



# **Project Worldwide Handbook**



Dear Fellow Longhorns,

As members of The University of Texas at Austin Division of Diversity and Community Engagement (DDCE) Advisory Council, we are excited to serve as ambassadors to Project Worldwide. The partnership between the DDCE and the Texas Exes began five years ago, connecting alumni and students in The Project, the university's largest day of service.

We invite all Exes to participate in Project Worldwide! We want to show the world just how active, connected and caring The University of Texas at Austin students and alumni are—that we truly believe What Starts Here Changes the World!

Hook 'em,

Byron Anderson, '88

Dr. Sharon Justice

## Texas Exes Chapters and “The Project”

Texas Exes and the Department of Diversity and Community Engagement are partnering on a national service initiative, Project Worldwide. Project Worldwide will take place in the month of February in conjunction with [The Project](#), The University of Texas at Austin’s largest day of service, which takes place the last Saturday of February every year. By teaming up, the DDCE and the Texas Exes have extended community service throughout the month of February and around the globe through Project Worldwide.

### Introduction

This handbook is designed to guide you through planning a successful service activity.

If you already have a service activity in place, or you conduct projects throughout the year, you could simply schedule one of them to occur in the month of February and register the event with the Texas Exes.

For reporting and questions, contact the Texas Exes at (800) 594-3937, or send an e-mail to Catherine Flores ([catherine.flores@texasexes.org](mailto:catherine.flores@texasexes.org)).

### Why participate in Project Worldwide?

- Great PR for the Chapter
  - Highlights UT and Texas Exes all over the country and world!
  - Reminds your local community of the great things your members are doing
- Engages new alumni that may not have previously been involved with the Chapter
  - Chapters who participate in community service events note that alumni not previously involved with the group are participating in these types of community service activities.
- Some chapter star levels are required to participate in Project Worldwide in order to maintain or advance a chapter’s status. 1 star outstanding, 2 star outstanding, 3 star, 3 star outstanding, 4 star, and 4 star outstanding chapters are required to host a community service event in February. To confirm your chapter’s status for the current year, please email the Texas Exes staff.

## **Project Worldwide and COVID-19 Guidelines:**

There are many areas in need from the impact of COVID-19, and while some chapters may not be able to safely gather as a group, we encourage you to think of ways your chapter can still make an impact in your community.

- Chapters who choose to host an in-person service activity must adhere to CDC, State, and local guidelines/regulations regarding COVID-19.
- Chapter leadership are responsible for communicating to alumni participants the safety protocols that will be in place the day of the service event.

## **How Project Worldwide can work within your Chapter?**

To ensure that your chapter's community service event is a success, consider following these suggested steps:

1. Appoint a Project Worldwide Chair to lead the chapter's service activity.
2. Choose a service activity (see below for suggestions). Report your community service activity to Catherine Flores ([catherine.flores@texasexes.org](mailto:catherine.flores@texasexes.org)). Include the date, location, short description of the activity, and an email contact.
3. Request an Event Kit from Texas Exes staff. The Event Kit process is detailed below in the Resources portion of this Handbook. Event Kits are first come first serve and will include a Project Worldwide banner, additional name tags for the Chapter's use, and a jpeg image of the Texas Exes and Project Worldwide header that can be used on sign-in sheets, email communication, social media pages, etc. Request an event kit by contacting Catherine Flores ([catherine.flores@texasexes.org](mailto:catherine.flores@texasexes.org)).
4. Begin marketing the event on chapter weekly emails, the [texasexes.org](http://texasexes.org) website, and social media channels. Many websites, chambers of commerce, and tourist commissions publish online calendars of events within the community. You can also spread the word at Game Watches, Chapter meetings, and any Happy Hour/Networking events leading up to Project Worldwide.
5. Execute your planned service activity, and make sure to take photos.
6. Submit Post-Event Report to the Chapters Department with the number of alumni involved, the success of the event, and send any pictures from the event.

