

PARTICIPANT TOOLKIT



VOLUNTEER CENTER
of South Jersey
presents



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Be the Change - It Starts with Family

Hello VCSJ Friends and Partners:

Thank you again for participating in the South Jersey Family Day of Service event this year (May 19th, 20th and 21st). As you may know, Family Day of Service (FDS) is a signature event, now in its 4th year, powered by the Family Strengthening Network, in partnership with the Volunteer Center of South Jersey. FDS is a day of service that celebrates the power of families who work together to support their communities and neighborhoods.

Over the course of this three day weekend in May, families, students, and workplaces will join together to serve in a volunteer project that directly benefits the community in which they live, work, and play. And volunteering is a great way for kids and adults to make new friends, develop compassion for their neighbors, and even pick up a new skill or two!

VCSJ is proud to bring this event to South Jersey, allowing us all to be part of something bigger! This year's goals include mobilizing more than 2,000 people, particularly those new to volunteering, communicate directly to families to talk about the importance of raising kind, caring and compassionate young people through service and of course, making volunteering quick, easy, and fun!

What we know...

Volunteering as a family helps:

- Families spend quality time together
- Parents role model positive behavior
- Provides space to have meaningful and important discussions about social issues
- Sets foundation for an ethic of giving that can continue through to adulthood
- Supports development of life and leadership skills

As a participant in this great event, we ask that you too promote your participation and the event. Your help will extend our reach and together we will raise awareness about FDS.

In an effort to make your participation easier and more enjoyable, we have developed a participation toolkit to help. This toolkit includes:

- Marketing collateral to promote the event.
- FAQ information to help answer questions.
- Social Media posting content with hashtags.
- Sample Press Releases, Blogs, etc.
- Flyers and Posters that are editable to include your logo and if applicable, your on-site project information.
- Photo Release Sheets for On-Site Project at your location.
- Participation Logo to post on your web-site, where you can include the link to registration or direct inquiries to VCSJ Family Day of Service page.

Please let us know your thoughts on the toolkit, as our goal in its development was to make it easy for you to participate in this community-wide event. We look forward to working with you on this initiative, and continue to work to be your volunteer action center resource in South Jersey.

Yours in service,

Michele Epifani, *Executive Director VCSJ*

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Overview: Family Day of Service 2017

What is FDS? Family Volunteer Day is a day of service that celebrates the power of families who work together to support their communities and neighborhoods.

Points of Light created the day to showcase the benefits of family volunteering and provide opportunities for families to help communities create supportive environments for their children and each other. This year, Family Volunteer Day is being coordinated in our community by the Volunteer Center of South Jersey, powered by the Family Strengthening Network, a Pascale Sykes initiative that inspires kids and families to take action to help people and communities.

When is FDS? Family Day of Service takes place every year over the weekend before Memorial Day Weekend. This year FDS is on May 19th, 20th and 21st.

How will Family Day of Service make an impact?

In 2017, Family Day of Service will:

- Engage and inspire families across the country and around the world to participate in this signature day for families.
- Provide an opportunity for families and organizations to share their story of volunteering for a chance to win prizes.

Why is family volunteering important? Volunteering is opportunity for families to spend time together while making a meaningful difference. It is also a great way for kids and adults to make new friends, develop compassion for their neighbors, and even pick up a new skill or two!

How can we get participate?

There are various ways you can participate as an organization, as an individual or as a family or group.

1. **VCSJ's Event** will take place on May 20, 2017 from 10am to 2pm at a location to be determined. Activities include:
 - a. **Mini Non-profit Fair** – up to 12 spots designated for NPOs to set-up with their outreach materials, conduct an activity and/or donation drop-site at their table, if they choose.
 - b. **VCSJ Activity Tables** - TBD
2. **NPO On-site group volunteer opportunities** - *VCSJ is currently looking for **organizations** that can accept volunteers on any day over the FDS Weekend to work on or complete a project, on **their** behalf.*

Is there something that your organization needs? Do you have a project sitting on the back burner that a group of volunteers might be able to help you do, while supporting your mission? The SJ Family Day of Service supports these family friendly group opportunities. See FAQs below.

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FAQs about On-site NPO Projects

How big does my project have to be? Organizations usually have reasonably-sized projects. Remember that these are projects where groups will be volunteering together, so a project should need two or more volunteers.

How many hours should a project be? This is a one day event. Your event can run from 9am to 4pm (or any time in between). Volunteers should sign up for shifts of several hours of a time. Don't forget to assign volunteers for set up and cleanup!

How many projects can my organization submit? NPOs can supply as many On-site projects as they want, provided they have on-staff coordinators to facilitate and lead the projects with volunteers.

