

Sustainability

Keep Growing Those Relationships

February 2009



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A service of the Corporation for National and Community Service - Special Projects and Sustainability Initiative

Dear “Relationship” Colleague,

The recent overwhelming success of the Martin Luther King Day of Service on Monday, January 19 shows how effective we can be when people volunteer for community service. Over a million people volunteered in more than 13,000 service projects...up from 5,000 last year! The next step is to continue to sustain those efforts and hold on to the relationships that were built in order to help them grow. Click on the links on the right to learn how to...

[Use Social Networks to Increase Your Outreach](#)

[Reach Non-Traditional Audiences](#)

[Involve The Business Community](#)

Do you have questions or ideas about keeping relationships fresh? Contact us through Sustainability@CampaignConsultation.com for more information. You can still access previous issues of On-the-Go eTA by clicking on the back issues at the bottom of the page.

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Use Social Networks to Increase Your Outreach

The overwhelming success of the MLK Day of Service showed that good communications planning and the use of social networks is effective when trying to reach large (and small) numbers of people with your message. Here are some ways you can use social networking to promote your programs, raise funds, find volunteers and community partners, and more:

Blog

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- A blog, which is relatively easy to create, can be used to update your volunteers, donors, and those who may be interested in your mission.
- You can feature projects, post pictures, share new ideas and write about volunteers who are making a difference. In addition, it's an excellent tool to hear feedback from your stakeholders and members of the community.
- Once you create a blog, it is important to add new posts on a regular basis.

Facebook

- Facebook is the leading Social Networking site based on monthly unique visitors.
- Supporters can add themselves as fans, write on your "Wall," upload photos, and join other fans in discussion groups.
- You can send updates to your fans regularly -- or just with special news or opportunities.
- You can use the "Notes" area to import your blog; load and tag pictures; insert your videos from YouTube or any other video site; and share links with useful resources for your fans.
- [Click here](#) to view the MLK Facebook page

YouTube

- Using the designated "Nonprofit" channel on YouTube, you can deliver your message to the world's largest online video community.
- The Nonprofit channel provides the option to drive fundraising through a Google Checkout "Donate" button
- It is a way to connect with your supporters, volunteers, and donors when you don't have the funds to launch expensive outreach campaigns.
- [Click here](#) to view MLK Day of Service on YouTube.

[Click here](#) to learn about additional social networking sites that you can use to spread the word about your program.

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Reach Non-Traditional Audiences

Some communities are less often considered when seeking volunteers. Here are some ways to involve three

Tips for tough times

You need to have conversations where your supporters are. Many of them may be on Facebook, Twitter, or LinkedIn. You should be too! These tools are free and can help you develop relationships with people already interested in your cause. They may even help you develop donors beyond your geographical limits.

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communities of non-traditional volunteers in your programs:

College Students as Volunteers

College students are often transient, away from home, and will leave the community after a few years. They are often overlooked by organizations who think only in terms of long-term commitments.

Connect with campus media. Ask for their insight and their help. Campus media should be easily accessible on any college website.

Utilize Organizations. Find groups on campuses and off who already work with your target demographic. Examples: student government, clubs (Key Club, Model UN, NAACP), campus radio stations, fraternities and sororities, athletic teams, and issue based groups.

Connect with faculty who are teaching subjects aligned with your project. Consider courses such as sociology, history, environmental science, freshman experience.

Attend campus events including athletic events, first day of semester/term. Send a street team armed with flyers and signs to attract attention. Put flyers on bike racks, bulleting boards, lockers, outside and inside classrooms. Tell the students what is in it for them.

Do a dorm storm! Align with residence life and deliver your message throughout dorms.

Ask them! Develop a street team or group of students who are delivering your message on campuses!

Seniors and Retirees as Volunteers

Retired people generally have the time to devote to projects that others

Involve faith-based organizations. Churches, synagogues and mosques generally have social action committees or encourage service to their community.

“We talk about the quality of product and

may not. Utilizing this vital volunteer population often provides opportunities for intergenerational service as well as increased giving.

Meet with clergy and religious leaders and have them announce their support to their congregation or encourage them to adopt the program.

Provide diverse volunteer opportunities that appeal to seniors. The older adult population is composed of several generations. Have a wide range of opportunities that utilize their experience and skills, as well as consider their physical limitations.

Invite participation from activity directors at senior housing communities. Activity Directors at retirement communities and 50+ housing developments plan events year-round for their residents.

Reach out to senior service organizations. Make presentations to organizations like your local Area Agency on Aging, veteran's organizations, local AARP chapters, senior centers, and senior advocacy coalitions. Include them in communication updates.

Recruit retiree volunteers from non-traditional sources. Places to look include civic organizations (Kiwanis, Rotary, Lions Club), lifelong learning programs, professional associations, health fairs, neighborhood associations, alumni groups, and pre-retirement workshops.

Utilize various forms of communication, e.g. articles in senior and community newspapers; local cable television shows; flyers, brochures, and posters in grocery stores, churches, synagogues,

service. What about the quality of our relationships and the quality of our communications and the quality of our promises to each other?"

