

- Family Volunteering allows agencies to gain a better sense of community needs and provides closer ties to the communities they are serving.
- Family Volunteering provides opportunities for recruiting new populations, therefore increasing volunteer pool size.
- Family Volunteering creates life-long volunteers and a legacy of volunteering for the next generation.
- Family Volunteering acts as a natural multiplier of volunteers.
- Recruitment of any one family member acts as a catalyst for enlisting other family members.
- Children volunteers grow into youth, and ultimately, adult volunteers.
- Family Volunteering builds awareness of community issues among a broad base of volunteers.
- Family Volunteering garners media attention.

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How Does Family Volunteering Benefit Corporations?

- Family Volunteering increases employee morale and builds a positive attitude in the workplace.
- Family Volunteering improves the workplace by breaking down barriers among employees, reinforcing teamwork and building commitment.
- Family Volunteering in the workplace adds an extra dimension of sharing, caring and creates a sense of community among employees.
- Family Volunteering enhances quality time for families by allowing learning opportunities and positive role modeling for children.
- Family Volunteering provides opportunity for skill development in such areas as leadership, problem-solving, and public speaking, as well as improved organizational skills.
- Family Volunteering has a positive impact on a company's image in the community; shows a personal side, and demonstrates the commitment of a company, its employees, to the communities in which it is doing business.

STEP 2: Plan Your Project

GOAL: CREATE A TIMELINE AND TASK CHECKLIST. DETERMINE NUMBER OF VOLUNTEERS AND RESOURCES NEEDED.

Establish the planning committee.

- Include family volunteers, representatives from your partnering agency, the Volunteer Center, and local businesses.
- Schedule the planning committee meetings.
- Name project something "catchy."

Create an action plan with task list.

At the planning committee meetings, brainstorm what needs to be done for this project and divide up responsibility for each task. Define roles as to who will be in charge of publicity, marketing, volunteer recruitment, day-of event managers, etc. Since there are so many details regarding day-of logistics, we have started the brainstorm in the list of important tasks to discuss and delegate in the planning committee:

Day of logistics

PROJECT/VOLUNTEERS

- Take time to look at the project site(s) to determine the amount of work that needs to be done.
- Divide the project into specific tasks.
- Determine how many volunteers should be assigned to each task.
- For multiple projects, assign a volunteer coordinator to each site/project.
- Make sure that families can participate in these tasks together.
- Try to engage people with disabilities and/or organizations that represent them.

NONPROFITS THAT UTILIZE FAMILY VOLUNTEERING REPORT SIGNIFICANT RESULTS:

- 97.6% report Family Volunteering to be very effective
- 96.3% report Family Volunteering offers unique ways to offer services
- 98.3% report benefits to families over and above volunteering alone

Gallup Survey on Family Volunteering, 1994

CORPORATIONS THAT PROMOTE FAMILY VOLUNTEERING REPORT SIGNIFICANT RESULTS:

- 70% report improved public and community relations
- 57% report greater employee commitment
- 15% report more productive employees
- 12% report fewer hours lost for family responsibilities

Conference Board Survey, 1997

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SUPPLIES

- Identify potential resource needs (money, supplies, food) and potential sources of donations.
- Determine how supplies will be delivered to site(s) and where they will go afterwards.
- Check at least one week ahead of schedule on all products and services that are to be delivered and then check again two days ahead.

LOCATION/SCHEDULE OF DAY

- Plan an inclement weather (i.e. rain) back-up project. Unless it's a downpour, most outdoor projects should be able to be done, but just in case...be prepared.
- Obtain the necessary licenses and permissions to complete the project (governmental agencies).
- Arrange for a photographer to be at the event.
- Decide if you are hosting an opening or closing ceremony

If you have the time and resources, an excellent addition to the day is to host a party/ceremony either before or after the day of volunteering. This event is often used as a time to gather all the participants together to either kickoff or celebrate the success of the day and its' volunteers. Planning details to consider include: location, registration, food, beverages, music/entertainment, guest speakers and political appearances

Engaging people with disabilities as volunteers

- **Include volunteers** with disabilities on the steering committee, in project planning, volunteer recruitment and decision making to strengthen the day of service and make it more inclusive.
- **Consider the accessibility** of your sites, materials, and activities. Keep in mind that accessibility does NOT mean ADA compliance. Reasonable accommodations are the standard and often require more imagination than money.
- **Create a “barrier buster” checklist** that will allow you to check the accessibility of the project sight and the activities to be performed prior to the day of service. It may also help you think through the alternative formats you may need to consider in achieving optimum accessibility for you project.
- **Perform site visits** well in advance to your event so you can easily anticipate challenges of a physically inaccessible site and plan accordingly. Some solutions include renting wheelchair accessible port-a-toilets and ramps, creating clear routes for volunteers to move about the site, having volunteers in pairs or teams to share information and access assistance if needed. (Example: Outdoor activities like beach and river clean-ups can pose special problems to people who use wheelchairs. Search your community for all-terrain wheelchairs for loan and ask your wheelchair-bound volunteers to suggest preferred alternative activities like registration or refreshments.)
- **Arrange transportation for your volunteers.** Transportation logistics often pose the greatest challenge for the organizers of events that incorporate volunteers who cannot drive (this includes youth as well as people with disabilities.) Investigate your community's public transportation system first if your volunteers cannot provide their own accessible transportation. Inquire about special services if existing routes do not serve your purpose. Also check with bus companies, vehicle rental outlets, local

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churches, community organization that may have vehicle you can rent or borrow. Start early, this process often takes time.

- **Still have questions?** Consult your disability partners, members of your steering committee, or volunteers with disabilities that are engaged in the event planning.

Resources for accessing Alternative Format Tools for people with disabilities

- State Community Service Commissions can sometimes provide the use of items for translating or supporting alternative formats.
- Web Accessibility Initiative (WAI) works to make Web page formats and protocols accessible to people with disabilities so that Web page creators can build in usability of people with disabilities. Visit <http://www.w3.org/WAI>
- Bobby is a tool that helps identify changes to Web pages needed so users with disabilities can more easily use their Web site. Visit <http://www.cast.org/Bobby>

Prepare for Risk Management

According to the Nonprofit Risk Management Center in Washington, DC, the three keys to an effective risk management plan are commitment, communication, and consistency. Commit to protecting the rights and safety of those involved in your program, communicate that commitment to the community, and be consistent in following through with your organization's risk management plan.

Youth and Family Outreach suggests the following when developing a risk management plan.

- Review your organization's insurance coverage and update it, if necessary.
- Review your state restrictions and regulations regarding children/youth.
- Establish and follow screening procedures for all family members.
- Ask volunteers to sign liability waivers and consent forms.
- Establish effective supervision procedures for all family members.
- Orient and train all family members before each activity.

It is best practice to consult an insurance agent and lawyer when developing your risk management plan. It is also important to continually evaluate your plan and make changes when developing new volunteer jobs. See liability waiver and consent form.

Organize all tasks into a detailed timeline and label the person to whom the task is delegated. Incorporate your task timeline into the guidebook timeline in the resources section at the end of this book.

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STEP 3: Recruit Volunteers

GOAL: TO HAVE THE COMMUNITY SERVICE PROJECTS STAFFED WITH VOLUNTEER FAMILIES SEVERAL WEEKS PRIOR TO THE DAY.

Post fliers and make announcements advertising the event.

Think strategically about where in the community families go to seek information of where potential volunteers would typically notice announcements.

- Hospitals
- Grocery stores
- Communities of faith
- Daycare
- Family restaurants
- Banks
- Schools/Universities
- PTA Meetings
- Amusement parks
- Movie theatres

Refer to media section for more great ideas for how to publicize event to volunteers. One example is to post a recruitment advertisement in local publication.

Contact your local Volunteer Center

Call 1-800-VOLUNTEER or go online to www.1800VOLUNTEER.org, to find a Volunteer Center in your area.

Personal contacts.

