

POINTS OF LIGHT
&
HANDS ON NETWORK



Resource Guide



Resource Guide

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In this guide, you'll find all of the messages and resources you will need to effectively encourage participation and inspire and recognize volunteers during National Volunteer Week. You'll discover creative ways to increase volunteer engagement, inspiration, and recognition. Target is the presenting sponsor of NVW 2008 and is helping significantly expand national awareness to increase participation through advertising campaigns, in-store promotions, online marketing, and support of President's Volunteer Service Award.

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April 8, 2008

Dear Points of Light & Hands On Network Affiliates:

Target is proud to partner with the Points of Light & Hands On Network to sponsor National Volunteer Week. Through the "Volunteer to Change the World" campaign, together we can recognize outstanding volunteers and encourage people across the country to get involved in their communities.

Since 1946 Target has given 5% of our income to support education, the arts, and safe families and communities. Today that's over \$3 million every week. Additionally, our team members and retirees have volunteered millions of hours to community projects. This commitment is part of our legacy.

We're thrilled to promote 1-800-VOLUNTEER.org during April in more than 1,600 Target stores on Channel Red, our in-store video programming, and via multiple media channels such as the New York Times and the Sunday circular. Overall, the campaign will have more than 100 million impressions! We're anticipating an increase in visits to 1-800-VOLUNTEER.org as a result of our efforts.

Again, we're honored to join forces with Points of Light & Hands On Network. Together, we can build upon America's spirit of service and continue to strengthen our communities.

Thank you.

Sincerely,

A handwritten signature in black ink that reads "Laysha Ward".

Laysha Ward
Vice President, Community Relations
Target Corporation



About National Volunteer Week

2008 National Volunteer Week (NVW) is from April 27 to May 3. This week is about **engaging** individuals in service, **inspiring** a nation to join a movement for change, and **recognizing** deserving volunteers with the President's Volunteer Service Award and other meaningful signs of thanks. It's about showing the nation that we meet our challenges not as isolated individuals but as members of a true community with all of us working together. NVW encourages individuals and communities to be at the center of social change discovering their power to make a difference.

It's also an opportunity to whet appetites for change through volunteerism and get people plugged in to service throughout the remainder of the year by driving them to 1-800-volunteer.org. National Volunteer Week reflects the power that volunteers have to lead by example — volunteers both encourage those they help and motivate others to serve.

This is your opportunity to capitalize on the attention that National Volunteer Week receives nationally and locally, to increase volunteer commitment from your community, raise awareness about the work you support and events you sponsor, and recognize deserving volunteers.

National Volunteer Week was created in 1974 when President Richard Nixon signed an executive order to establish the week as an annual celebration of volunteering. And every year since that time, each U.S. President, along with many governors, mayors and other elected officials, have signed proclamations promoting National Volunteer Week.

Step 1 - Engage **Get Your Community Involved**

Provide opportunities for them to participate in projects as an individual or a group, share stories, engage volunteers, adopt neighborhoods, and inspire others.

Step 2 - Inspire **Share your Story**

Connect with communities around the nation and share your inspirational stories and recognize your volunteers throughout the year.

Step 3 - Recognize **Recognize and Thank Volunteers**

Recognize your volunteers' commitment with the President's Volunteer Service Award, which is the most prestigious volunteer award currently associated with the White House.



Steps To Get Involved

This is our moment in time to not only recognize and celebrate our volunteers, but to inspire and encourage volunteers, nonprofits, and organizations to take action and serve their communities. Get your community involved by starting a project in your neighborhood and by raising local awareness about NVW's call for service and change.

Step 1 - Engage Get Your Community Involved

An amazing array of projects will be held throughout the country as a demonstration of the power of volunteerism. Over the years, project activities have ranged from renovating schools, revitalizing community centers, rehabilitating parks, improving low-income homes, creating community art projects, mentoring, serving meals, developing community gardens, and more. Get your community involved in these local projects.

"Volunteers are the only human beings on the face of the earth who reflect this nation's compassion, unselfish caring, patience, and just plain love for one another."
—Erma Bombeck

Step 2 - Inspire Share Your Stories

Your stories of volunteer heroism and community transformation will inspire others to volunteer and sustain the movement for the future. Your story should include the following:

- Inspiration: What motivated you to get involved?
- Action: What did you do?
- Results: What's different now?
- Number of volunteers and volunteer hours
- Description of people impacted by project



Step 3 - Recognize Recognize and Thank Volunteers

Volunteer recognition is an extremely effective retention and recruitment tool. Volunteers want to feel valued, and recognition has proven to be the best way to convey this appreciation. Points of Light & Hands On Network's research has revealed that recognition not only motivates volunteers, but also brings needed public attention to service in local communities.