## Choosing a Project Worldwide Activity

Activities will come in many different shapes and sizes and will vary in the amount of time they require. There are some projects that may only involve a few people sprucing up a small park for only a couple of hours, while others involve a large number of people doing something on a citywide scale.

Try to pick a service group/project with which the chapter may develop a long-term partnership. It may benefit the chapter to stay with the same service organization/project in order to form a strong relationship.

**Remember that because you are a part of the Texas Exes, and are therefore under the Texas Exes 501 (c)(3) umbrella, you cannot affiliate with a religious or political organization. Please keep this in mind when choosing your service project.**

### Examples:

- Host/sponsor a blood drive or volunteer with the local Red Cross
- Sponsor a team in a community run/walk
- Volunteer at a local hospital or nursing home
- Volunteer with Habitat for Humanity
- Clean out your closets and donate the items to Goodwill or Salvation Army
- Volunteer at a local food bank
- Volunteer at a local library or school
- Clean up a local park or recreational area
- Participate in the Adopt-A-Highway program. (This is a great idea because you could get your local Chapter name/logo on a sign!)
- Get involved with Special Olympics or a similar program
- Volunteer to walk the dogs at a local humane society
- Collect school supplies for local students in need
- Sponsor a donation drive for a local women's shelter or homeless shelter, food bank, or soup kitchen
- Coordinate a book drive

### Not a Time to Fundraise; Give with Time or Goods:

Project Worldwide is a service initiative and is not intended to be a fundraiser for the organization. It is also important to look at service projects where the Chapter can donate time or services to their local community rather than help raise money. As you know, any funds raised year-round must benefit your chapter

## Helpful Web Sites

National nonprofits are continuously looking for volunteers and have already established a network of resources and projects in which your organization can participate. Here is a list of several nonprofit agencies that may have an office in your area:

Adopt-A-Highway

[www.adoptahighway.com](http://www.adoptahighway.com)

American Cancer Society

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

American Library Association

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

American Red Cross

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

Big Brothers Big Sisters

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

Children's Miracle Network

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

City Cares

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

Cystic Fibrosis Foundation

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

Dress for Success

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

Habitat for Humanity

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

Keep America Beautiful

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

Leukemia and Lymphoma Society

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

Make-A-Wish

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

March of Dimes

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

Relay for Life

[www.relayforlife.com](http://www.relayforlife.com)

Ronald McDonald House

[www.rmhc.com](http://www.rmhc.com)

American Society for the

Prevention of Cruelty to Animals

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

Special Olympics

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

St. Jude's Children's Hospital

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

Susan G. Komen Foundation

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

Toys for Tots

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

United Way

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



## Making Project Worldwide a Success

### ***Getting Started***

Project Worldwide can be a rewarding and transforming experience, so having a well-planned initiative is crucial. Work with your partnering organization to make it a positive experience for everyone. The following tips will help you succeed in that goal:

**PLAN AHEAD.** Allow plenty of time to develop, organize, and carry out your project. Establish timelines. Ask your partnering organization for a checklist of everything you need to do to help you organize your activity.

**DEFINE GOALS.** Participants are often more productive and feel better about giving their time and resources when they are given concrete assignments and they can see the results.

**INVOLVE THE COMMUNITY.** Use Project Worldwide to involve or reach out to the community. This as an opportunity to show others that the Texas Exes are passionate and community-minded individuals!

**BE ADAPTABLE.** Select a project that can be easily scaled in size. The number of volunteers you have could determine what you can accomplish in one day. Remember that any project, regardless of size — small or large — still benefits the community.

**WEAR BURNT ORANGE.** Imagine the power of seeing people at your location and at locations across the country wearing burnt orange and working to improve their communities.

### ***Social Media Promotion***

Take advantage of the variety of social media tools to promote your event.

Decide the purpose of each message you send via your social media channels to promote your event. Do you want to recruit volunteers, look for a worthy community service event, or generate coverage or buzz about your Project Worldwide event?