- Schedule a meeting with your families who regularly volunteer and encourage their participation and assistance in recruiting other families and planning for the project(s).
- Invite your personal contacts to a group breakfast or luncheon and tell them about Family Volunteer Day. Be specific about what you want them to do for you. Do you want them to give you an opportunity to speak at their organization's meeting, or do you want them to carry the mission of your project to their members and/or families?

If you don't have many personal contacts and you're starting from scratch, make a "wish list" of local organizations you'd like to involve.

Here is a list of possible groups where other volunteers might come from to help you brainstorm ideas:

- Corporations or local business
(community/special events coordinator, director of corporate communications)
- Faith communities
- Nonprofit agencies.

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- Schools, Universities and Educational groups
- Business networking groups.
- Neighborhood associations
- Civic and fraternal organizations such as fire or police departments.

Schedule a meeting between you and the contact.

This is an opportunity to explain more about family volunteering and how the initiative makes an impact in your community. It also gives you the chance to gauge the organization's interest in participating. Remember to emphasize the benefits to the nonprofit agency or corporation.



Point out the benefits of family volunteering when talking to your contacts.

Benefits to Corporations:

- Improves employee relations and morale (according to a Family Matters study conducted by the Conference Board).
- The business will be contributing to the growth of the community.
- The business will benefit from anticipated positive media coverage.
- The business can claim it is a charter participant in the national call to action.
Use the information from Step 1 "Benefits to Nonprofits and Corporations."

The Points of Light Foundation has a Business department that can lend support. Call 202-729-8000.

Create a packet to send to contacts that makes volunteer sign-ups easy.

Attached are helpful templates of forms to include in your packet. The forms include:

- Recruitment letter
- Recruitment letter fax-back
- Recruitment flier/Coordinator Information Form
- Sign up registration form
- Confirmation letter
- Individual Confirmation letter

Identify volunteers

Once you have received the packets, finalize list of volunteers. Send confirmation letter to volunteers. Concentrate on creating interest and excitement about Family Volunteer Day. Give volunteers a sense of ownership and security.

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RECRUITMENT LETTER FOR BUSINESSES: (Print on Your Letterhead)

Date

Name of Contact Person

Name of Company

Address

City, State Zip

Dear *Name of Contact Person*:

As one of Name of City's most civic-minded companies, we don't want you to miss the opportunity for Name of Company employees and their families to participate in the annual Family Volunteer Day, November XX, 200X!

As a distinguished member of our business and corporate community, we invite your participation and support, **not in the traditional dollars and cents way**, but in a human way. We need your company's involvement in this important effort, and here is how:

Commit to signing up *Number* of company employees and their families to volunteer at a community project on Family Volunteer Day.

It's that simple. We need volunteers, and you have the volunteers we need! Not only will the community benefit from your employee families' efforts that day, a study has shown you also will enhance employee morale, productivity and pride in the company. This may be especially helpful if we successfully interest local radio, TV and newspaper reporters in covering this event. Media coverage is one of our primary strategic goals. Envision your employees in company T-shirts spending a few hours enhancing the community and valuable family time together.

Enclosed you will find materials describing Family Volunteer Day and a fax-back sheet so you can quickly respond regarding your company's decision. **Please check the choices that apply and fax the form to me at Fax Number no later than Response Date.**

Also enclosed is an employee registration form, coordinator information form and description of community projects. Follow the simple directions noted on each form to commit your company's participation.

Thank you in advance for your consideration and for taking the time to learn about Family Volunteer Day I will call you in a few days to talk more about this opportunity and answer any questions. We sincerely hope that *Name of Company* will join us in making this Family Volunteer Day a major success in *Name of City*!

Sincerely,

(Enclose the following: Recruitment letter fax back, Sign-up form, Flier/Coordinator information form, Description of community projects—you provide, Fact Sheets or brochure)

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FAX BACK FORM

We want you to join Family Volunteer Day in *Name of City*!

Name of Contact

Name of Company

Address

City, State ZIP

Please fax back to: Spokesperson name at XXX-XXXX

We hope you will join us November XX, 200X, as we celebrate family volunteering by offering *Name of City* residents the opportunity to give back to our community. Your company can directly benefit through a proven employee morale booster and media news coverage of the event.

Please indicate how you can help by checking the appropriate box(es) and faxing this form back to us. Thanks for your time!

- ☐ **YES!** Our company will recruit *Number* employees and their families and commit to volunteer at a community project on Saturday, November XX.

We will: (Please check all that apply)

- ☐ Endorse Family Volunteer Day. Please feel free to add our name to your list of companies and organizations that support this worthwhile effort.
- ☐ Designate a company coordinator to serve as a liaison between Family Volunteer Day organizers and participating employees.
- ☐ Link our company's Web site to the Family Volunteer Day Web site.
Our URL is: http:// _____
- ☐ Tag our company's print, radio or television advertising with "A proud sponsor of Family Volunteer Day, November XX, 200X. Call (XXX-XXXX) to sign up."
- ☐ Include an article in our company newsletter.
- ☐ Provide registration forms and information to employees.
- ☐ Post flyers on company bulletin boards. (Please make as many copies as you need.)
- ☐ Send information and reminders to employees via e-mail.
- ☐ Provide information to employees during staff meetings.
- ☐ Other: _____
- ☐ Sorry, this isn't the year for us. Please let us know about next year's plans for Family Volunteer Day.

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FLIER /COORDINATOR INFORMATION FORM

SIGN UP NOW FOR NAME OF CITY'S NATIONAL FAMILY VOLUNTEER DAY

Sponsored by the Points of Light Foundation & Volunteer Center National Network and *name of local organization*. This annual event will give area families an opportunity to spend quality time together, teach important life skills to children, give back to the community, and motivate families to make volunteering a year-round habit.

**November XX, 200X
(Insert Time)**

***You and your family are invited to make a difference
in Name of City and to spend some quality time together!***

Volunteer opportunities are available at:
(list projects)

Call (XXX-XXXX) for more information.

Points of Light Foundation & Volunteer Center National Network, is committed to spreading the concept of family volunteering across America and helping to build stronger neighborhoods and families through volunteering or "neighboring."

Your company's Family Volunteer Day coordinator is:

To sign up or learn more the coordinator can be reached at:

By participating, *Company Name* sends the message that our company, its employees and families care about our community! We need 25–50 committed employees and their families to volunteer at a community project on Family Volunteer Day, November XX.
It's that simple!

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SIGN-UP FORM (Print on plain white paper)

Family Volunteer Day Registration Form

Name of Organization: _____

Name of City: _____

Name	Mailing	AddressAge
Family Team		
Members:		

Name	Mailing	AddressAge
Family Team		
Members:		

Name	Mailing	AddressAge
Family Team		
Members:		



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CONFIRMATION LETTER (Print on your letterhead)

Date

Name of Contact

Title

Company Name

Address

City, State ZIP

Dear *Name of Contact*:

Thank you for volunteering!

We are pleased to confirm your company's participation in Family Volunteer Day on Saturday November XX, 200X. This event is sponsored by the Points of Light Foundation, the Volunteer Center National Network and *Your Organization's Name*.

By agreeing to provide *Number Company Name* employees and their families as volunteers at the *Name of Community* Project you are confirming your commitment to the benefits of family volunteering as a vehicle for improving communities, businesses and families.

Please distribute the enclosed confirmation note to your participating employees and remind them to bring it to the project site November XX. If you have questions or need additional information, you can call *Local Contact* at (XXX-XXXX).

Again, on behalf of *Your Organization*, thank you for your support. We look forward to seeing you November XX!

Sincerely,

Signature

Enclosures

Enclose the following with this letter:

Individual confirmation form

Article for company newsletter

Family Volunteer Project Information

Sheet (you provide)

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INDIVIDUAL CONFIRMATION FORM

CONFIRMATION FORM FAMILY VOLUNTEER DAY

*Bring this form with you November XX,
This is your confirmed assignment for
Family Volunteer Day.*

has been assigned to:

Meet at _____ a.m./p.m.