We encourage you to recognize your outstanding volunteers by awarding them the President's Volunteer Service Award. This award is the most prestigious volunteer award currently connected to the White House that all Americans can aspire to achieve.

Even if you have an existing award program, this award can differentiate your recognition efforts from previous year's efforts. Also, giving this recognition to your volunteers during 2008 NVW helps you fully leverage the nation's focus on volunteerism and link local recognition activities with a national award.



Step 1 - Engage

Here are the steps to plan a project and get your community engaged.

- Project Selection: Recommend a project for your volunteers. Select a project that's important for your community. Project ideas range from mentoring, sharing technical expertise, refurbishing a community park or school, or helping prepare meals for the homeless.
- Project Management: Define scope of work; identify specific tasks based upon the number of volunteers; equip volunteers with the tools and materials needed for each project; host volunteer leader training when appropriate; and create a comprehensive work plan, day-of-event schedule, and contingency plans.
- Day of Event Support: Greet volunteers and host registration; host an on-site orientation; engage corporate VIPs and executives from a nonprofit agency partner; assign volunteers to teams (projects typically run 4 – 6 hours); ensure every volunteer has work and is comfortable with his/her assignment; provide a box lunch and refreshments; celebrate the impact of the day; and survey volunteers to create a final report.
- Provide Visibility: Any participating companies or groups should be recognized on local signage and in local media outreach and recognize their contributions at the event itself through signage and in opening or closing event remarks.

See appendix for tools on how to get your community engaged and raise awareness through media and through a government proclamation. You also can advertise your efforts with NVW marketing resources (banner, flyer) included in the guide. Finally, you can find a fact sheet with volunteering statistics and information.

Here are key messages you can share to spread the word about NVW.

- Engage individuals to make a commitment to serve at 1-800-volunteer.org. NVW is an opportunity to whet appetites for change through volunteerism, and give people a way to get plugged in to service throughout the remainder of the year by driving them to commit to serve at 1-800-volunteer.org.
- Inspire a nation to join a movement for change. NVW reflects the power that volunteers have to lead by example - volunteers both encourage those they help and motivate others to serve
- Recognize and thank volunteers. Volunteer engagement and sustainability are largely tied to seeing and feeling recognition and thanks for service. During 2008 NVW, the President's Volunteer Service Award, the most prestigious volunteer award currently associated with the White House, will be the premiere award for outstanding volunteers.
- This is the second year that Target is sponsoring National Volunteer Week. As the 2008 NVW sponsor, Target is helping significantly expand national awareness to increase participation through advertising campaigns, in-store promotions, online marketing and support of the President's Volunteer Service Award. Target gives more than \$3 million a week to its local communities through grants and special programs.
- Points of Light & Hands On Network is a national nonprofit whose core mission is to inspire, equip, and mobilize people to take action that changes the world. Our collective network—now the largest in the nation—connects 370 civic hubs managing millions of volunteers and 50,000 volunteer-driven community impact projects annually around the country. Our vision is that through our work we will help put people at the center of social change and that one day every person will discover their power to make a difference, creating healthy communities in vibrant democracies.



National Volunteer Week Logo

Color Palette

The following marketing resources and NVW brand attributes have been created to help you generate awareness about your events and activities and align with the national NVW brand.

To obtain logos for 2008 NVW, visit www.handsonnetwork.org or www.pointsoflight.org

Points of Light & Hands On Network believe that a consistent look and messaging for National Volunteer Week will allow you to more effectively leverage the national focus on the Week from year to year. Additionally, the same theme will help increase and sustain opportunities for local and national partnerships, and boost general public involvement in the Week. A consistent logo and theme also provides increased time to plan National Volunteer Week promotions and/or events, saves you money on recognition items, and enables staff to focus on providing more timely, innovative and cost-effective promotional products. The focus of this years logo is to drive people to commit to serve at 1-800-volunteer.org.