How many volunteers does VCSJ recruit? We can't do it alone. VCSJ will work with your organization to recruit as many families that it takes. Through social media (Facebook, Instagram and Twitter), email and other ways VCSJ helps to cross promote your activities so it not only reaches through your database, but also includes ours. That's over 1,500 registered volunteers and another 2,500 newsletter readers!

How will this be publicized? We will be sending the information to thousands of people in our network, and you will promote through your network, throughout Southern New Jersey. We invite all NPOs to like our pages so that they can see the updates in real time.

How do volunteers register? Volunteers will register using our online volunteer match and management application, Fundly Connect. Family volunteer projects will be easily found using the keyword "FDS".

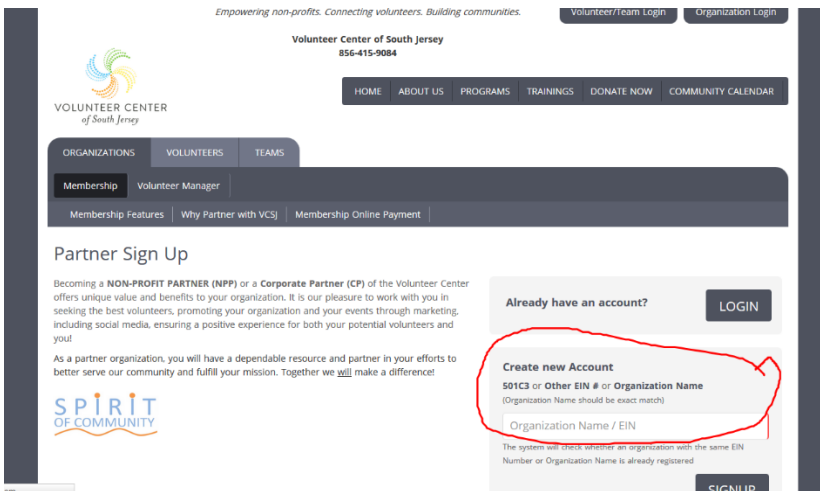
How do we register our opportunities? Using Fundly Connect of course! If you are a VCSJ Member then you already use the online volunteer match and management site. All you do is add the keyword "FDS" to the name of your opportunity (i.e. **FDS – Painting Project**). If you are not a current member, VCSJ will set up a complimentary account for you to use leading up to the event.

What is required by my organization? If your agency participates you will need to designate a contact person and at least, one support person for the FDS event. These individuals will need to:

- Attend the training call the a few weeks before the event
- Track the volunteers that apply on the Fundly Site
- Oversee volunteer sign-in and give-away distribution on the day of the event
- Ensure that the photo release is signed by the volunteers
- Take photos
- Collect evaluations
- Submit Final Report

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If you are not a current member, no worries our team can get you set up in 5 minutes. Simply register your organization at the site link below:

<https://connect.fundly.com/Site/sjvolunteers/OrganizationSignup/Membership/37/#/>

Once you are signed up, VCSJ will send you're the quick start guide to enter FDS on-site opportunities.

How do we get the information about the volunteers that are coming to our project?

Your coordinator will have completely control of posting opportunities and scheduling volunteers through the Fundly Connect Site. The website registration will track the number of volunteers needed.

What if my organization requires more information about the volunteer group and their background? The FDS projects are intended to be family and group oriented projects. So projects should not be too sensitive in nature. It is the responsibility of the participating organization to conduct all additional due diligence background checks, according to that organization's policies.

About the Volunteer Center of South Jersey

The VCSJ is a non-profit 501(c)(3) whose mission is to change lives, empower families, and improve our community through volunteerism and the support of local non-profit organizations. The Volunteer Center promotes volunteerism in the region and connects both individuals and businesses with opportunities to serve.

The Center also achieves its mission by creating best practice tools and by offering educational, consulting, and other support services to help our non-profit partners grow and serve the community.

For more information, visit their website: www.sjvolunteers.org

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SAMPLE PHOTO RELEASE



Family Day Volunteer Day 2016
Please Sign In
(Parents Please Sign in for Children Under 18)



LIABILITY WAIVER

I agree to be a volunteer for Family Volunteer Day. I agree to release and discharge the Volunteer Center of South Jersey, its employees and collaborative partners, and all other persons associated with the Family Volunteer Day from liability for any injuries, accidents, or physical conditions that I or individuals for whom I am responsible may suffer during the event, claims, costs, and damages, including but not limited to those arising out of or related to my participation as a Family Volunteer Day Volunteer. I fully understand this agreement and I am aware that this is a release of liability and contract between the Family Day of Service and me and I agree to it of my own free will.