Location:

Thank you!

Name of site here

Directions to volunteer site:

Insert directions to volunteer site here.

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ARTICLE TO INCLUDE IN COMPANY NEWSLETTER

Name of Company **Families Needed for Family Volunteer Day**

Your Organization is organizing *Name of City's* efforts to join hundreds of communities nationwide in showcasing the positive benefits of family volunteering. Family Volunteer Day will be held on November XX, 200X. This event will give area families an opportunity to opportunity to spend quality time together, teach important life skills to children, give back to the community, and motivate families to make volunteering a year-round habit.

By participation, *Name of Company* sends the message that our company, its employees and families, care about our hometown! We need *Number* of committed employees and their families to volunteer at a community project on *Date of Event*. It's that simple!

For just a few hours of your time, help make a positive difference for our community and its residents and enjoy a fun time with family and friends.

Volunteer opportunities include:

- Name of Project, Time of Project, Location of Project, Description of Project

If you are interested in participating, contact *Name of Volunteer Center* at XXX-XXXX for more information or to sign up. Please respond by *Response Date*. It's easy to get involved in family volunteering. Try it. You and your family will like it.

Project Development

STEP 4: Prepare for the Day

The day of the event will entail handling many details. The following categories will help you start thinking of how to logistically prepare for your event.

Make a schedule for the day:

Welcome volunteers and make them feel comfortable:

- Distribute name tags to the volunteers
 - Point out location of water and restrooms
 - Have volunteer fill out top half of “Volunteer Registration/Evaluation Form”
 - Have all volunteers sign “Volunteer Release and Waiver of Liability Form.”
 - Tell parents or guardians that they are responsible for small children
- You will find the forms mentioned above attached to the end of this section.*

Important things to consider:

- Remember, volunteers are from all backgrounds and come in all shapes and sizes
- Find out about any special skills or limitations
- Don't expect anyone to do something they have not been instructed on or need special skills to do
- Volunteers work because they want to make a difference
- Take advantage of family relationships by allowing families to work together; parents/guardians are responsible for their children

Prepare an “orientation and training” session to instruct volunteers (limit this to 10-15 minutes). *Suggestions for what to include:*

- Your organization's purpose
- Who you serve
- Why you are needed in the community
- How volunteers presently help your organization
- Brochures or handouts prepared to give to your volunteers
- Step by step instructions on how to approach your volunteer project

IMPORTANT: Include a motivational speech telling the volunteers how their work is helping someone, even if the service is not a “hands on” project.

Arrange lunch for volunteers. *Mealtime provides a good time for volunteers to reflect on their experiences. Ways to work out lunch:*

- Plan for 5 more volunteers than you've requested.
- Feed them from your own cafeteria (if you have one).
- Ask for donated lunch from a local restaurant. Most restaurants are happy to provide food for volunteer projects, especially on special days like Family Volunteer Day. Not only does this give them good exposure and name recognition, but also they can write it off on their taxes. Find out places that have donated before. (Places that deliver are great!)



Project Development



Please take time to reflect on the volunteer experience, the frustrations, and the rewards. Lunch or snack break is a great time for volunteers to reflect on their experience. Food also gives you time to listen to what happened on the project. Design a game or activity to allow the families to discuss their experience. Ask questions such as:

- How did you find out about this activity?
- What prompted you to participate in this activity? What interested you in family volunteering?
- What did you like most about family volunteering?
- Would you and your family be interested in family volunteering projects in the future?
- What did you learn most from family volunteering?
- What projects are most interesting to you and your family?
- What did you learn about family members that you did not know before?
- Did you find family volunteering to be beneficial over and beyond volunteering alone?

Evaluation

Before the volunteers leave, have them each fill out an evaluation form. You can motivate them to do this by giving them their certificate of participation or other recognition item when they turn it in. The evaluation form will help you to gather the necessary information for your post-event reporting.

Project Development

SAMPLE FAMILY VOLUNTEER EVALUATION FORM

Name: _____
Address: _____
Phone: _____ Email: _____
Volunteer Event: _____

Please take a few minutes to fill out this evaluation to help us understand your feelings about the rewards and challenges of your experience.

1. How did you learn about this family volunteer event (check one)?
 - ☐ I learned about it by contacting my Volunteer Center.
 - ☐ I was given a brochure on the event.
 - ☐ I learned about it through the organization I work for.
 - ☐ I read about it in the newspaper.
2. What is the primary reason you volunteered with your family today (check one)?
 - ☐ I wanted to spend time with my family while helping my community.
 - ☐ I wanted an opportunity for my family to serve as a role model to others.
 - ☐ I thought volunteering together would strengthen my family.
3. Below is a list of things some people have gained from taking part in family volunteering (Please check any which you feel you have gained).
 - ☐ Greater confidence
 - ☐ Improved communication skills
 - ☐ Better understanding of community problems
 - ☐ Better understanding of my family
 - ☐ Other _____
4. Among the family members who volunteered today, how many were between the ages of:
 - ☐ 0-25
 - ☐ 26-54
 - ☐ 55+
5. Would you be interested in receiving information on family volunteering projects in the future? ☐ Yes
6. What was the ONE most important thing that you learned from volunteering with your family? _____
7. What projects are most interesting to you and your family? _____
8. What would you change about this project to make it better? _____

Addition Comments: Please return this form to your project coordinator or to Your Organization, Address. Thank you for taking the time to volunteer with your family!

Project Development

VOLUNTEER RELEASE AND WAIVER OF LIABILITY

FAMILY VOLUNTEER DAY

Volunteer Release and Waiver of Liability

Name: _____

Address: _____

Phone: _____

Emergency Contact: _____

Phone: _____

I hereby release, indemnify, and hold harmless the your agency and the sponsors of the volunteer site from any and all liability claims, demands, and causes of action, of whatever kind or nature (including any injury caused by negligence) incurred in conjunction with the Family Volunteer Day. In addition, your agency has my permission to use any photographs or videos taken for publicity purposes.

Signature: _____

Date: _____

IF VOLUNTEER IS UNDER 18, PARENT OR GUARDIAN MUST SIGN HERE:

Signature: _____

Date: _____

Project Development

STEP 5: Follow up Afterwards

Once the volunteers' work is done, there are still three important pieces left in the process: evaluation, reflection, and recognition/celebration.

Evaluate the success of the project.

Synthesize information from your volunteer's evaluation forms and submit a project report.
(*form in this section*)

Celebrate the success of the project and recognize the outstanding efforts of your volunteers.

Here are some ideas on how you can say thank you to these wonderful people who have given you their time, talent and energy:

- Send thank you letters, including a picture that you took when they were working.
- Have a recognition lunch to present certificates.
- Publicize volunteers' activities through your newsletter and with pictures, if possible, and list the volunteers' names.
- Publicize the project through local newspapers.

Follow up with volunteers for future events.

- Add the names of new volunteers to your mailing list, so you'll be sure to include them in next year's opportunities.
- Create a list of agencies that would welcome groups of family volunteers throughout the year.

Submit materials for the Family Volunteer Award recognizing outstanding contributions to family volunteering.

Judging Criteria:

Achievement – The nomination must reflect the actual accomplishments achieved through the voluntary service. This includes the impact (immediate and long-term) of family volunteering on both the community and the family (ies) volunteering.

Community Needs – The voluntary community service must address real community needs or concerns.

Innovation – Activities should reflect innovative or unique approaches to solving serious social problems.

Mobilization – Nominated activities should result in or present opportunities for mobilizing other families to volunteer and include families in the planning process.

Ongoing Involvement – The voluntary community service should be hands-on and ongoing rather than a one-time activity with the exception of outstanding service for short-term crisis situations or Family Volunteer Day.



Project Development

This year the Points of Light Foundation will present Family Volunteer Awards at the National Community Service Conference. This award recognizes the best family volunteering activities *any time* throughout the past year. These volunteer efforts may include but are not limited to Family Volunteer Day activities.