PMS	4975 C	185 C
c	80	0
m	90	100
y	100	90
k	30	20
r	70	196
g	47	20
b	38	37
html	462F26	C41425

Typeface featured: Univers Condensed Bold



Banner Sample

You can download this banner and customize it for your use at www.pointsoflight.org or www.handsonnetwork.org

Organization's Logo Here

NVW NATIONAL VOLUNTEER WEEK
April 27-May 3, 2008

Volunteer to change the world. Visit 1-800-volunteer.org

POINTS OF LIGHT
&
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2008 Presenting Sponsor



Sample Recruitment Message | Flyer

You can download this flyer and customize it for your use at www.pointsoflight.org or www.handsonnetwork.org.



NVW NATIONAL VOLUNTEER WEEK
April 27–May 3, 2008

Make a Commitment to Serve. Volunteer to Change The World.

Organization's Logo Here

POINTS OF LIGHT
&
HANDS ON NETWORK

National Volunteer Week is about inspiring, recognizing and encouraging people to seek ways to engage in their community. It's about showing the nation that we meet our challenges not as isolated individuals but as members of a true community with all of us working together. In partnership with Target, 2008 presenting sponsor, during NVW, individuals and communities can be at the center of social change discovering their power to make a difference.

National Volunteer Week was created in 1974 when President Richard Nixon signed an executive order to establish the week as an annual celebration of volunteering. And every year since that time, each U.S. President, along with many governors, mayors and other elected officials, has signed a proclamation promoting National Volunteer Week.

National Volunteer Week is our moment in time to not only recognize and celebrate our volunteers, but to enable a nation to share ideas, practices, and stories, wherever they happen, and shaping a movement to re-imagine the notion of citizenship for the 21st century.

Get Your Community Involved

Share your Story

Recognize and Thank

2008 Presenting Sponsor



Visit 1-800-volunteer.org today and make a commitment to serve.



Step 2 - Inspire

The best way to inspire people to volunteer is to share compelling stories of volunteers engaged in their communities, supporting their neighbors, and making a difference. Points of Light & Hands On Network have provided several ways for you to share inspirational volunteer stories.

POL & HON will share your stories on a national scale during NVW and in the following months. To get your stories heard nationwide, here are three options:

- Option 1: Visit www.handsonnetwork.org or www.pointsoflight.org to enter information about your story and upload rich media, including video and photos.
- Option 2: Share your President's Volunteer Service Award stories at Presidentsvolunteerserviceaward.gov and upload rich media, including video and photos.
- Option 3: Fax your stories to (404) 979 - 2901
- Option 4: Share your story with your local community by using the media tools available in the appendix. You can also share your story with government officials and your favorite social networking sites (e.g.: Youtube, Myspace)

Your story should include the following:

Inspiration: What motivated you to get involved?

Action: What did you do?

Results: What's different now?

If you are sharing your story at www.handsonnetwork.org, www.pointsoflight.org or presidentsvolunteerserviceaward.gov, here are a few guidelines for sharing your story.

1. Video:
 - a. Please upload an edited video with opening and closing titles and music (two minute maximum) that illustrates the change that occurred. (Do not use copyrighted music, including samples).
 - b. Mail raw footage (beta), not to exceed three minutes, with accompanying paragraph that answers the three questions above (inspiration, action, and results).
2. Narrative and photos: Upload a 500 words or less narrative description that answers the three questions above (inspiration, action, and results). Narratives must be submitted with hi-res photos (300 dpi) that illustrate the change that occurred (no head shots please).



Step 3 - Recognize

Why Recognize Volunteers?

Volunteers are key to the success of many nonprofits, hospitals, schools, and other community-based organizations. Serving without reward, they are committed to making a difference in their communities by contributing their considerable time and talent. So how can you ensure that your volunteers continue to serve? RECOGNITION!

Volunteer recognition is a very effective retention and recruitment tool. Whether individuals, groups, or families, volunteers want to feel valued by an organization. Recognition – from award banquets to a simple “thank you” – is the best way to show this appreciation.

Points of Light & Hands On Network’s research has demonstrated the value of volunteer recognition. Over 75 percent of respondents in two recent studies felt that awards attracted volunteers and encouraged more volunteering. This research also revealed that recognition not only motivates volunteers, but also focuses public attention on service in local communities.

Nationwide, hundreds of organizations that utilize volunteers create opportunities for public acknowledgement through awards programs and other recognition activities. For many, this recognition takes place during National Volunteer Week. Use the volunteer recognition tips in the appendix to support and enhance your National Volunteer Week recognition efforts.