– Max dePree, author
Leadership Is An Art.

senior centers; direct mail to senior service organizations.

Just ask. Ask current volunteers to recruit others volunteers. Face-to-face recruitment is the most effective means of recruitment among seniors. These volunteers can be your best advocates and recruiters.

People with Disabilities as Volunteers

Create an inclusive service environment that proactively seeks persons with disabilities and weaves access/accommodations into all aspects of the program.

Make it accessible. Paths, doors, rooms, restrooms, kitchens should meet current accessibility standards to the greatest extent possible. Accessibility should be considered when planning events, seeking meeting space, and evaluating service sites.

Include Visual Images and Accommodations

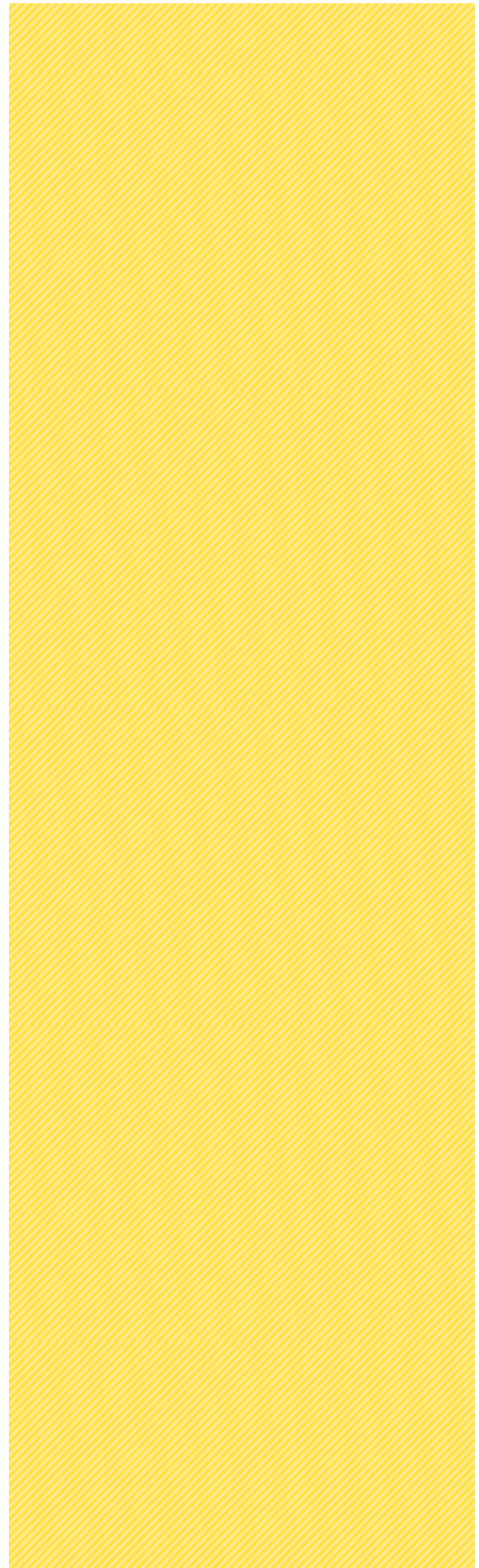
Language. Include images of people with disabilities as service providers in your brochures, videos, and other materials. Insert a non-discrimination clause in your materials and make a clear statement of your willingness to provide accommodations.

Utilize Alternate Formats and Communication.

Proactively let the public know that you will provide materials in alternate formats.

Create Barrier Free Designs. When placing furniture, equipment and refreshments, give consideration to ensuring the continued ability of persons with mobility, hearing, visual, and cognitive disabilities to be able to use the space independently.

Treat people as



individuals. No two people experience disability in the same way. Two individuals with the same disability may have very different perspectives, attitudes, interests, backgrounds and skills. An inclusive service environment sees individuals, not stereotypes.

The above information was taken from *Inclusion: Creating an Inclusive Environment* (Visit the site for more information on inclusive volunteer recruitment).

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Involve the Business Community

Local and national businesses and corporations supported local programs through their participation in the MLK Day of Service with gifts of cash and gifts-in-kind. Businesses look for recognition in the community and they hope that their support will result in new or increased business for them. Demonstrating your awareness of their needs throughout the year will result in their positive response when you come to them again with your needs. Here are some steps you can take to keep the business community interested and involved in your project...

- Provide public recognition that can be used as advertising. Design and create a plaque or a framed note that can be displayed on the wall of the company. Publish a “thank you” in the local newspaper.
- Host corporate sponsor breakfast or lunch. This provides business leaders a chance to network their services and products to other businesses.
- Place local business leaders on your volunteer leadership boards. Their connections can be valuable to you and they can make connections to other community leaders who sit on your committees.
- Display their logos in your newsletters, annual reports, website and other places where they can be seen. A company’s logo is its most valuable advertising tool.
- Develop corporate sponsorship packages that offer

increasingly greater recognition to a company as their support to your program grows.

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Let us know

Contact Sustainability@CampaignConsultation.com
We would be happy to answer questions or to give you more support.