Here are some ways to use social media at every stage of your Project Worldwide activity. Choose what works best for you.

**PROMOTE YOUR PROJECT WORLDWIDE ACTIVITY.** Take before-and-after photos and videos to showcase the community service activity. You can engage the social media outlets of the organization for which you are doing the service activity. If you are working on a hospital garden for instance, post photos and



information on the hospital's Facebook page. If they have a blog, ask them if you can give them information and photos for the blog.

**SHARE YOUR PROJECT WORLDWIDE ACTIVITY.** After the event, share the story – the before-and-after photos, videos, and photos you took as The Project unfolded – in E-newsletters, Website, *The Alcalde*, etc. Send your Post-Event Report to the Catherine Flores ([catherine.flores@texasexes.org](mailto:catherine.flores@texasexes.org)) in the Chapters Department. Post videos to YouTube and provide a link to it from your chapter webpage or your other social media outlets.

### ***Working With Volunteers***

Your chapter's success will depend heavily on the involvement of your participants and how you manage them. Here are some tips for managing volunteers effectively:

**RECRUIT VOLUNTEERS EARLY.** Many people are willing to participate in service projects; they just need to be asked. Here are some helpful tips:

- Make sure the Community Service Chair includes information about the event in the Chapter's e-mails, social media channels, website, local newspapers, local calendars, etc.
- Have volunteers sign up in advance of your event so that you have a good sense of the size of your project and the kind of support you will need (equipment, supplies, food, and any other materials).
- Be sure that the activity is outlined clearly and give a realistic estimate of the amount of time requested from each volunteer. If there are different shifts, make sure alumni know ahead of time what their choices are.

**COLLECT CONTACT INFORMATION.** Ask interested volunteers to fill out a signup sheet at a chapter event that includes their basic information, name, address, phone number(s) and e-mail address. You will also want to send out reminders to volunteers in advance of the activity. Encourage your volunteers to tell you if they have any specific interests or special skills they could apply to your service activity.

**MEET BEFORE PROJECT WORLDWIDE.** It will be helpful and beneficial to organize a team meeting with your partnering organization and volunteers prior to your event to work out any last-minute logistics and most importantly to get





everyone on the same page and excited about the difference the Texas Exes are about to make in your community.

**TREAT YOUR PARTICIPANTS WELL.** Ask your partnering organization if they are bringing food and beverages to help keep everyone hydrated and energized. If not, you may be able to have it donated by a sponsor.

Lastly, do not forget to thank the volunteers!

### ***Organizing the Day***

Now that you and your partnering organization have already planned your event and recruited your participants, it's time to focus on the details that will help ensure that your day runs smoothly. Here are some tips to help you make that happen:

**DISTRIBUTE A DETAILED SCHEDULE.** With the guidance of your partnering organization, plan an event schedule. It's important to stick to this schedule, as it will help you coordinate all the different pieces to your day. Depend on your partnering organization to tell you when to schedule times for things like breakfast, lunch, breaks and cleanup. Consider including times for reflection and evaluation.

**THINK THROUGH LOGISTICS.** Here are some questions to think about when planning:

- Is the activity site easy for the participants to get to? Can you provide a map?
- Is this activity accessible to people with disabilities? Has that been communicated to all?
- Is the site and activity "family friendly"?
- Who is managing the activity site? Do you have that person's contact information?
- Should participants bring their own food or will your partnering organization be providing food and beverages?
- If the building or venue is normally closed, will the facilities (i.e. bathrooms) be open and available for use that day? If not, you will need to plan accordingly. Are facilities even available for use if your service activity site is not at a building?

**USE CHECKLISTS.** Work with your partnering organization to create a list of roles and responsibilities, including contact information, and distribute it to the



key leaders (i.e., team leaders and/or volunteer coordinators). Also, consider providing specialized checklists to people who are managing volunteers, food, supplies, etc. to help them do their jobs well.