Raise the Visibility of Your Volunteers’ Contributions

This year, you will probably thank your volunteers and distribute awards at a special National Volunteer Week luncheon. Would you like a new way to celebrate your volunteers’ efforts?

Give them a national volunteer award, such as the President’s Volunteer Service Award.

When you plug into a national award program your organization can:

- Attract increased media attention for volunteers’ achievements
- Increase organizational brand awareness and marketing opportunities
- Link your local recognition activities with a higher profile national award
- Further motivate volunteers and improve volunteer performance

National awards typically are given for episodic or sustained volunteering and can be competitive or non-competitive. Consider nominating your exceptional volunteers for these national awards:

- Non-Competitive Award: President’s Volunteer Service Awards: recognize Americans – individuals, families and groups – who have made a commitment to volunteer service over a 12-month period. Since the program’s inception, over 675,000 awards have been distributed. (See next page for more information.)



Step 3 - Recognize

- Competitive Award: Daily Points of Light Award: given each weekday in honor of recipients who exemplify the best of volunteerism, a sense of caring and responsibility for others that connects citizens and solves community problems. Visit <http://www.pointsoflight.org/awards/dpol/> for more information.

President's Volunteer Service Award

The President's Council on Service and Civic Participation created the award to honor Americans who, by their demonstrated commitment and example, inspire others to engage in volunteer service. This award is the most prestigious volunteer award currently connected to the White House that all Americans can aspire to achieve.

Even if you have an existing program, the award can differentiate your recognition efforts from previous year's efforts. Also, giving this award during National Volunteer Week helps you fully leverage the nation's focus on volunteerism. Join over 20,000 organizations working to deliver the award to their deserving volunteers and shine a national spotlight on your volunteers' achievements and inspire others to serve.

If your organization is already participating, visit www.presidentialserviceawards.gov to download special materials to promote your award recipients during National Volunteer Week. Awards that you wish to present to your volunteers during this year's Week must be ordered by April 11, 2008.

Who Can Receive the Award?

Any individual, family, or group is eligible to receive this Presidential recognition for volunteer hours earned over a 12-month period or over the course of a lifetime. In addition, individuals who complete 4,000 or more hours of volunteer service over the course of their lifetime can be recognized with the President's Call to Service Award.

To earn an award, individuals, families, and groups must keep a record of volunteer activities served. Activity records may be kept by the Certifying Organization or tracked online with the USA Freedom Corps Record of Service.

What Do Recipients Receive?

Award recipients receive:

- An official President's Volunteer Service Award pin
- A personalized certificate of achievement
- A note of congratulations from the President of the United States
- A letter from the President's Council on Service and Civic Participation

How Can Organizations Deliver the Award to Local Volunteers?

Presenting the award to your volunteers is an easy three-step process:

1. Sign up as a Certifying Organization at www.presidentialserviceawards.gov
2. Review and verify volunteers' hours
3. Nominate your volunteers and order the award package on the site



Step 3 - Recognize

What Role Would My Organization Play as an Award Certifying Organization?

Certifying Organizations perform the following roles:

- Verify that the volunteer(s) has completed the number of service hours required to earn a President's Volunteer Service Award
- Nominate verified volunteers by completing and submitting an order form
- Pay the nominal cost for the award package and its shipping
- Receive the award package and distribute the award package to each recipient

Volunteer Recognition Tips

Use these low-cost, high impact tactics to support and enhance your National Volunteer Week recognition efforts:

- Send welcome cards to new volunteers and thank you notes to current volunteers
- Regularly ask volunteers for honest feedback about their volunteer experience
- Offering training to volunteers; promote them to "positions" with more responsibility
- Publicly mark volunteers' anniversaries
- Give tangible award items that volunteers value
 - Pins or certificates (work well for non-competitive awards)
 - Medallions, trophies, or plaques (work well for competitive awards)
 - Engraved name badges (work well for both awards)
- Use nationally recognized non-competitive awards like the President's Volunteer Service Award to honor large numbers of community volunteers
- Present volunteers with their awards "Publisher Sweepstakes" style at the agency where they "work." (This example is from the Volunteer Center of Central Oklahoma.)
- Create a ribbon campaign to recognize all your volunteers. (The Volunteer Center of Otsego County created a campaign where hundreds of local volunteers wore ribbons during NVW.)
- Recognize a "Volunteer of the Month" in your newsletter or website. Include volunteer photos and details on the volunteers' work
- Create a NVW yearbook and include all award recipients. Display it in a library, courthouse lobby, or other public office.
- Prominently feature award recipients on your organization's website. Post pictures of recipients with complete captions – name of recipient, agency name, as well as any links to news articles about award program and recipients
- Work with your local newspaper to place an editorial or open letter during NVW about importance of local volunteers; or submit op-eds to the newspaper thanking your volunteers and encouraging more people to get involved
- Ask local radio and television stations to run a week-long series that recognizes a different volunteer (preferably a President's Volunteer Service Award recipient) for each day of NVW
- Create and distribute bumper stickers (e.g., Most Valuable Volunteer) or other promotional items to recognize your volunteers
- Work with the mayor's office to develop public recognition opportunities for award recipients
 - Mayor holds a special flag raising ceremony for award recipients
 - Mayor presents award recipients with a key to the city
 - Raise banners thanking volunteers near city hall and mayor's office during NVW
 - Post award recipients' names and pictures (with links to blurbs) on the city's website
- Recognize deserving volunteers when other media opportunities arise and again when it's time to write the annual report



Appendix

Additional Tools and Resources

In this section, we've included some general tips and worksheets to support volunteer leaders activate projects in your community.

- Media Outreach
- Government Outreach
- Reward and Recognition Planning
- Project Tools



2008 Media Outreach Tips

Media Materials	What is its function?	Whom should it be sent to?	When should it be sent?
Community Calendar Entry	Short, concise entry for community calendar section	Community calendar editor (local daily and weekly newspapers)	1 month before (place follow-up call to ensure receipt)
News Release**	Should convey the who, what, when, where and why of your event and/or volunteer recipients and generate interest for them	- Feature reporter and photo desk editor (newspaper) - Community Affairs Dept. (radio & TV) - TV/radio producer	- Send to reporters 2 weeks before the event and/or National Volunteer Week - Include in Media Kit
Media Advisory**	Simple way to inform local media outlets about an upcoming event or press conference	Same as above	Send 3-4 days before event (place a follow-up call to ensure receipt)
Media Kits	Gives general info about event and volunteer award recipients; the kit should include: - News release** - List of volunteer honorees and brief mention of their achievements - NVW Fact Sheet** - NVW Camera-ready logo**	Key media outlets	Give to journalists the day of the event and send to those who didn't attend but expressed interest in the event
Photos	Send NVW event photos (and a quick thank-you note) to print journalists who attended the event and those print reporters who didn't attend but expressed interest in the event		

**These materials are all available in the National Volunteer Week resource guide.



Media Advisory

Media Advisory for [insert date of event]

For immediate release

[Contact name, number and e-mail]

[insert 24 - hour date]

[Volunteers demonstrate power of service at Clay Elementary School]

WHO: [List the names of dignitaries who will attend your event]

WHAT: [Briefly describe event]

WHERE: [Event address]

WHEN: [Event time and date]

WHY: 2008 National Volunteer Week (NVW) is from April 27 to May 3. This week is about inspiring, recognizing and encouraging people to seek ways to engage in their community. It's about showing the nation that we meet our challenges not as isolated individuals but as members of a true community with all of us working together. So that individuals and communities can be at the center of social change discovering their power to make a difference. 2008 NVW is sponsored by Target and is an initiative of Points of Light & Hands On Network. The Week was first designated as an annual observance by Executive Order of President Richard Nixon in 1974.

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As the 2008 NVW presenting sponsor, Target is helping significantly expand national awareness to increase participation through advertising campaigns, in-store promotions, online marketing and support of the President's Volunteer Service Award. NVW is an initiative of Points of Light & Hands On Network, the largest volunteer network in the nation—connecting 370 civic hubs managing millions of volunteers and 50,000 volunteer-driven community impact projects annually around the country.

[Insert information about your organization]

For more information about National Volunteer Week activities visit www.1-800-volunteer.org for more details.



Local News Release Sample

Contact: [insert contact name]
Phone: [insert number]
Cell phone: [insert number]
E-mail: [insert address]

FOR IMMEDIATE RELEASE

[Atlantans will rise up and change their world this week]

[Insert your organization's name] is offering [your city] [number] of service projects during the 2008 National Volunteer Week (NVW), which is from April 27 to May 3. National Volunteer Week is about inspiring, recognizing and encouraging people to seek ways to engage in their community. It's about showing the nation that we meet our challenges not as isolated individuals but as members of a true community with all of us working together.