PERMISSION TO USE PHOTOGRAPHS AND VIDEO IMAGES

I grant full permission to use photographs, portraits, films and video of the volunteer named here, and quotations made by the volunteer to Volunteer Center of South Jersey and generationOn and its agents, affiliates and sponsors in materials including television, radio, films, newspapers, online, magazines and other media, and in any form not heretofore described and in accounts of volunteering by or about the Volunteer Center of South Jersey and generationOn and its programs.

Name Please Print	Waiver Please Initial	Email	Photo Release Please Initial

PROJECT NAME & CONTACT PERSON: _____

FVD PARTICIPANT LOGO

Use the participant logo on your website, email newsletters, and other marketing materials promoting the event by using the hyperlink http://bit.ly/FDS-NPO_Participation.

Proud Participant



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Alert the Media: Tips for Spreading the Word about Your Project

The best way to raise awareness about your project and recruit potential volunteers is by taking advantage of all your media options. Whether it's print or social, media has the power to reach large audiences that you might struggle to contact individually. Check out the tips below to make your media messaging as effective as possible! Be clear: People need to know the "who, what, where, when, why" of your event. Proofread all of your messages several times to make sure there are no mistakes.

Be concise: The shorter message, the greater chance there is that the audience will read it through to the end. Make sure you include the impact your project will have on the community or the group you are volunteering for (i.e. we're going to make 50 no-sew blankets to help keep the homeless warm this winter). But be careful! You don't want your message to be so short that people don't understand it.

Use hashtags on social media: Hashtags are a great way to connect your post to a larger conversation. We recommend you add **#FDS2017 #SJFamilyDayofService #vcsjfamilies** to all social media posts. The rest are up to you – get creative!

Utilize multiple platforms: The more media platforms you use, like local newspapers, Facebook, and Twitter, the more audiences you will reach. Not everyone reads the paper, and not everyone is on social media. So if you only use one platform, there are a lot of potential volunteers that will never get your message.

Spread out your messages: Instead of tweeting 15 times in one day and then going dark for a couple weeks, try to send out a message once per day or every other day. Balance your message distribution across whichever platforms you choose to use.

Add pictures and videos: Most people love visuals. Adding a picture or video will really encourage audiences to pause and look at your message.

Tag us on Facebook, Twitter and Instagram **@sjvolunteers**.

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Sample Social Media - Facebook

Family Volunteer Day is a day of service that celebrates the power of families who work together to support their communities and neighborhoods. Volunteering is a great way for kids and adults to make new friends, develop compassion for their neighbors, and even pick up a new skill or two! With the support of @sjvolunteers @familystrengtheningnetwork, we will be [hosting/participating] in an awesome family volunteering opportunity, [ACTIVITY] over the weekend of May 19th, 20th and 21st at [EVENT LOCATION/TIME]! Join us! #SJFamilyDayofService #vcsjfamilies #sjvolunteers #fds2017

We are so thankful to @sjvolunteers and @familystrengtheningnetwork for giving us the opportunity to bring families in our community together to engage in service over the weekend of May 19th, 20th and 21st on #SJFamilyDayofService. Come be changemakers with us – [EVENT TIME/LOCATION]! #vcsjfamilies #sjvolunteers #fds2017

Calling all families! Are you interested in spending time together while making a meaningful difference in the community? Then come participate in #SJFamilyDayofService on over the weekend of May 19th, 20th and 21st at [EVENT LOCATION]! We will be [ACTIVITY] from [TIME], thanks to support from @sjvolunteers and @familystrengtheningnetwork! #vcsjfamilies #sjvolunteers #fds2017

In a recent Harvard study, 80% of youth surveyed thought that their parents cared more about achievement than helping others. It's time to change that. Join us for an awesome opportunity to help others and practice compassion on May 19th, 20th and 21st at [EVENT LOCATION/TIME]! #SJFamilyDayofService #vcsjfamilies #sjvolunteers #fds2017

Love the idea of family volunteering, but can't join our local Family Day of Service event? Check out sjvolunteers.org/family for inspiration, complete a project with your family, and share your story! #SJFamilyDayofService #vcsjfamilies #sjvolunteers #fds2017

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Sample Social Media - Twitter

Make new friends, develop compassion, and even pick up a new skill! May 19th, 20th and 21st - [EVENT TIME/LOCATION] #SJFamilyDayofService #vcsjfamilies

Don't miss an incredible chance to make your mark on our community! Join in #SJFamilyDayofService – May 19th, 20th and 21st at [EVENT TIME/LOCATION] #vcsjfamilies

Thanks to @sjvolunteers and the @familystrengtheningnetwork, we're hosting a #SJFamilyDayofService event! May 19th, 20th and 21st - [EVENT TIME/LOCATION] #vcsjfamilies

Interested in family volunteering? Check out <http://bit.ly/vcsjvolunteer> search FDS #SJFamilyDayofService #vcsjfamilies

We're making a difference in our community on #SJFamilyDayofService – May 19th, 20th and 21st at [EVENT TIME/LOCATION] Join us! #vcsjfamilies #fds2017

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Sample Blog Post

Families Unite to Work for the Greater Good on South Jersey Family Day of Service

Imagine a day when hundreds of families throughout South Jersey come together in the spirit of caring and togetherness. Now in its 4th year, this vision has become a reality during the month of May on Family Day of Service, a three day event!