**EXPECT THE UNEXPECTED.** Think about contingencies. Be prepared for early or late arriving participants, lower-or higher-than-expected participant turnout and weather problems.

**CAPTURE YOUR PROJECT WORLDWIDE ACTIVITY.** It is important to keep detailed records of your service activity. It is a good idea to capture testimonials and photos from participants which will come in handy when planning and promoting future Texas Exes Project Worldwide activities. During your activity, share your Project Worldwide photos using **#UTProject** on any social media posts.

Each Project Worldwide activity will be different, but successful events typically have the following elements:

**REGISTRATION.** Texas Exes wants to know who participated in your activity. In addition to reporting, having participants sign in will help you assign tasks, which also builds a sense of excitement and purpose among everyone. Items to include at registration are a sign-in sheet, waivers required of the service organization, promotional items, and a schedule of events.

**KICKOFF CEREMONY.** Regardless of the size and scope of your activity, consider having a kickoff ceremony at the beginning of your day. This ceremony can be small and low-key. Highlighting the connection to the UT campus and showcasing the work of your Chapter can be a great use of this time. Perhaps even sing "The Eyes of Texas." Keep the ceremony short and focused. See the "Top 5 Points" for the opening ceremony in the forms and resources section of this handbook.

**PICTURES.** Capture these great moments so that your chapter and the Chapters Department can share them afterwards. We encourage you to post photos to the Project Worldwide site by using **#UTProject** so others can see your completed service activity.

**SURVEY PARTICIPANTS.** It is important to ask for participants' feedback on how they viewed their experience before they leave. Collect this feedback through conversations or have a form ready for them to collect this information.



**TIME FOR CLOSING REMARKS.** Consider concluding your activity by giving participants an opportunity to share their experiences, relax, enjoy themselves, and sing The Eyes of Texas! Use this opportunity to take a group photo with everyone in their burnt orange and chapter banner.

### ***After Your Event***

Even though your activity is finished, there is still work to be done. Below are some helpful tips to ensure your future events are even more successful.

**THANK YOUR VOLUNTEERS.** Without the help from your volunteers, your event could not be a success. It's important to show your appreciation by thanking all those that were involved (volunteers, sponsors, partnering organization, team leaders/supervisors, and anyone else that played a role or contributed in any way).

**REVIEW & DEBRIEF.** Participants and key organizers should meet soon after the event to discuss the Project Worldwide's successes as well as things that you could build on or do better next time. It might be helpful to gather input from the host site and to review the evaluations thoroughly.

**SHARE YOUR SUCCESS.** Submit press releases, articles, photos, and other information about your completed event to your local newspaper.

Texas Exes wants to hear the success stories that were shared by your participants. Be sure to also send the Chapters Department any of this information and upload your photos to your chapter webpage.

### ***Report Your Project Worldwide Service Activity***

It is important to send information about how many participants were involved, the success of the event, and any pictures from the event to the Chapters Department.

- Capturing photos of people participating in your service activity is a great way to document the impact your chapter is making in your area. Post your photos, comments, and videos on your chapter website and social media platforms.
- Send your sign-in sheets to the Chapters Department. After the events, the Chapters team will update the contact information based on the sign-in sheets. This is the best way to keep the alumni list in your area up-to-date.



# Resources



## Check List

### Three Months before February Service Activity

- Appoint a Community Service Chair
- Select a service activity
- Register your Project Worldwide activity with Texas Exes staff
- Request a Project Worldwide Event Kit with Texas Exes staff (details below)
- Develop Partnership with service organization

### 30 Days before Service Activity

- Recruit volunteers and team leaders
- Assign duties to participants and team leaders
- Promote Project Worldwide (Social Media, Weekly Emails, Website)
- Consider planning Kickoff Ceremony or Closing Ceremony

### 1 Week before Project Worldwide

- Provide a schedule for the day of the Project Worldwide activity
- Facilitate a Team Meeting before the service activity day
- Review Duties