Awards will be presented in the following categories:

- Families
- Volunteer Centers
- Nonprofit Agencies
- Businesses/Corporations

The Nomination:

Complete the nomination form AND attach a statement of at least 500 words describing the nominee's activities. The narrative should describe the nominee's family volunteer activities and demonstrate how those activities address the community's social problems. Because the judges will utilize the criteria in the review process, please be sure to address each of the criteria within the statement. Remember, nominations may include any family volunteering activities throughout the year.

In addition to your description, you may include applicable supportive materials.

- Brief description of agency and/or corporate partners, if any, and their contribution to your family volunteer activities.
- Brief biographical description and photos of your celebrity spokesfamily, if applicable.
- Photos of activities, if possible.
- Mayoral or gubernatorial proclamation celebrating Family Volunteering.
- Clips of newspaper stories, footage of TV coverage, tapes of radio interviews.
- Family reflection statements, letters from families who participated, or other items that can be used to tell your story.

Submitted materials cannot be returned, and through their submission, you are giving permission for their future use in promotions or editorials.

Questions? E-mail FamilyVolunteering@PointsofLight.org

For this year's nomination deadline please go to www.pointsoflight.org or contact:

Family Volunteer Award
Points of Light Foundation
Attn: Youth & Family Outreach
1400 I Street, NW, Suite 900
Washington, DC 20005-6526
Fax: 202-729-8100

Project Development

FAMILY VOLUNTEER AWARD NOMINATION FORM

I. Nominee:

Name: _____ Daytime Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Fax: _____ E-mail: _____

Which category does this nominee represent:

____ Family ____ Volunteer Center ____ Nonprofit Agency ____ Business/Corporation

II. Volunteer Activity:

Name of Project (if applicable): _____

Organization Sponsoring Project (if applicable): _____

Contact Name for Sponsoring Organization or Reference to Verify Projects not Sponsored by an Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ Fax: _____

E-mail: _____

Approximately how many individuals volunteered: _____ How many families does this represent: _____

If possible, please provide the approximate number of volunteers in the following age ranges:

____ 0-5 ____ 6-12 ____ 13-18 ____ 19-30 ____ 31-60 ____ 61+

How many organizations partnered in this activity, if applicable, and please list each:

III. Nominator (if different from nominee).

Name: _____ Daytime Phone: _____

Title and organization, if appropriate: _____

Address: _____

City: _____ State: _____ Zip: _____

Fax: _____ E-mail: _____

Project Development

“The family that perseveres
in good works will
surely have an abundance
of blessings.”

- Chinese Proverb

Media Relations



Media Relations



How to Get the Word Out

Family Volunteer Day is a great, local, “feel good” story that can showcase your organization, the Points of Light Foundation & Volunteer Center National Network, and the benefits of family volunteering. Whether you provide tips on how families can get involved or feature a local success story, Family Volunteer Day activities can result in increased media coverage of your efforts in the community.

Media relations is one of the most strategic segments of Family Volunteer Day.

A primary goal of this event is to spread the word that family volunteering works, it connects families and communities, and it's easy to get involved. Your enthusiasm will motivate people to volunteer. The family volunteering movement truly needs you to position Family Volunteer Day with the media.

STEP 1: Identify Spokespeople

1. Spokesperson

Someone coordinating Family Volunteer Day from your organization should be selected as the event's spokesperson. As a spokesperson, responsibilities will include:

- Speaking in public and in front of the media.
- Having an understanding of (or a willingness to learn about) the basic benefits, goals and messages of family volunteering and Family Volunteer Day.
- Participating in media interviews that could be conducted over the phone, at a volunteer site, or in-studio.
- Delivering the message points (see Step 4) in print and broadcast media interviews.

2. Spokesfamily

Identify one or two local families whose members are veterans at volunteering to serve as your local spokespersons. Your spokesfamily should serve as a good “model” for the concept of family volunteering, encouraging other families to participate. Since they symbolize the theme or core of the day they should accompany you on media interviews.

The media are highly attracted to real-life examples, especially when it pertains to “feel-good” stories like Family Volunteer Day. While the media will usually interview both the official spokesperson and the family, the family will usually always make it on the air, while the spokesperson's portion of the interview often will not.

Use the following guidelines to help determine whom to consider:

- A willingness to speak in public and in front of the media.
- An understanding of (or a willingness to learn about) the basic benefits, goals and messages of family volunteering and Family Volunteer Day.
- Time to complete media interviews in advance and during the day, including over the phone, at a volunteer site and in-studio.
- A family that volunteers at various times throughout the year will make a stronger champion for the idea of family volunteering than one who volunteers only on Family Volunteer Day.

Media Relations

Make sure your spokespersons know your main message points:

- Family volunteering benefits the family itself, the community and the nation at large.
- Your organization and the Points of Light Foundation connect families and communities. It's easy to get involved.

Send a letter to the spokespersons confirming their responsibilities.

Give your spokesperson every opportunity to participate in media interviews while they are actually volunteering.

This will make the interview more visually appealing for the television media and make the family more comfortable, since they will be in a familiar setting.

3. Local Celebrity

Your first and most impressive celebrities are the families who show up and volunteer together. However, Family Volunteer Day provides a great opportunity to invite a well-known local person and his/her family to participate and help spread the word. The local celebrity spokesperson you select can help raise awareness about your community's involvement in Family Volunteer Day, conduct media interviews, solicit support from other segments of the community and cheerlead the benefits of family volunteering. Seek people who have high visibility and stellar reputations within your community. Remember, you are inviting them to involve their families also—spouses, children, grandchildren and other relatives or friends. Make a list of potential celebrities using the suggested groups below.

- Mayors or other well-known elected officials;
- Sports figures (NFL, MLB or NBA players, college athletes, etc.);
- Civic/community/business leaders;
- Entertainers
- Media personalities (although we ask you to consider that this could cause a “black out” of coverage by the other radio or television stations).

You want your local celebrity to be someone who has widespread appeal, visibility and credibility.

- **Send a letter** inviting the celebrity to serve as your spokesperson no later than six weeks before the day. As you are recruiting celebrities to participate in Family Volunteer Day, it is important to explain that this request to help with media relations is in addition to participation in Family Volunteer Day. That way, they can still consider a one-day commitment versus a longer one (see end of Section).
- **Follow up:** Call to confirm receipt of the letter and to provide additional information or answer questions. When the celebrity confirms participation, send a follow-up letter to thank him/her and to provide additional details. Set up a meeting or telephone call to share the message points and, if necessary, the interview tips.

Media Relations

- **Book your celebrity** on local radio and television talk shows to recruit participation in Family Volunteer Day and/or to discuss the key points and benefits of family volunteering (section). These appearances should be scheduled 2–3 weeks prior to the event. Your spokesperson should appear at all media functions with the celebrity.
- **Assign your celebrity** to a project at which he/she and his/her family members will volunteer on the day. Since you will direct the media to cover that project on Family Volunteer Day, make sure it is staffed with lots of volunteers and provides good visuals for potential news coverage.
- **Send a thank you** to the celebrity and his/her family shortly after Family Volunteer Day. If you have photos of the day, send them along with the thank you as a memento.

Media Relations

SPOKESFAMILY THANK YOU /CONFIRMATION LETTER (Send on your letterhead)

Date

Name of Spokesfamily

Title (if applicable)

Address

City, State ZIP

Dear *Name of Family*:

Congratulations on being selected the spokesfamily for *Name of City's* Family Volunteer Day on November XX, 200X! Your family's contribution to the community is a great message to other families that family volunteering brings families closer! You're doing a great service to the Points of Light Foundation program and *Name of your Organization* by helping us spread the word — family volunteering works!

