



CONFERENCE ON VOLUNTEERING AND SERVICE

**JUNE 27-29, 2016**

**So now what? How to plan a one-day  
service event with long-term implications**

**Points of Light** \* HandsOn Network \* generationOn \* Corporate Institute \* AmeriCorps Alums

Convened by:



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YOUTH SERVICE AMERICA

Youth  
Changing  
the World

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# Michael Cuttler

- Originally from New Jersey
- Began mobilizing others in service at the George Washington University
- Worked at Youth Service America for the last 2 years
  - Currently I work with hundreds of grantees across the United States to plan highly visible service projects and celebrations for Global Youth Service Day and 9/11 Day



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# So now what?

- Brief overview of YSA
- YSA model of service learning
- How does this fit your organization?
- What limits you as you work to achieve your mission?
- What type of signature service event best fits your needs?
- How can signature service events help us advance our cause?

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At YSA, we believe in youth changing the world. Working with partners around the world, YSA helps young people find their voice, take action, and make an impact on vital community issues.

YSA activates, funds, trains, and recognizes young people and their adult partners through the following program strategies:

**Mobilization  
Campaigns**



**Grants**



**Resources  
and Trainings**



**Awards**



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[www.GYSD.org](http://www.GYSD.org)

# Global Youth Service Day

## #GYSD

- Friday, April 21<sup>st</sup> to Sunday, April 23<sup>rd</sup>, 2017
- The largest service event in the world, and the only day of service dedicated to children and youth
- Service Projects and Celebration Events
- In 2015: 6,000 projects in 110 countries with 5,000 partners
- In 2016: 7,000 projects in 110 countries

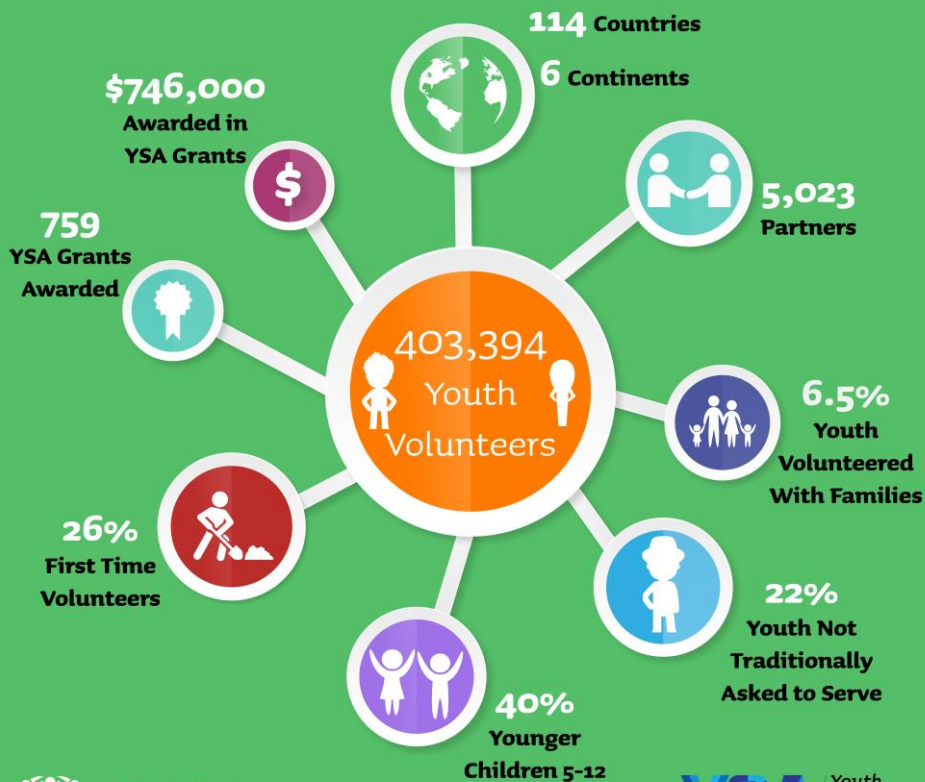


WELDO (Women's Empowerment Literacy Development Organization) My Green Clean School Project at a local school in Pakistan.