This week allows individuals to be at the center of social change discovering their power to make a difference. [Insert your city] volunteers can join thousands of individuals all across the country and get involved. [Insert information on how to volunteer with your projects].

Volunteers are one of America's most important assets. More than 61 million people volunteered through or for an organization at least once between September 2005 and September 2006, according to a recent survey by the Bureau of Labor Statistics. That represents more than a quarter of the entire U.S. population.

It's a viable way to make social and economic impact on our community. For example, volunteers who participate in service-learning, the connection of community service to classroom learning, make the following impact:

- 96 percent of teachers report children learn more through service learning than instruction alone
- 46 percent report improved grades
- 36 percent report decrease in absenteeism
- Students who engaged in service-learning had higher attendance rates than control group peers (Shaffer 1993; Supik 1996; Shumer 1994).

[Atlantans...] can join this movement by attending one of the local National Volunteer Week projects. The [insert your organization's name] national volunteer week projects and activities will include:
[Insert activities]

National Volunteer Week began in 1974 when President Richard Nixon signed an executive order establishing an annual celebration of volunteering. Every president since has signed a proclamation promoting the week. [Insert appropriate information if governor or mayor has made similar proclamation.]

As the 2008 NVW presenting sponsor, Target is helping significantly expand national awareness to increase participation through advertising campaigns, in-store promotions, online marketing and support of the President's Volunteer Service Award. NVW is an initiative of Points of Light & Hands On Network, the largest volunteer network in the nation—connecting 370 civic hubs managing millions of volunteers and 50,000 volunteer-driven community impact projects annually around the country.

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[Insert your organization's boilerplate]

Minneapolis-based Target serves guests at 1,613 stores in 47 states nationwide by delivering today's best retail trends at affordable prices. Target is committed to providing guests with great design through innovative products, in-store experiences and community partnerships. Whether visiting a Target store or shopping online at Target.com, guests enjoy a fun and convenient shopping experience with access to thousands of unique and highly differentiated items. Since 1946, the corporation has invested five percent of its income in the communities it serves. Target (NYSE:TGT) gives more than \$3 million a week to its local communities through grants and special programs. Target partners with nonprofit organizations, guests and team members to help meet community needs.



Fact Sheet

2008 National Volunteer Week (NVW) is from April 27 to May 3. This week is about inspiring, recognizing and encouraging people to seek ways to engage in their community. It's about showing the nation that we meet our challenges not as isolated individuals but as members of a true community with all of us working together. NVW encourages individuals and communities to be at the center of social change discovering their power to make a difference.

It's also an opportunity to whet appetites for change through volunteerism and get people plugged in to service throughout the remainder of the year by driving them to 1-800-volunteer.org.

Sponsored by Target, National Volunteer Week is an initiative of Points of Light & Hands On Network. The Week began in 1974 when President Richard Nixon signed an executive order establishing it as an annual celebration of volunteering. Every President since has signed a proclamation promoting National Volunteer Week. Additionally, governors, mayors and other elected officials make public statements and sign proclamations in support of the Week.

National Volunteer Week is celebrated annually during the third full week of April, unless Easter or Passover occurs, then the Week is moved to the fourth week of April.

During National Volunteer Week, thousands of volunteers around the country will be honored with local organizational awards for their community service. Thousands of organizations also will distribute the President's Volunteer Service Award to their deserving volunteers. This Award is the most prestigious volunteer Award currently connected to the White House that all Americans can aspire to achieve. It provides organizations with the unique opportunity to bestow national and presidential recognition on their volunteers who have made a sustained commitment to service.

Facts about volunteering

- **Volunteer numbers:**
About 60.8 million people volunteered through or for an organization at least once between September 2006 and September 2007, the Bureau of Labor Statistics of the U.S. Department of Labor reported.
- **Increasing volunteers:**
About 44.6 percent of volunteers became involved with their main organization after being asked to volunteer, most often by someone in the organization. In other words, you can increase volunteerism by 44 percent just by asking people directly to volunteer.
- **Health benefits of volunteering:**
An analysis of data from the Longitudinal Study of Aging found that those individuals who volunteer have lower mortality rates than those who do not, even when controlling for physical health.
- **Community benefits:**
In fact, research has shown a relationship between communities with high levels of social capital—our social connectedness or social networks and the related norms of trust and reciprocity—and a community's quality of life as measured by such indicators as higher levels of parental engagement in schools, stronger local economies, less crime, and lower incidence of illnesses.² Communities with high levels of neighbors working with and helping each other are more healthy and vibrant places to live and work.
- **Benefits to your community:**
For specific facts on volunteering in your community, go to the Corporate for National and Community Service's Volunteering in America: 2007 City Trends and Rankings at <http://www.cns.gov/about/volunteering/cities.asp>