I'd like to give you a broad scope of some of the support I'll need from you as our spokesfamily:

- Help me draft a quote about your family volunteering attitudes (*a sample quote is in the news release*).
- Help me draft a paragraph describing your family in our press kit.
- Appear with me at radio, TV and print interviews.
- Be flexible about times the media may want to meet and interview you. The media may want to meet at odd times, sometimes during regular work hours, but we'll be as respectful as we can about your workday.

Before we attend our first media interview, I'd like to review the message points so that we present a clear and concise story to the press. I look forward to getting to know you better and working with your family as we develop and present our story of community involvement to the local media.

Sincerely,

Signature

Enclosures

Enclose the following with this letter:

Copy of the news release (with suggested comments)

Fact sheet



Media Relations



CELEBRITY RECRUITMENT LETTER (Can be used to invite participation by Mayor or other distinguished official. Print on your Letterhead)

Date

Name of Celebrity

Title

Address

City, State ZIP

Dear Name of Celebrity:

We wouldn't dream of holding City's **Family Volunteer Day** without your participation! Your involvement will help guarantee success as *Name of City* joins hundreds of communities nationwide in a national day of public service and community caring orchestrated by families.

We invite your endorsement and support of this wonderful opportunity by asking that you and your family please serve as **Honorary Spokesfamily** for *Name of City* Family Volunteer Day on November XX, 200X.

The *Name of Your Organization* is working closely with the Points of Light Foundation & Volunteer Center National Network to organize family volunteering in our community to motivate families to get involved in volunteer opportunities year-round. Through events like Family Volunteer Day, hundreds of families across the country will volunteer their skills and time to benefit their communities, enhance family ties, and strengthen relationships between the not-for-profit and business sectors.

We know how busy you are, but promise that serving as Honorary Spokesfamily will take just a few hours of your time. As Honorary Spokesfamily, you might participate in the suggested ways:

- **Endorse the Event:** Provide a quote for a news release.
- **Media/Talk Shows:** Appear on a few radio and television talk shows and conduct newspaper interviews. A local representative will appear with you.
- **Day of Event Participation:** Volunteer at a project and bring your family and friends along.

We will arrange all media appearances and provide you with detailed background information, including message points and media coaching.

Thank you in advance for considering this invitation. We sincerely believe that you and your family can help make Name of City's Family Volunteer Day a major success for our community!

Sincerely,
Signature

Enclose the following with this letter:
Fact sheet & Brochure Enclosures

Media Relations

STEP 2: Secure Proclamations

A proclamation from your mayor, county official or governor adds credibility and significance for all the work and effort you've put forth. The proclamation can be read at the site where your celebrity spokesperson and his/her family are volunteering. Or, read the proclamation at the volunteer site if your community size allows you to gather all your volunteers at one location before dispersing to their various service projects.

- **Call the mayor's office** (governor or other official) and determine the name of the person who handles proclamations for your jurisdiction at least six weeks prior to get Family Volunteer Day officially declared in your city, county and/or state.
- **Send a letter** requesting a proclamation to the contact person or directly to your mayor, county official or governor (See end of section). Submit supporting materials with the letter such as a fact sheet or news release on Family Volunteer Day.
- **Follow up with a phone call** to the contact person to find out if the request was received, whether additional information is needed and a time frame for when to expect the completed proclamation.
- **Send a thank you** to the official and/or contact person once you have received the proclamation.
- **Frame** your proclamation(s) and visibly display it!

Media Relations

PROCLAMATION REQUEST LETTER (Address to contact person for proclamations or your city's Mayor. Print on your letterhead.)

Date

The Honorable *Name of Mayor/ Name of Governor*

Title — Mayor/Governor

City/State of _____

c/o Name of Contact Person

Address

City, State Zip

Dear *Name of Contact Person* {or Mayor/Governor}:

City will be among hundreds of cities throughout the country participating in the Points of Light Foundation Family Volunteer Day, November XX, 200X. On that day, hundreds of families will volunteer their skills and time to benefit their communities, enhance family ties, and strengthen relationships between the not-for-profit and business sectors.

(or if your mayor is already involved in some capacity):

We are looking forward to having you and your family participate in Family Volunteer Day in *Name of City* on Saturday, November XX. By volunteering that day, you are leading by example, and we thank you for your leadership.

(return to letter)

To enhance the spirit of volunteerism, we'd like to ask you to please declare that Saturday, November XX *Name of City/State* Family Volunteer Day. A *Mayoral/Gubernatorial* proclamation would help share the message of volunteering throughout the *Metropolitan/ State* area. If there is any paperwork involved in requesting a proclamation, please mail or fax it to me at XXX-XXXX.

Again, we are grateful for your personal involvement. It's our goal that on November XX, citizens will turn out to set a lofty standard for many more cities to follow in the next century.

Background materials are enclosed for your reference. I'll be in touch, but if you or your staff have questions, please call me at XXX-XXXX.

Sincerely,

Signature

Enclosures

Enclose: Fact Sheet

Media Relations

STEP 2: Secure Proclamations

A proclamation from your mayor, county official or governor adds credibility and significance for all the work and effort you've put forth. The proclamation can be read at the site where your celebrity spokesperson and his/her family are volunteering. Or, read the proclamation at the volunteer site if your community size allows you to gather all your volunteers at one location before dispersing to their various service projects.

- **Call the mayor's office** (governor or other official) and determine the name of the person who handles proclamations for your jurisdiction at least six weeks prior to get Family Volunteer Day officially declared in your city, county and/or state.
- **Send a letter** requesting a proclamation to the contact person or directly to your mayor, county official or governor (See end of section). Submit supporting materials with the letter such as a fact sheet or news release on Family Volunteer Day.
- **Follow up with a phone call** to the contact person to find out if the request was received, whether additional information is needed and a time frame for when to expect the completed proclamation.
- **Send a thank you** to the official and/or contact person once you have received the proclamation.
- **Frame** your proclamation(s) and visibly display it!

Media Relations

Keep us informed of your projects, local celebrity participation, success stories and so forth by emailing

FamilyVolunteering@PointsOfLight.org.

If they request more information, Send a media kit. A media kit is typically a glossy folder with the company's or organization's logo on the cover with specific items in the left and right pockets. Include News Release and Spokesfamily biographical sketch (in the right pocket of folder) and Fact Sheet and Flyer (in the left pocket of folder). Use the sample documents here and on the web as guides.

Alert the public of the day, 1 to 2 months in advance, by sending the community calendar entry and public service announcement. Check with your local media for specific deadlines and resubmission information. Use the sample documents here and on the web as guides.

Three days in advance of the event. Make follow-up calls to television and newspaper assignment editors.

Mail your materials to the media according to the timeline. Customize each piece for each recipient.

Visit your newspaper's editorial board. Each morning and each evening, newspaper section editors gather for a few minutes to find out what stories are brewing in the city. Once or twice a month, organizations and/or businesses are invited to attend these board meetings to introduce a story angle, event or opportunity to the board. To present your ideas to the board, call the newspaper and ask to make a presentation to the editorial board. Your request can go through a section editor or through the managing editor's office.

- Bring enough collateral material with you so that everyone at the meeting has your media kit. Bring your spokesfamily with you. Reporters have been known to schedule an interview immediately after an editorial board meeting. Do not bring gifts such as T-shirts and mugs to editorial board meetings.

“Think visual” when showcasing your story to the media. TV is unlikely to carry a story about a bunch of people standing around talking, but they will respond to scenes that can be shot on television, such as:

- Volunteers wearing T-shirts
- Kids working with parents
- You standing next to the banner that heralds “Family Volunteer Day” at the volunteer site with your organization's logo underneath.
- People cooking together, cleaning a park together, bathing animals, etc.