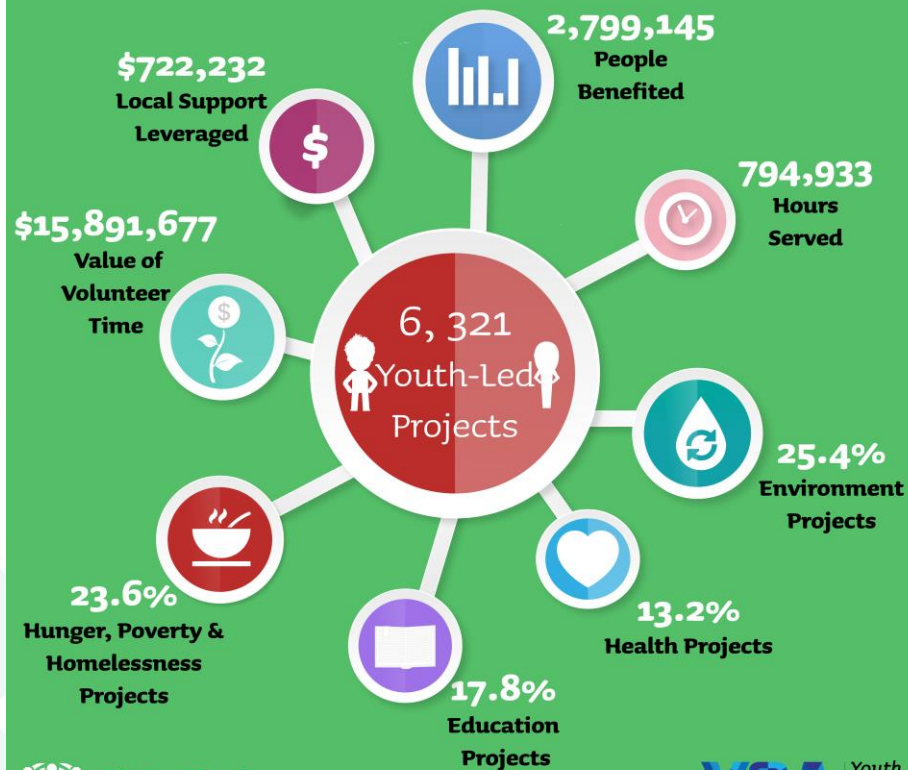
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## YSA 2015: Youth Take Action



## YSA 2015: Youth Make an Impact





# A Culture Shift Towards Volunteering



Volunteering isn't exactly a common thing to do in the country of Georgia. The service and volunteer movement is taking root though, and young people are leading the way. Rusudan Zabakhidze, a member of YSA's Global Youth Council, is one of those young leaders. She recognized the need for young people to take part in creating solutions to the problems in her community. She also realized that in order to get people to accept the idea of volunteering, she would have to lead by example. So, Rusudan, or Ruso for short, set out to plan service projects in her community.

*"It is widely recognized that volunteering plays a very important role in forming an active democratic society. Regular citizens can solve the problems and increase their participation by taking a responsibility to volunteer. Even though altruism is one of the main characteristics of Georgian society, the level of civic participation is still very low."*

*"I think that changing the world always needs volunteers and we must start solving global issues at local levels. I strongly believe that the voice of youth should be heard and acted upon."*



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# UN Sustainable Development Goals

On September 25th 2015, 193 world leaders will commit to 17 Global Goals to achieve 3 extraordinary things in the next 15 years. **End extreme poverty.** **Fight inequality & injustice.** **Fix climate change.** The Global Goals for sustainable development could get these things done. In all countries. For all people.



