What We'll Cover

You spend countless hours and resources painstakingly preparing proposals.

What if you could create massive visibility for your organization in just 1 DAY?
Corporate Day-of-Service Projects are often **overlooked opportunities** to connect with large groups of prospective volunteers.
5 Strategic Steps
Simple and manageable.

- Determine your project scope
- Define your resources
- Assemble your team
- Post-event follow-up

Start with your Why.
Set aside at least **6 months** to plan.

Start w/ 2 basic questions:
- Do we want to raise awareness of a local issue?
- Is there a larger problem we want to help tackle?

Get crystal clear.

We started by sharing a video that was produced to shed light on an **important issue**.
Don't bite off more than you can chew.

Start with a manageable pilot project.

Let's use a Holiday Gift Drive.

Collect donated gifts throughout the year for the holiday season.

Tip: Consider hosting onsite.

Define a project that can be completed in just ONE DAY.

Everyone should leave with a sense of accomplishment.
Month 31 send kickoff communication
(NP – Executive Director)

Month 32 reach target goal of 10 boxes
of gifts (NP – Project Director)

Month 33 review final logistics w/ project leads
(NP and Corp Project Directors)

Clarify responsibilities.

Collecting gifts, providing wrap or just
showing up at the event to sort and
wrap.

SCENARIO: we have identified an under
performing vendor who was not
doing enough to meet the expected
expectations. We need to find a new
vendor or ask the current vendor to
improve their performance. What steps
should we take to address this issue?

How can you avoid this happening at your
event?
What's your Plan B?

Consider breaking project into teams.
Consider an alternative project for those landscape team participants. If you're going to reassign them to paint a room have extra brushes, paint cans, rollers, etc. on hand. If the landscaping was set to take 2 hours, make sure the painting project is as long so volunteers don't run out of things to do.

All of these contingencies need to go into the development of your Project Timeline.

Identify your volunteer needs in advance. Don't overestimate – need enough work.

How will you secure a team of 20?

10 / 10

5 / 15

No-show cushion
Sorted, wrapped gifts boxed, labeled and prepared for delivery to the local shelter.

Consider investing in a photographer.

High res photos to share w/ corporation and post on social media.

Create a strategic Shot List.
Avoid stand alones - showcase side by sides.

If you can get capture video testimonials even better!

It's DUE DILIGENCE time.

The one-size-fits-all approach is NOT a viable strategy. Know your company.
Gather background info

- Website
- Recent news / events
- Community / Giving / Volunteering

Taking time to show we care

Nationwide's goal is to create a world where everyone has the opportunity to prosper and thrive.

Contact name / #
Comcast Cares Day has become the largest single-day corporate volunteer effort in the nation. (90k ees)

2-3 target areas of interest / growth:
• Digital Media
• Youth Leadership
Identify a potential mutual benefit between your respective organizations.

You've identified a potential mutual benefit between yourself and the prospective partner.
You've searched the website and reviewed current press releases.
You've successfully nailed down a point of contact within the organization.
Confidently assemble your team!

Recruit passionate professionals to positively reflect your organization.

Leverage skills and slot appropriately.

1st Sale: Make the pitch. Executive directors, visionaries and strong communicators to meet w/ corporate decision makers.

2nd Sale: Lead the implementation. Project managers, board volunteers to see project to completion.
Team dynamics

1st Sale: upbeat, positive and strong communicators.

2nd Sale: detail oriented, strong project management skills, relationship builders.

Who's on your team?
Reputation management.

... Influencing and/or control of an organization's reputation.

6 months of hard work can be lost in just 60 seconds!

Negative interactions spread like wildfire.

Things happen. Address & apologize.
Time for the pitch.

Draft a brief concise email. (No PhD dissertations!)

Specify that you plan to follow up within one week.

Now, get ready to hurry up and wait.

We want to recruit a team of employees to sort, organize, and wrap gifts which will be donated to a local shelter to help bring joy to families for the holiday season.
Sample

ACTIVITY

1st Sale: Compose Email

2nd Sale: Book conference Call
Goal: 15-20 min conference call:

- introduce yourself
- talk about the scope of your project
- pique the interest of the decision maker(s)

Before you wrap, nail down site visit.

First site visit.

This is it!

Your opportunity to bring key team members together with corporate decision makers.

60-90 minutes max w/ takeaway:

Side 1: provide an overview of the project
Side 2: list the individual project teams

Clearly review roles and responsibilities.
Status meeting logistics:

Before event:
- External images of mansion that showcase the scale, height, architectural features
- Internal images of artist studios on 2nd and 3rd floors inside the mansion
- Different shots of the owner leading attendees on tours of the mansion
- Images of few attendees registering and networking in foyer and front porches
- Close-ups of any of Beyond Expectations posters and signage
- Images of attendees chatting with server at refreshment table in foyer
- Panoramic view capturing beauty of the concert hall

During event:
- Professional images of keynote speaker w/microphone
- Images of the speakers seated at panelist table and individual shots of each w/microphone
- As many images as possible of the young people in action
- Panoramic view of concert hall showing diversity of attendees (from varied angles)

After event:
- Group shots of honorees and guest speakers w/keynote
- Photos of honoree chatting & signing autographs
- Images of attendees chatting w/server at dessert table
- Incorporate piano and plants w/lights whenever possible in the mansion

External images of mansion in the evening
Schedule and host recurring calls with **quick status updates** to track ongoing progress and logistics.

Key leaders only.

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**2 weeks prior to event**

Finalize paperwork, registrations and required signed documents (release).

Delegate to 2nd sale team member

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**Day of event**

Early arrival for greeters. (90 mins)

Prepare your Staging Area:
- Registration table
- T-shirt table
- Refreshments table
- Designated area for signage and banners
Start on time. Motivate group with an official Welcome (10 mins)

Quick briefing w/ project leaders

Direct volunteers to their respective assignments.

Schedule group photos during lunch.

Work w/ photographer to capture the images outlined in the Shot List.
Mailing list signup.

Wrap & final acknowledgements.

Grab video testimonials BEFORE PEOPLE LEAVE.

“wow, I had a great time”, or “this was awesome” near event signage.

GOAL: Book the next event! Leave everyone delighted...
Fortune is in the followup

Congratulations! You pulled it off!

Send thank yous -- within 24 to 48 hours
Include all partners and vendors

Invite volunteers to future events.

Don't ask for anything -- showcase event highlights and recognize publicly.

Simple yet effective gesture to forge long-term sustainable relationships.
Brainstorm additional opportunities to thank your corporate contacts.

Wrap

Corporate day of service projects are awesome! Great way to forge connections and get projects done!

Get started on creating opportunities to improve your respective communities.
My why.

Witnessing volunteers from different nonprofit organizations and corporations work side by side with youth and families from all walks of life to affect positive change has been priceless.

Leading these awesome projects has created lasting memories that I won't soon forget.

I wish the same for you. .................

...and I'm here to help.