Media Relations

MEDIA TIMELINE

INFORMATION PIECE	FUNCTION	WHO RECEIVES IT?	WHEN SHOULD YOU SEND IT?
Pitch Letter	Written sales tool, used to peak interest in your event.	Photo desk editor (newspaper) Feature reporter (newspaper) Community Affairs Department (radio and TV) Magazine editor (magazine) TV/radio talk show producer	2 to 3 months before event
News Release	Generates interest, often becomes the first three paragraphs of the article.	Same as above	Send with pitch letter Include in Media Kit
Fact Sheet	Provides background information like facts and figures to help reporters build a story.	Send as requested	Include in Media Kit
Spokesfamily Biographical Sketch	Provides one-paragraph description of the family's interest.	Send as requested	Include in Media Kit
Community Calendar Entry	Short, concise entry for calendar.	Community calendar editor (newspaper) Community Affairs Department (TV and radio)	2 months before
Public Service Announcement (PSA)	Brief script delivered to radio and TV to be read on the air.	Community Affairs Department (TV and radio)	1 month before

Media Relations

PITCH LETTER:

Date

Name

Title

Publication

Address

City, State Zip

Dear *Name*:

The *Family Name* of *Name of City* proves that family volunteering works! *Insert frequency and participants {Once a month the Smiths, their two sons, an uncle and neighbor} volunteer together at the Name of Agency, Insert activity {sorting and distributing used clothing for area school children}*. The time they spend together has proven invaluable for building community relationships, teaching their children new values and carving out quality time together that is fun and meaningful.

On Saturday, November XX, the *Name(s) family(ies)* will participate in Family Volunteer Day sponsored by the Points of Light Foundation. *Name of City* is among hundreds of communities nationwide showcasing the positive benefits of family volunteering.

We have a great project to talk about, and would love the opportunity to share the details of this community service event with your audience. *Name of area corporations, not-for-profit agencies, name of volunteer center and civic organizations* have been working diligently to make Family Volunteer Day a success.

We hope you'll share this news with your audience as the momentum builds. Hundreds of employees and their families from *Name Companies* will be found throughout the community November XX volunteering their time and energies. We want people to read about the event and initiate or join existing volunteer projects at their schools, places of worship, not-for-profit agencies and civic organizations. In fact, we hope families will be inspired to stay involved as volunteers in their community all year long.

We will call you to see whether you may be interested in speaking with area families, who are committed volunteers in this community.

Thank you for taking the time to review the enclosed materials. If you have questions or need additional information, please call me at XXX-XXXX.

Sincerely,

Enclose the following with this letter:
Media Kit

Local contact

Enclosures

Media Relations

NEWS RELEASE

CONTACT: *Name(s)*
Volunteer Center
Local telephone contact

FOR IMMEDIATE RELEASE

YOUR CITY PARTICIPATES IN FAMILY VOLUNTEER DAY

Hundreds of families unite to volunteer on November XX, 200X

(*Your City, State—date of release*) — *Name of city*, often known for its spirit of giving, will join hundreds of other cities across America in a nationwide celebration of family volunteering. On November XX, *Name of not for profit agency, name of company and name of volunteer center* will participate in Family Volunteer Day in *Name of city*. The day is set aside as a symbol of the volunteer movement that is bringing families of many sizes and definitions together to strengthen America and their communities. All *Name of City* families are encouraged to participate in Family Volunteer Day by initiating a volunteer project through their religious organization, community agency, or neighborhood group. Family Volunteer Day is sponsored by the Points of Light Foundation & Volunteer Center National Network.

QUOTE FROM SPOKESFAMILY

(Example ... Introduction of Spokesfamily Member. "We've been involved in many volunteer activities as a family and we gained a great deal from it. We like being with each other. Working together, we've helped make the community a better place. I can't think of another activity that makes me closer to my family than showing them how to succeed by helping others. I get to be a hero with my family and show them how to be heroes in the community. Family volunteering honors, what we've known all along: that one family can make a difference".)

Locally, Family Volunteer Day will tackle special projects at *Name of Place*. Joining the spokesperson family are *number* of families from *Corporation* who are leading the work effort.

QUOTE FROM CORPORATE SPONSOR:

(Something like ... "Our employees and management are committed to the growth of the community. We see Family Volunteer Day as a way to attract new business, new people, new commitments and new ideas. From a company perspective, I'm very proud of our employees who are bringing their families together to volunteer on this special day")

"In today's frantic, fast-paced world, America's families need meaningful opportunities to spend time together", says (spokesperson from the Points of Light Foundation or a local Volunteer Center). "Family volunteering works. It connects families and communities, and it's easy to get involved. Family Volunteer Day shows there's a role for everyone." We hope it will be the first step in engaging families in year-round, community oriented volunteer projects.



Media Relations

NEWS RELEASE - PAGE 2

QUOTE FROM THE MAYOR:

(Something like ... *Mayor name* has endorsed/proclaimed November XX as Family Volunteer Day in City. "Family Volunteering reminds each of us how important it is to give back to our hometown", said *Mayor name*. "In *City*, and throughout the area, practicing teamwork and generosity will make a world of difference in the lives of our neighbors and families. I hope those who can, will join us for Family Volunteer Day. My family and I will be there.")

(Possibly use this statement) Although volunteer slots are full for this year's Family Volunteer Day projects, families are encouraged to initiate volunteer activities at their schools, places of worship, community or civic organizations on November XX. Family teams that start the habit of year-round community-oriented volunteering will help the Points of Light Foundation & Volunteer Center National Network achieve its goal of making family volunteering the norm in America. To ***receive family volunteering information call 1-800-VOLUNTEER (1-800-865-8683) or visit our Web site at www.1800VOLUNTEER.org.***

The *Last Name* family joins number of families in City's Family Volunteer Day. The Points of Light Foundation & Volunteer Center National Network works with communities to encourage family volunteering by linking families, neighborhoods, businesses and not-for-profit organizations together. In *City*, the Family Volunteer Day project is coordinated through the *Name of Volunteer Center*.

Media Relations

Background - What is Family Volunteer Day?

Family Volunteer Day is a day of service designed to demonstrate the power of families who choose to volunteer together to support the communities in which they live and serve. Volunteering as a family provides quality time for busy families, strengthens communication and bonds, and positively impacts local communities across the nation. The Points of Light Foundation created the day to highlight the benefits of family volunteering and to provide an opportunity for America's families to help communities create supportive environments for their children and each other.

Essential Elements of Family Volunteer Day

The Day is strategically held on the Saturday before Thanksgiving each year as a means of "kicking-off" a Holiday season of giving and service. Family Volunteer Day 2006 is November 18th. In addition, Family Volunteer Day kicks off National Family Week. Since its inception in 1999, over 200,000 volunteers have participated in the Day. This includes individual families, family volunteers organized by local agencies and Volunteer Centers, and employee families of corporations and businesses around the globe.

Media Visibility

In 2003, over 30 million individuals were exposed to Family Volunteer Day through limited media efforts including a Radio Media Tour, two press releases, and a small number of media kits. A family volunteering letter submitted during the National Family Volunteer Day media push to Dear Abby was printed in December, 2003, to a readership of over 1 billion.

Available Resources

- **The Family Volunteer Day Guidebook:** An online document featuring helpful information to agencies and businesses participating in the day, including fact sheets, project ideas, sample press release and media materials and more.
- **The Radio Media Tour:** A national satellite radio media tour with Foundation President and CEO Bob Goodwin reaches millions of radio and Internet listeners annually. In 2003, over 30 million individuals were exposed to National Family Volunteer Day through the tour.
- **FamilyCares.org:** The Web's leading family volunteering site designed for America's families. It features educational materials, project ideas, games for children, and more in a family-friendly format.

Sponsorship Opportunities

There are numerous sponsorship opportunities available to those looking to assist the efforts of the growing family volunteering trend. These include existing events and resource-based platforms as well as to-be developed materials specifically tailored to the needs of the sponsor. Sponsors will receive high visibility through brand and name recognition in association with a national effort focusing on the family during traditional Holiday season. The following page outlines several of the different available sponsorship levels as well as the specific benefits associated with them.