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**Youth do not do projects to achieve the SDGs. They work towards issues that they see in their own communities.**

**YSA's role in this is to connect their local projects to the work being done globally by other youth and adults, and educate youth about these goals.**



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# What would you like to change in your community?

**Before Your Project**  
**Investigate**  
Identify a local, national, or global community need that you would like to address.



**Choose Your Cause**

What problems have you seen, heard, read about, or experienced that sparked your interest or concerned you?

What issue do you care about most?

The following are examples of common community issues. Select the one that is most important to you. The issue(s) you care about may not be listed. Add any issue(s) you want to help solve.

<b>Education</b> Recruit and train ..... volunteer readers, tutors, and mentors.	<b>Bullying/Violence</b> Reduce bullying and/or violence in school and communities by .....%.	<b>Dropout Prevention</b> Encourage ..... students to stay in school.	<b>Disasters</b> Help ..... people to prepare for a disaster.
<b>Safe Driving</b> Educate ..... people about the dangers of distracted driving.	<b>Water</b> Restore or protect ..... bodies of water.	<b>Reduce, Reuse, Recycle</b> Keep ..... pounds of glass, metal, plastic, or paper out of landfills.	<b>Energy</b> Help save energy and reduce your carbon footprint by .....%.
<b>Hunger</b> Provide food for ..... people.	<b>Economic Opportunity</b> Organize a job skills training for ..... people.	<b>First Aid</b> Work with local agencies to train ..... people in CPR/first aid skills.	<b>Gender Equality</b> Speak out for gender rights to empower ..... people.
<b>Access to School</b> Help ..... students around the world attend school or gain access to the internet.	<b>Trees</b> Increase the Earth's tree cover by planting ..... trees.	<b>Places to Play</b> Create or improve ..... playgrounds to provide safe places for children to play.	<b>Green Space</b> Create ..... square feet of new green spaces or community gardens.
<b>Biodiversity</b> Protect ..... acres of habitat for endangered plant and animal species.	<b>Health &amp; Obesity</b> Increase physical activity and / or healthy eating habits of ..... people.	<b>Disease</b> Stop the spread of infectious diseases by immunizing or educating ..... people.	<b>Housing</b> Build or renovate ..... affordable housing units.
<b>Healthier Babies</b> Prevent premature birth, and improve the health of ..... moms and babies.	<b>Destructive Decisions</b> Reduce the use of drugs, alcohol, tobacco, or risky sexual behavior by .....%.	<b>Medical Research</b> Raise ..... dollars to support research to cure or treat diseases.	<b>Other Cause</b> Add another issue you care about:

What is a problem in your community that you would like to solve?

How do you interact with this issue in your daily life?

What do you already know about the need or condition you identified?

In order to take action and make a difference, what do you need and want to learn?

What are sources of information you can use to get this information?

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# What would you like to change in your community?

## Identify Your Personal Passions & Assets

You researched and learned about a community need. The next step is to think about what personal passions and assets you have that can help make a difference.

These are examples of some personal passions and interests. Your passion may not be listed - just add it! **Circle the one(s) that you enjoy most.**

<b>Music</b> Playing an instrument, singing, writing songs.	<b>Art</b> Painting, drawing, sculpture, graphic art.	<b>Writing</b> Writing poetry, stories, and plays; journalism.	<b>Movement</b> Dancing, martial arts, cheerleading.
<b>Building</b> Wood working, construction, welding.	<b>Leadership</b> Peace building, student government, politics.	<b>Entrepreneurship</b> Business, marketing, inventing things.	<b>Sports</b> Team sports, physical activities, competitions.
<b>Teaching</b> Mentoring, tutoring, teaching, reading to kids.	<b>Nature</b> Exploring nature, wildlife, gardening.	<b>Animals</b> Caring for animals, training, medicine.	<b>Computers</b> Software development, repair, web design.
<b>Creative Arts</b> Cooking, sewing, fashion, knitting.	<b>Academic Subjects</b> Science, math, history, literature, geography.	<b>Speech</b> Debate or public speaking, broadcasting.	<b>Comedy</b> Making people laugh, jokes, writing sketches.
<b>Spirituality</b> Prayer, meditation, studying sacred texts.	<b>Drama / Theater</b> Acting, directing, theater lighting, or set design.	<b>Photography &amp; Film</b> Taking pictures, making films, animation.	<b>Reading</b> Reading fiction, nonfiction, poetry.
<b>Advocacy</b> Politics and government, commitment to a cause	<b>Journalism</b> Newscasting, writing, radio & TV production.	<b>Outdoor Recreation</b> Fishing, hunting, hiking, camping, bicycling.	<b>Mechanics</b> Electronics or machine repair, auto repair.