Future dates for National Volunteer Week are:

April 19–April 25, 2009

April 18–April 24, 2010



Proclamation Request Letter

Recipient Name
Address
City, State, Zip Code

Dear Mayor/Governor/Other Elected Official [name]:

As we approach the 35th annual National Volunteer Week, to be held April 27 – May 3, 2008, we ask you to honor our [city's or state's] volunteers who tirelessly share their time and talent with those in need. Your support can challenge and encourage the people you represent to commit to sustained and future volunteer service. [Insert a thank you for past participation if relevant].

National Volunteer Week is about inspiring, recognizing and encouraging people to seek ways to engage in their community. It's about meeting our challenges not as isolated individuals but as members of a true community with all of us working together.

This year, the President of the United States will again sign a proclamation in support of National Volunteer Week. We hope you will join the President in proclaiming the week of April 27 – May 3 as National Volunteer Week in [city or state].

Enclosed you will find a sample proclamation and more information about National Volunteer Week, which is an initiative of Points of Light Foundation & Hands On Network and sponsored by Target. The Week was designated by Executive Order as an annual observance by President Richard Nixon in 1974. Every President since has signed a proclamation of support announcing National Volunteer Week as the national week of recognizing volunteers.

[Name of your organization] plans to honor the volunteers in [name of your city] by [insert SHORT description of your planned recognition events]. We invite you to join our celebration of volunteers at (insert information about your event).

If you have any questions, please call [local contact]. We would be honored to have your participation and look forward to your response.

Sincerely,

[Your Name]
[Title, Organization Name]

NOTE: Attach the National Volunteer Week "Fact Sheet" to this letter; it should answer any questions the recipient may have.



Sample Proclamation

WHEREAS, the entire community can inspire, equip and mobilize people to take action that changes the world; and

WHEREAS, volunteers can connect with local community service opportunities through hundreds of community service organizations like Hands On affiliates and Volunteer Centers; and

WHEREAS, individuals and communities are at the center of social change discovering their power to make a difference and

WHEREAS, during this week, all over the nation, service projects will be performed and volunteers recognized for their commitment to service

WHEREAS, the giving of oneself in service to another empowers the giver and the recipient; and

WHEREAS, experience teaches us that government by itself cannot solve all of our nation's social problems; and

WHEREAS, our country's volunteer force of over 64 million people is a great treasure; and

WHEREAS, volunteers are vital to our future as a caring and productive nation;

NOW, THEREFORE, I, (NAME/TITLE) do hereby proclaim

April 27–May 3, 2008

as

National Volunteer Week

In (CITY/STATE), and urge my fellow citizens to volunteer in their communities. By volunteering and recognizing those who serve, we can replace disconnection with understanding and compassion.

Signed this (DATE) day of (MONTH), 2008



Sample Photo Consent Form

Here is a sample photo consent form to use at a volunteer project.

(Insert Hands On affiliate or Volunteer Organization Name)

LIMITED CONSENT AND RELEASE

The undersigned model and photographer representing the (insert Hands On affiliate or Volunteer Organization name) hereby agree to accept all conditions set forth in this limited consent and release.

I, _____, the undersigned model, hereby give _____, the undersigned photographer of (insert Hands On affiliate or Volunteer Organization name), specific permission to: publish, copyright, distribute and/ or display photographic images of me taken on the below listed date. The permission granted herein is strictly limited to the uses described below and for no other purposes, whether suggested or implied. I, the undersigned photographer, agree that the model has the right to inspect and/ or examine all photographs and/ or written text to which the images may be applied before use as described below.

I, the undersigned, hereby release and discharge the undersigned photographer of (insert Volunteer Organization name) from any and all liability by virtue of distortion, blurring, alteration, optical illusion and/ or use in composite form, whether the same is intentional, or otherwise. I understand that the photographer, his clients or assigns may use any process or procedure resulting in the completion of the finished product, the publication, distribution, or public display, when photos of me are used in accordance with the usage listed below.