For more information about becoming a sponsor and associated benefits to your organization, please contact:

Corporate Relations Development

The Points of Light Foundation
1400 Eye Street, NW Suite 900
Washington, DC 20005
(202) 729-8140 (phone)

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COMMUNITY CALENDAR LISTING

CITY JOINS HUNDREDS OF CITIES TO LAUNCH FAMILY VOLUNTEER DAY

On Saturday, November XX, teams of family volunteers will gather at *List Community Project* to celebrate the annual Family Volunteer Day and to showcase family volunteering as a way to benefit neighborhoods, communities and families.

Families are encouraged to initiate projects at their schools, places of worship, civic and community organizations and volunteer at those projects on November XX.

Name of Project, Time of Project, Location of Project, Description of Project

For additional information of family volunteering tips, call or visit **1-800-VOLUNTEER.org** or call the *Local Coordinator at XXX-XXXX or Volunteer Center*

PUBLIC SERVICE ANNOUNCEMENT *Send to radio station no later than October 20*

“FAMILY VOLUNTEER DAY IN YOUR CITY”

Contact: *Your Name*
Name of Your Organization
Phone: *XXX-XXXX*
Air Dates: *October 30 – November XX*
Length: *30 seconds*

On Saturday November XX, families in *Your City* will join families across America for Family Volunteer Day.

Family volunteering is a great way to spend quality time with your loved ones while giving back to the community. Organize a project with your church, a local charity or your neighborhood or join a project already planned

Start a new family tradition this holiday season and help others where you live or work

To learn more about how you can volunteer as a family, visit www.FamilyVolunteerDay.org or call your local Volunteer Center at **1-800-VOLUNTEER.org**.

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STEP 4: Create Message Points/Prepare for an Interview

You've successfully convinced reporters to interview you. Now what? Look to your message points for your answers. Message points are the main ideas you want the media to convey about your topic or event. They keep you focused when pitching and delivering the story.

When you make follow-up calls to your local media, you should answer the question, then refer to your message points. The same is true anytime you talk to a reporter. There are three message points for Family Volunteer Day listed below.

These MESSAGE POINTS are designed to help guide you through the interview. Don't memorize them, use them as guides.

NOTE: Do NOT provide these notes to the reporter.

After you've reviewed the following message points, make copies and share them with your spokesperson and celebrity spokesperson:

Your organization and the Points of Light Foundation & Volunteer Center National Network connect families and communities. Your city is joining other cities throughout the country to celebrate Family Volunteer Day.

- (This is a good place to insert information about your organization and what it does to address various social needs in your community.)
- The Points of Light Foundation & Volunteer Center National Network create family volunteering opportunities by creating linkages between neighborhoods, businesses, nonprofit organizations and state and local agencies. Just call **1-800-VOLUNTEER** or log onto **www.1800VOLUNTEER.org** to learn more.
- The Points of Light Foundation's goal is to create a tradition of family volunteering in America. Our focus is to increase the number of families volunteering together and to discover how nonprofit organizations, educational institutions, faith communities, and corporations can work together to address community needs. The goal is to make family volunteering the norm by increasing and supporting the number of families volunteering, the opportunities for families to volunteer, and the communities across the country that value family volunteering.

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MESSAGE POINTS

Family volunteering benefits the family itself, the community and the nation at large.

IT STRENGTHENS THE FAMILY.

By promoting positive values, creating new opportunities to communicate and focusing on the importance of teamwork.

IT STRENGTHENS THE COMMUNITY.

By encouraging people to get involved, improving the community's overall environment — attracting new business, new people, new commitments and new ideas.

IT STRENGTHENS LOCAL BUSINESS.

By improving employee morale and creating a greater understanding of family and community concerns.

IT STRENGTHENS NONPROFITS.

By increasing community awareness of important social needs and expanding the volunteer base

PREPARE FOR THE INTERVIEW

Rehearse with a friend or co-worker. It will help you develop clear, concise messages that will benefit your efforts.

Pace yourself. If the interview is for a television or radio station, ask if the interview will be live or taped. Live interviews normally last only two or three minutes, and when you are live, there is no opportunity for editing. A taped interview might last 5 or 10 minutes, because the reporter will have time to edit the story to a shorter length before it airs. Newspaper interviews can be any length and will also be edited to fit the story.

Remember that the media love visual, interactive stories. Discuss your spokesfamily or a family that is successfully volunteering in your community. You could invite a reporter to accompany them during one of their volunteer projects or invite them to take part in the interview.

Producers like to use on-screen graphics. You might provide text such as this for them to use: *For more information about family volunteering, call your organization at XXX-XXXX or 1-800-VOLUNTEER, or visit the Points of Light Foundation's web site at www.1800VOLUNTEER.org.*

Tips for interviewing:

- Know what you want to communicate and don't be afraid to repeat yourself. Live by your message points.
- Short answers are better than long ones. Stop talking when you're done making your point.
- This is not a confrontational interview. Why not smile while you're talking? You'll sound more enthusiastic.
- Don't overlap the interviewer's question. Begin your answer when he or she is finished.
- Speak in complete sentences.
- Avoid jargon and acronyms. Speak as simply as possible.
- Keep your hands free, open and animated. Gesture as you normally would.
- Plan what you'd like to say if asked, "Is there anything else you'd like to say?" You should recap each of your message points as a response.
- Resist the urge to lean into the microphone.
- Television is an intimate medium. Speak in personal, anecdotal terms. Use analogies to illustrate your point. Don't be afraid to tell "your story."
- Body language is important for television. Practice by talking into a mirror. People will remember how they felt about you more than they'll remember what you said.
- Remember, there is no such thing as "off the record." Always assume the camera is on.

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To further prepare for the interview, review the answers to these FAQs below:

What is Family Volunteer Day?

Family Volunteer Day, created by the Points of Light Foundation, is an opportunity to showcase the benefits of families working together, provide a great way to introduce community service, and encourage those who haven't yet made the commitment to volunteer as a family to begin doing so. Your organization is coordinating efforts here in your city.

Why did your organization get involved?

We believe that family volunteering works for our community. It's a way to bring everyone closer and address important social needs. (You can talk briefly here about your organization and its intrinsic value to the local community.) Your organization always supports this kind of worthwhile cause whenever possible.

What are the benefits of family volunteering?

Families benefit because volunteering together promotes positive values and gives the family a chance to work as a team. It strengthens nonprofit agencies by expanding the number of potential volunteers and awareness of pressing social needs. When companies help, they benefit from new insights into their employees and their community. And overall, your city benefits because social needs are addressed, making the community more cohesive and attractive to new businesses.

Who is involved this year?

Insert names of local companies are pitching in and encouraging their employees and their families to participate.

How do communities get involved with family volunteering?

We will be inserting local project information here. It should be a great time for everyone, and local celebrity participants will be on hand to help out as well. We're going to have a lot of fun with hundreds of Your City families.

How can I sign up?

Your Organization and the Points of Light Foundation invite everyone to get involved. On Family Volunteer Day, we hope everyone will volunteer as a family, either at one of our projects, through their community group or by creating their own project. We're ready to help with tips and advice. Just call us at XXX-XXXX. To locate a Volunteer Center near you, call **1-800-VOLUNTEER** or visit **www.1800VOLUNTEER.org**.

How can families get involved on their own after Family Volunteer Day?

Families are needed to volunteer all year round. Family Volunteer Day is just one of six days in the Seasons of Service calendar. We really want families to make family volunteering a tradition. Challenge your family to make it a regular habit, not just something that happens once a year. For more family volunteering ideas, visit www.FamilyCares.org.

Take them with you to your interview. You may want to offer the list to the interviewer, say something like, "I'm sure you already know where you want to go with this interview, but I thought it might help to give you some of the typical questions we're asked about family volunteering and Family Volunteer Day."

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STEP 5: Plan Day of Event Media Logistics

It's finally Family Volunteer Day and everything is in place. You have dozens of committed volunteers ready to work. Your service projects are prepared and all offer opportunities for excellent media coverage and publicity. What else should you expect on the big day?