What is your personal passion? Choose a couple! If they aren't on the list, add them!

Choose another interest that would be useful in promoting your specific cause. Try your hand at something new!

How can you use personal passions combined with future interests to address the community need?

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# What would you like to change in your community?

## Map Community Resources & Assets

Just like your personal assets, there are good things in your community that can help you.

What assets does your community have to help you make your project a success?

Community Assets (educational, economic, religious, political, and cultural resources):	
People, associations, and groups	Places
Events and traditions	Businesses, organizations, and institutions

Brainstorm as a group examples of community assets.

**People, Associations, and Groups:**

**Places:**

**Events and Traditions:**

**Businesses, organizations, institutions:**

Now pick two community assets and write down how they could be useful to your service project.

In other words, what assets does your community have to help you make your project a success?

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# What would you like to change in your community?

## Choose Your Action Strategy

You can lead change ASAP through Awareness, Service, Advocacy, or Philanthropy. Choose what kind(s) of action you will use to address the issue you chose.

### AWARENESS

**Educate.** Share information and teach others to positively change people's behaviors.

Examples include: encouraging seat belt use and safe driving, recycling, healthy eating; discouraging smoking, bullying, and teaching families how to be prepared for disasters.



### SERVICE

**Volunteer.** Use your creativity, time, and talent to directly meet a need in your community.

Examples include: tutoring, planting trees, improving school buildings, cleaning beaches and parks, distributing food or serving meals, and teaching senior citizens how to use technology.



### ADVOCACY

**Advocate.** Speak out, join others, and persuade policy makers to change policies and laws.

Examples include: rallies, marches, protests, meeting with elected officials, speaking at public forums or meetings, voter education, candidate engagement, organizing petitions, and online advocacy.



### PHILANTHROPY

**Give.** Collect and donate financial and in-kind support.

Examples include: raising money for hurricane disaster relief, clean water wells, mosquito nets, or research to treat and cure diseases; food drives and supply drives; and collecting books for children.



Imagine how you would engage your community issue using each of these actions strategies in the boxes below:

Which one would make a biggest impact?

Should you use multiple strategies in tandem?



# What would you like to change in your community?

## Put It All Together!

My cause is...  
\_\_\_\_\_

My personal passion or asset is ...  
\_\_\_\_\_

My service project is...  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

My action strategy is...  
\_\_\_\_\_

My community can help by...  
\_\_\_\_\_

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# For an organization planning a signature service event

- There are dozens of days throughout the year dedicated to raising awareness about and taking action to address a wide variety of community issues.
- Choose one and plan a service project on or around that day. You can also select more than one and use them as milestones for a longer project, planning kick-off/investigation, service/action, or demonstration/celebration activities on the different days.
- Check out YSA's [Seasons of Service](#) Page to learn more about these events.



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# For an organization planning a signature service event

- You are not selecting a cause from our list of 17 SDGs, you have a clearly defined mission and vision to rally support around.
- Today, we are going to brainstorm how you can plan service projects that improve how you work towards your mission.



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# Step 1: What is your mission and vision?