INTENDED USAGE: By signing this limited consent and release form I, the undersigned model, represent that I am of legal age in the state in which this limited consent and release form is executed, that before signing this document, I have read it completely and understand it, and that I am bound, as is anyone who succeeds to my responsibilities and rights, as my heirs or assigned. I release the undersigned photographer of (insert Hands On affiliate or Volunteer Organization name) and give up any and all future claims and rights that I may have at any time.

SESSION DATE _____
SIGNATURE OF PERSON BEING PHOTOGRAPHED _____

PHOTOGRAPHER'S SIGNATURE _____ NAME OF PERSON PHOTOGRAPHED (Please Print) _____

WITNESS _____ ADDRESS OF PERSON PHOTOGRAPHED _____

PHONE NUMBER OF PERSON PHOTOGRAPHED _____

I have inspected and examined the photographs and/ or written text in accordance with the above agreement.

_____, DATE _____
SIGNATURE OF PERSON PHOTOGRAPHED

I waive the right to inspect and/ or examine the photographs and/ or written text.

_____, DATE _____
SIGNATURE OF PERSON PHOTOGRAPHED



Volunteer Registration Form and Sample Waiver

Here are sample volunteer registration form and sample waiver to use at a volunteer project.

Yes! I'd like to volunteer at the following project:

Community Partner Site:

Project Location:

Project Date & Time :

Volunteer Leader (Name and Contact Information):

Name	E-mail/Phone	Department

SAMPLE WAIVER:

By signing this agreement, I am applying to perform certain volunteer services related to _____ . I acknowledge that my participation is completely voluntary on my part and is being undertaken without promise or expectation of compensation.

In consideration of my being allowed to participate in this volunteer community service event; I, the undersigned, for myself, my heirs, and assigns hereby release and discharge (your organization/school name), its affiliates, associates, agents, and any participating organizations, for any claims for damages or injury I may incur resulting from my participation in this volunteer community service event. I understand that my participation involves risk of injury and illness, which may result directly or indirectly from my participation. I further state that I am and/or my child(ren) is(are) in proper condition for participating in these events. I agree to abide by the rules established by organizers of this service project relative to health and safety requirements. Finally, I grant _____ full and complete permission to use in legitimate promotions of the project photographs of me and quotations from me.

(Please feel free to replace this section if your agency has an existing liability waiver.)



Volunteer Evaluation Survey

Here is a sample volunteer evaluation survey to use at a volunteer project.

Please tell us about your volunteer experience today. You helped create positive change in our community and we want to hear about it. We will process this information and share the results of our team's hard work. Please complete this survey before you leave the project site and turn it in to your Volunteer Leader.

Company/Organization Name: _____

Please rate the following: Strongly Disagree Strongly Agree

- | | | | | | |
|--|---|---|---|---|---|
| 1. This project made a positive impact on the community. | 1 | 2 | 3 | 4 | 5 |
| 2. I think the project was well organized. | 1 | 2 | 3 | 4 | 5 |
| 3. I feel a personal sense of accomplishment after participating in this project. | 1 | 2 | 3 | 4 | 5 |
| 4. Did you volunteer on other projects during the last 12 months? <input type="checkbox"/> YES <input type="checkbox"/> NO
(If yes, check all that apply)
<input type="checkbox"/> With my employer <input type="checkbox"/> In my neighborhood
<input type="checkbox"/> With a Points of Light or Hands On affiliate/volunteer center <input type="checkbox"/> Other _____ | | | | | |
| 5. Did participating in this project increase your interest in participating in future volunteer service projects?
Please check: <input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> SOMEWHAT | | | | | |
| 6. Did participating in this project increase your interest in leading a volunteer service project?
Please check: <input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> SOMEWHAT | | | | | |
| 7. How likely are you to participate in another service project?
Please check: <input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> SOMEWHAT <input type="checkbox"/> NOT AT ALL | | | | | |
| 8. Please provide any highlights, suggestions or other feedback about this project. | | | | | |



Points of Light & Hands On Network is a national nonprofit whose core mission is to inspire, equip and mobilize people to take action that changes the world. We transform people and communities.

Our collective network—now the largest in the nation—connects 370 civic hubs managing millions of volunteers and 50,000 volunteer-driven community impact projects annually around the country.

Our vision is that through our work we will help put people at the center of social change and that one day every person will discover their power to make a difference, creating healthy communities in vibrant democracies around the world.

About Points of Light & Hands On Network

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