This year, we are proud to announce our participation in this global day of service, which will take place over the weekend of May 19th, 20th and 21st, 2017. Coordinated by the Volunteer Center of South Jersey and facilitated by the Family Strengthening Network and created to celebrate the positive impact we can all have in our neighborhoods, communities and throughout our seven county region.

Family Day of Service is traditionally held on the weekend before the Memorial Day Holiday Weekend to kick off the a summer season of giving and service.

Why family volunteerism? Because it instills kids, teens, and parents with a sense of community and togetherness. It's so important to give back to the community. Research also suggests that volunteering as a family unit builds teamwork skills and helps children understand critical issues in their communities. Engaging children in volunteering at a young age is more likely to promote a lifelong ethic of service, and research indicates that children who volunteer are more likely to exhibit positive behaviors in other areas of their lives.

(Insert story of how a family volunteering has helped your organization. If you can get a member of this family to share what the opportunity mean to them, go for it! (You don't have to give the family's name.))

We are joining in the celebration of family volunteerism and making a difference by <>.

To find opportunities: <http://bit.ly/vcsjvolunteer> (Keyword: **FDS**)

We hope to see you there!

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Sample Alert

VOLUNTEERS TO [CUSTOMIZE DESCRIPTION: I.E., REVITALIZE SAGAMORE HILLS ELEMENTARY] ON FAMILY VOLUNTEER DAY

What: [Insert description of what the project is, who will be participating, impact on the community]

Example: Approximately 125 volunteers including students, teachers, parents and neighbors will work together to revitalize Sagamore Hills Elementary in Atlanta on Family Volunteer Day. Projects include building a vegetable garden for nutrition education and fresh vegetables for the cafeteria, creation of interactive play spaces for disabled students and improvements to the school's library, including new areas for tutoring.

Why: Family Day of Service is a day of service that celebrates the power of families who work together to support their communities and neighborhoods. Volunteering is a great way for kids and adults to make new friends, develop compassion for their neighbors, and even pick up a new skill or two! Head into summer with loved ones and an act of kindness or volunteer project over the weekend of May 19th, 20th and 21st, 2017 (weekend before Memorial Day Holiday Weekend) to celebrate the South Jersey Family Day of Service, brought to South Jersey by the Volunteer Center of South Jersey and by the Family Strengthening Network.

When: [Insert date and time of project]

Where: [Insert place and full address of project site]

Who: [Your group name here]

Volunteers from the community will be joined by: [Insert name, title, organization of any VIPs attending event]

For more information, please visit [Insert website URL]. For information on covering the service project, contact [Insert name, phone number and email address of organization good person people can contact regarding your organization].

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Sample Press Release

NAME, PHONE NUMBER AND EMAIL ADDRESS OF MEDIA CONTACT HERE

SAMPLE HEADLINE:

ORGANIZATION/FAMILY NAME Announces Service Project Plan for South Jersey Family Day of Service 2017

SAMPLE HEADLINE:

ORGANIZATION/FAMILY NAME Announces Plans to Host Service Project to South Jersey Family Day of Service 2017

SAMPLE SUBHEAD: Local Volunteers of All Ages Encouraged to Participate in South Jersey Family Day of Service 2017, May 19th, 20th or 21st CITY/STATE, MONTH DAY – ORGANIZATION/FAMILY NAME

ORGANIZATION/FAMILY DESCRIPTION, today announced plans to celebrate South Jersey Family Day of Service 2017 on May 19th, 20th or 21st. Now in its fourth year, Family Day of Service is held over the weekend before the Memorial Holiday Weekend before to splash into summer with giving and service.

On South Jersey Family Day of Service, ORGANIZATION/FAMILY NAME is joining the Volunteer Center of South Jersey and the Family Strengthening Network, to engage families in acts of service.

INSERT SERVICE PROGRAM OVERVIEW HERE: WHAT IS TAKING PLACE? WHERE IS IT HAPPENING? WHO IS PARTICIPATING? WHAT IS THE IMPACT? "INSERT ORGANIZATIONAL QUOTE HERE RE: SERVICE PROJECT AND WHY IT IS IMPORTANT TO THE COMMUNITY ON FAMILY VOLUNTEER DAY" INSERT PROGRAM DETAILS HERE: HOW CAN LOCAL VOLUNTEERS LEARN MORE OR GET INVOLVED.

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