- **Mother Earth: A community based organization that takes action everyday to keep our planet clean and green.**
  - Mission: We aim to bring our neighbors together to improve our environment & build a legacy of stewardship.
- **Boys and Girls Club of Any County, USA: Aims to improve the lives of kids and families**
  - Vision: We aim to be a generation-changing provider of youth-development programs.



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# We need to know our communities

- We need to know the communities where we work.
- What is the culture around volunteerism in your community?
- Are community stakeholders familiar with your cause and your org?



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# Step 2: Understanding your Community

- **Mother Earth's community:**
  - They work all across the state of Maryland, but is primarily focusing their efforts in a working class, coastal community where the local economy relies on the environment, but service is not a common expectation of citizens. Many people know the environment is a close to home cause but are unfamiliar with ME's great work around beach/ocean cleanups, environmental education, and invasive species removal.
- **Boys & Girls Club of Any County:**
  - They work in a very affluent, well-off community where people regularly volunteer, but not always around youth development. Youth and adults alike fail to recognize the importance of youth development. Many parents are overworked and youth are not well-supported with homework and extracurricular activities. The B&G Club offers many programs but they are under-utilized by local families and could use more regular volunteers.



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# Next, we must inventory our allies

- Who are the organizations, groups, schools, influencers, businesses, and churches that support your work currently in your local community?
  - We need to map out the following:
    - who these groups are
    - What resources they can offer to a service project
    - How do our projects typically fit their needs and goals?
    - Who else can they involve in our work?



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# Next, we must inventory our allies

- Mother Earth's Community
  - Relationships with local school district through service-learning science class
  - Local businesses support their annual gala
  - Mayor publicly proclaims support
  - Little support from churches besides occasional youth group volunteers
  - Support from their local United Way and other nonprofits.
  - Local sports teams and key club regularly volunteer
- Boys and Girls Club's Community
  - Working towards a relationship with schools
  - Local multinational corporation supports their work
  - No elected official involvement
  - Little support from religious groups
  - Regularly partners with other local nonprofits for youth programming and misc. activities.

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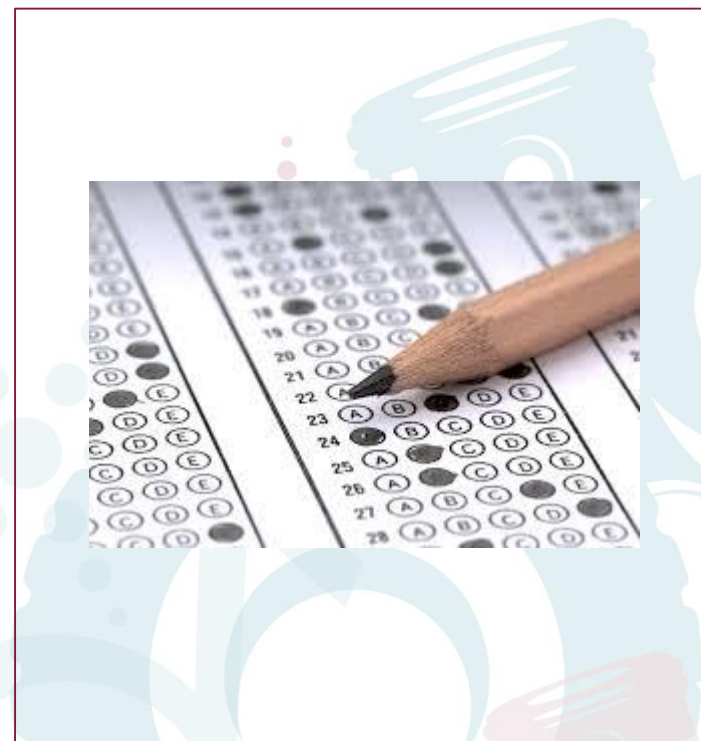
# Map our your local assets

Who are they	Resources	Past Project involvement	Their goals
Schools and Educational Groups			
Local Businesses			
Public Officials			
Religious Institutions			
Nonprofits			
Youth Groups			



# Step 4: What are your biggest challenges?

- A. Money
- B. Time
- C. People
- D. All of the Above



If you had access to unlimited resources, what would it take to achieve your mission in your community?