Details, details, details are those little things to remember that make a big difference in ensuring a smooth-running, successful event. What's provided below is a simple checklist to keep you organized and prepared for the unexpected on Family Volunteer Day.

- **Bring cameras and make sure there's one person at each site designated to take pictures.** Even if you hire a photographer to take "official" photos, you'll want snapshots of all the activity and of the volunteer families, corporate partners, celebrity spokesperson, etc.
- **Be sure to have copies of the news release, backgrounder and fact sheet (or media kits) available at each site.** Often reporters are sent out on a story without being armed with the background materials. Make sure your spokesperson(s) deliver the key messages for Family Volunteer Day. (NOTE: Message points are for your use only, and should never be handed out to the media.)
- **Carry a list of the locations, directions and telephone numbers of the other Family Volunteer Day projects.** If someone shows up at the wrong site, or a reporter needs the location of an additional project to cover, you can direct him or her quickly.
- **Consider renting or, if a wireless telephone company is one of your corporate partners, borrowing cell phones for the day.** They will come in handy when you want to check in with staff at each of the project sites, or to alert a project that a reporter is on the way. Make sure all staff have a list of cell phone numbers.
- **If possible, have a short welcoming "ceremony" prior to putting the volunteers to work.** Take 10 minutes to greet and thank the families for their participation, read the proclamation, acknowledge any dignitaries present, as well as the key staff from the organization that is the day's benefactor. Don't forget to mention the purpose of the day and include the key messages about your organization, the Points of Light Foundation, and Family Volunteer Day.
- **Make sure you establish an appropriate window of time when the media are invited to cover the event.** You probably want the media to be present during the morning, from 10 a.m. to noon, when the most volunteers are present and enthusiasm and energy levels are highest.
- **Determine the times that your celebrity families and/or other dignitaries will be present.** Because of their busy schedules, they may not be available for an entire day, but for a two- or three-hour block.

Resources

FAMILY VOLUNTEER DAY PROJECT TIMELINE

TASK	DATE TO BE COMPLETED
Seek a lifeline — someone who is available to help you manage and implement your Family Volunteer Day.	
Identify potential agency to partner with for Family Volunteer Day.	
Identify potential company or civic partners.	
Search for local celebrities to endorse Family Volunteer Day.	
Select a spokesfamily. Verbally confirm the family's participation. Seek additional families as back-up spokesfamilies. Confirm their participation with a letter. Write a one-paragraph summary on the family for the media.	
Confirm event partnership with agency/company/organization partners. Request one (or two) project(s) and 25–50 families.	
Submit newsletter article to organization newsletter editors. Include sign-up forms and flyers.	
Confirm details of the Family Volunteer Day project(s) with event partners.	
Develop and package your media kit.	
Begin developing media list, customize your news release. Identify your media contacts at newspapers, magazines, and local radio and TV stations.	
Send print pitch letter and media kit to editors of local magazines including local parenting publications and city magazines. Include quotes from spokesfamily, partner and celebrity in news release. Omit quote from mayor in this packet.	
Follow-up call to magazine editor.	
Contact mayor's office. Ask if the mayor's family will be the celebrity spokesfamily. Ask the mayor to proclaim November XX the city's Family Volunteer Day and for news release quote.	
Confirm volunteers from company partner.	
Send letters.	
Secure proclamation.	
Send calendar entries to media calendar editors.	



Resources



FAMILY VOLUNTEER DAY PROJECT TIMELINE – cont'd

TASK	DATE TO BE COMPLETED
Send PSAs to radio and TV contacts.	
Send pitch letter and media kit to radio, TV and newspapers. Talk to producers of talk shows.	
Follow up with calls to radio, TV and newspapers.	
Talk to producers of talk shows.	
Schedule radio, TV and newspaper interviews.	
Review message points before doing interviews.	
Update volunteer and media mailing lists.	
Resubmit calendar entries.	
Resubmit PSAs.	
Send media alert to TV contacts, daily newspapers, radio stations.	
Call the assignment desks of TV and print media.	
Call the assignment desks of TV and print media.	
Send thank-you notes to general public who call to volunteer and redirect them to a local project.	
Review day of event logistics to help last-minute gathering.	
Contact agency to make sure site is prepared for volunteers.	
Call contact at corporation. Make encouraging comments to volunteers. Double-check task assignments and instructions.	
Send media alert to TV, news assignment editors, photo editors and feature story editors.	
Call the assignment desks of TV and daily newspapers.	
Arrive an hour before event.	
Ask your lifeline to make calls to the assignment desks of key	
TV and daily newspapers	
Bring camera(s). Take photos.	

Resources

The following resources are some of the national organizations leading volunteering efforts in the United States. Your local community is always a good resource as well. Look for a volunteer center, volunteer center state association, state government commission of community service and volunteerism, nonprofit organization, Connect America Partner, Fraternal Benefit Society, Corporation, the public library, or neighborhood association.

THE POINTS OF LIGHT FOUNDATION & VOLUNTEER CENTER NATIONAL NETWORK YOUTH & FAMILY OUTREACH

1400 I Street, NW
Suite 800
Washington, DC 20005
Tel: 1-800-750-8000
Fax: 202-729-8100
Email: YouthandFamily@PointsofLight.org
www.PointsofLight.org

ALLIANCE FOR CHILDREN AND FAMILIES

11700 W. Lake Park Drive
Milwaukee, WI 53224-3099
Tel: 414-359-1040
Fax: 414-359-1074
Email: childrenandfamilies@alliance1.org
www.nationalfamilyweek.org

CORPORATION FOR NATIONAL AND COMMUNITY SERVICE

1201 New York Avenue, NW
Washington, DC 20525
Tel: 202-606-5000
www.cns.gov

AMERICA'S PROMISE

909 N. Washington Street
Suite 400
Alexandria, VA 22314
Tel: 800-365-0153
www.americaspromise.org

ASSOCIATION FOR VOLUNTEER ADMINISTRATION

PO Box 32092
Richmond, VA 23294
Tel: 804-346-2266
www.avaintl.org



Resources



Online Volunteering Resources

Volunteer Center National Network
1-800-VOLUNTEER
www.VolunteerConnections.org
Youth Service America: www.serve.net.org
Action Without Borders: www.idealists.org
Helping.org: www.helping.org
Volunteer Match: www.volunteermatch.org

Seasons of Service

Martin Luther King Jr. Day: www.mlkday.org
National Volunteer Week: www.pointsoflight.org/nvw
Youth Service Day: www.ysa.org
The Big Help: www.nick.com
Join Hands Day: www.joinhandsday.org
Make a Difference Day: www.makeadifferenceday.com
Family Volunteer Day: www.pointsoflight.org

Family Volunteerism Survey

Copies of *America's Family Volunteers and Giving and Volunteering in the United States* are available to order from INDEPENDENT SECTOR at 888-860-8118 or www.IndependentSector.org.

Engaging Volunteers with Disabilities

The National Organization on Disability (NOD) - promotes the full and equal participation of America's 54 million men, women and children with disabilities in all aspects of life. N.O.D. was founded in 1982 at the conclusion of the United Nations International Year of Disabled Persons. Funded entirely by private sector contributions, N.O.D. is the only national disability network organization concerned with all disabilities, all age groups and all disability issues. <http://www.nod.org>

National Association of Protection and Advocacy Systems - This voluntary national membership association of protection & advocacy systems and client assistance programs assumes leadership in promoting and strengthening the role and performance of its members in providing quality legally based advocacy services. NAPAS has a vision of a society where people with disabilities exercise self-determination and choice and have equality of opportunity and full participation. <http://www.protectionandadvocacy.com/>

The Job Accommodation Network (JAN) is an international toll-free consulting service that provides information on job accommodation and the employability of people with disabilities. JAN offers instant access to the most comprehensive and up-to-date information about methods, devices, and strategies that can help people with disabilities in seeking opportunities. Contact 800 526-7234 or jan@jan.icdi.wvu.edu.