Thank you for your interest in On-The-Go eTA. We encourage you to send this and other issues of [OTG eTA](#) to friends and colleagues who would benefit from the information. Also, if you're on information-overload, you may request [email removal](#). Otherwise OTG e-TA will be back soon with another edition.

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Use Social Networks to Increase Your Outreach (cont.)

Twitter

- Twitter is a microblogging network that allows you to make a post of 140 characters of text or less. While it asks you to answer “What are you doing?”, most use it for a variety of other mini-posts (some including links).
- Supporters and volunteers can be alerted or informed about latest developments.
- Twitter users are often hubs themselves and can quickly spread a message.
- Twitter can be used to have an ongoing conversation with stakeholders in a decentralized structure. Communicate back to your grantees and/ or sub-grantees. Update volunteers. Post the latest happenings. Keep things current and active.
- By posting public “tweets” you can spread the word about a need, and event, or a project and motivate people outside of your organization.
- More than 700 “tweets” were posted on the MLK Day of Service informing readers of projects impacted by community service.
- [Click here](#) to read MLK Day “tweets.”

Flickr

- Twitter is a microblogging network that allows you to make a post of 140 characters of text or less. While it asks you to answer “What are you doing?”, most use it for a variety of other mini-posts (some including links).
- Flickr is a popular online photo-sharing community that allows e to share and organize digital photos.
- Social Profit Organizations can document the impact of their work through photos that they upload to the organization's Flickr group.
- Organizations can create an image bank from which they can select photos for their Web site and blog.
- Utilize their Creative Commons licensing search feature and find appropriate photos to use for free with attribution.
- [Click here](#) to view Flickr photos of MLK Day posted on Flickr.

Myspace

- Like FaceBook, MySpace offers a powerful platform for organizations to mobilize existing offline members and reach out to a new audience within the MySpace community.
- If you scroll to the middle of the page, you will see “Tips for Organizations.” This is a great area to learn more about how to set up your MySpace profile.

For a more complete explanation of the use of social networking, tips, and links used for the MLK Day of Service, [click here](#).

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Resources

eOrganizer

eOrganizer is an interactive clearinghouse for the latest and greatest web instruments of change. This GIZMO shows you how to maximize free and inexpensive online tools and resources to mobilize people around issues and within organizations. Structured around eight categories important to community organizing, it offers descriptions and provides access to many of the most current web arenas and strategies for bringing groups together to create community change.

<http://www.campaignconsultation.com/GIZMOs/eorganizer/index.html>

The National ASK (Awareness, Skills, Knowledge) to Sustain Institute, sponsored by Corporation for National and Community Service, provided by Campaign Consultation, Inc. 1998, 2002.

The CNCS Resources Now! National Institute, sponsored by Corporation for National and Community Service, provided by Campaign Consultation, Inc. 2005-07.

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Learning Products and Services

Sustainability:

Sustainability@CampaignConsultation.com is designed to give information fast on building

capacity. Use this online support for advice from a fundraising professional.
Contact Sustainability@CampaignConsultation.com

The Chronicle of Philanthropy:

Everyone who comes to a Resources Now! National Institute gets a free subscription to the Chronicle for a year. Participants in CNCS Campaign Consultation workshops receive the latest issue free of charge plus a \$20 discount on one year's subscription.

Workshops/Clinics:

The Corporation for National and Community Service (CNCS), through its T/TA service provider Campaign Consultation, Inc., offers a three-hour workshops and clinics for those interested.

WebWizard:

CNCS sponsors this new service that Campaign Consultation provides to assist programs and projects in maximizing their websites for program, client, volunteer and fundraising needs.

Online Courses/Webinars:

Web course delivery of topics pertinent to resource development such as — **Build Fundraising Volunteer Champions** and **Cause Related Marketing and Corporate Partnerships**.

Available through the Resource Center at <http://www.nationalserviceresources.org>

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Read Back Issues of *OTG e-TA*

- [January 2009 Thank You Notes](#)
- [December 2008 Change in People and Program](#)
- [Mid-November 2008 Year-End Communications](#)
- [November 2008 Managing Stress](#)
- [Mid-October 2008 Preserving Your Assets](#)
- [October 2008 Hiring Fundraising Staff](#)
- [Mid-September 2008 Getting Ready for the Boomer Resource Explosion](#)
- [September 2008 Stepping into the Limelight](#)
- [August 2008 Stories from the Field](#)
- [Mid-July 2008 Staying Tenacious in Tough Times](#)
- [July 2008 Using the World Wide Web](#)
- [Mid-June 2008 Planning for Resources](#)
- [June 2008 The Five "C"s of Community Development](#)
- [May 2008 Attracting Media Attention](#)
- [Mid-April 2008 Corporate sponsors and Business Sponsors](#)

- [April 2008 How to Ask](#)
- [March 2008 Planned Giving](#)
- [February 2008 Raising Funds from Neighbors and Friends](#)
- [January 2008 Fundraising in Diverse Communities](#)

- [2007 Archives](#)
- [2006 Archives](#)