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# Challenges for your Organization?

- Mother Earth's Community
  - Need more local funding and support for close-to-home issue like the environment
  - Needs to establish a regular network of reliable volunteers
  - Mayor publicly proclaims support
  - Local partnerships from environmentally-conscious organizations would help spotlight their mission.
- Boys and Girls Club's Community
  - Needs a funnel of regular constituents from schools.
    - Both youth in programming and adults/young adults for mentorship and leadership opportunities.
  - Little support from local officials to encourage the importance of youth development.
  - More funding would be nice

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# How do we want to build capacity?

- Recruiting first time youth volunteers
- Integrating youth voice and youth leadership
- Cultivating partnerships
- Building workforce skills into programs
- Improving visibility and marketing
- Integrating policy advocacy
- Collecting funding or in-kind support
- [INSERT YOUR BIGGEST PRIORITY HERE]

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# Where should you be building capacity?

- Mother Earth's Community
  - Recruiting first time volunteers
  - Integrating policy advocacy
  - Collecting funding or in-kind support
  - Cultivating partnerships
- Boys and Girls Club's Community
  - Integrating youth voice and youth leadership
  - Recruiting first time volunteers
  - Increase funding or in-kind support

Identify the areas where you'd like to build your organization's capacity

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# What would you like to change in your community?

## Choose Your Action Strategy

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### AWARENESS

**Educate.** Share information and teach others to positively change people's behaviors.

Examples include: encouraging seat belt use and safe driving, recycling, healthy eating; discouraging smoking, bullying, and teaching families how to be prepared for disasters.



### SERVICE

**Volunteer.** Use your creativity, time, and talent to directly meet a need in your community.

Examples include: tutoring, planting trees, improving school buildings, cleaning beaches and parks, distributing food or serving meals, and teaching senior citizens how to use technology.



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Examples include: raising money for hurricane disaster relief, clean water wells, mosquito nets, or research to treat and cure diseases; food drives and supply drives; and collecting books for children.



Imagine how you would engage your community issue using each of these actions strategies in the boxes below:

Which one would make a biggest impact?

Should you use multiple strategies in tandem?



# Step 5: Projects that meet your Organization's Needs

- Mother Earth's Community
  - Recruiting first time volunteers
    - Awareness and Service
  - Integrating policy advocacy
    - Service and Advocacy
  - Collecting funding or in-kind support
    - Awareness and Philanthropy
  - Cultivating partnerships
    - Awareness, Service, and Philanthropy
- Boys and Girls Club's Community
  - Integrating youth voice and youth leadership
    - Service, Advocacy, Philanthropy
  - Recruiting first time volunteers
    - Awareness and Service
  - Collecting funding or in-kind support
    - Awareness and Philanthropy



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# Now brainstorm what projects you could do

## Choose Your Action Strategy

You can lead change ASAP through Awareness, Service, Advocacy, or Philanthropy. Choose what kind(s) of action you will use to address the issue you chose.

### AWARENESS

**Educate.** Share information and teach others to positively change people's behaviors.

Examples include: encouraging seat belt use and safe driving, recycling, healthy eating; discouraging smoking, bullying, and teaching families how to be prepared for disasters.



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Examples include: raising money for hurricane disaster relief, clean water wells, mosquito nets, or research to treat and cure diseases; food drives and supply drives; and collecting books for children.



Maybe a fundraiser or educational campaign is the solution for you?

Maybe you need to get people volunteering so they can experience what its like to volunteer with you?

Maybe you need some combination of all the solutions above?

List your potential ideas in Step 6!

# When can we fit all these projects into our calendar?

- Lets harness the power of national calls to action to mobilize our local communities.
- How can we fit these projects into a calendar year?



Check out YSA's Seasons of Service Page to learn more about these days

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