### Day of Service Activity

- Wear Burnt Orange
- Take Registration
- Take Pictures
- Pass out evaluation forms



**After Project Worldwide Activity**

- Evaluate the activity and participant experience
- Thank Volunteers
- Thank community service participants
- Spread the word of your success (Social Media, Weekly emails, Website)
- Report back to Texas Exes



## Request a Project Worldwide Event Kit

**WHAT IS AN EVENT KIT?** An Event Kit includes items for Chapters to use at no cost to the Chapter during their Project Worldwide event. Items include:

-Project Worldwide banner

-Nametags

-JPEG image of the Texas Exes and Project Worldwide header (can be used for any sign-in sheets, agendas, emails to volunteers, social media posts, etc.)

**HOW DOES IT WORK?** Event Kits are distributed on a first come first serve basis.

**STEP 1:** Request to reserve an Event Kit through Texas Exes staff as soon as you know your Chapter wants one.

**STEP 2:** Staff will then mail the Chapter an Event Kit before their designated Project Worldwide event.

**STEP 3:** After the event is over, ship the banner back to Texas Exes in good condition and keep the rest of the nametags for future Chapter events!

**HOW TO REQUEST AN EVENT KIT** Email Catherine Flores ([catherine.flores@texasexes.org](mailto:catherine.flores@texasexes.org)) to be on the list to receive an Event Kit. Include date of the event and how the Chapter plans to use the items.

## FAQs

**WHEN SHOULD OUR CHAPTER RETURN THE BANNER?** Because our goal is to have over 70 Chapters participating in Project Worldwide, we will need the banner/tablecloth back within 5 business days of the event.

**WHAT HAPPENS IF THE BANNER IS LOST OR DAMAGED AT THE EVENT?**

Banners not returned in good condition will be charged \$50 + Shipping to the Chapter.

**WHAT IF ALL BANNERS AND EVENT KITS ARE TAKEN WHEN MY**

**CHAPTER NEEDS ONE?** Texas Exes Staff can send you a generic Texas Exes banner (if available), along with name tags, and a JPEG image of Project Worldwide. Our staff will work with you to think of other ideas for your Chapter's event.

## Top 5 Points for Opening Ceremony

- Welcome everyone – give a huge thank you for attending
  - You can remind people they're a part of something big - last year there were over 13,000 alumni that participated
  - If it's not a "hands-on" project, thank everyone for taking the time to collect items or whatever activity people did prior to the event
- Explain what The Project is and Texas Exes' connection to it
  - Project Worldwide is an extension of the premier service event at The University of Texas at Austin, designed by students to benefit the many Austin neighborhoods surrounding the campus.
  - The Project has been going on since 1999 – it has even been recognized nationally!
  - The chapters' participation in the month of February signifies a solidarity with The University and shows that what starts at UT truly changes the world
- Go over the agenda for the day/activity if one exists and ask people to make sure they sign-in and fill out an evaluation form
  - Even if there is just a direction for when someone is done or if there is something they can do after donating to the donation box at an event – include any follow up opportunities.
- Tell the group about the local chapter, in case there are new people at the event
  - Include information about any scholarships awarded and weekly/monthly events, etc.
- Sing the "Eyes of Texas"





## Sample Press Release

### FOR IMMEDIATE RELEASE

February 6, 2013

### Contact:

{ Contact Name }

{ Contact Phone Number }

{ Contact Email }

### **Bellville Area University of Texas Alumni Participate in Nationwide Month of Service**

BELLVILLE, Texas – The Austin County Texas Exes, a group of University of Texas at Austin alumni, will be planting 100 trees in the Bellville area on February 12<sup>th</sup> as part of a nationwide month of service organized by the Texas Exes. UT alumni in the area are encouraged to participate.

The tree planting activity is part of “Texas Exes Project Worldwide”, a program designed to unite alumni nationwide for a single day of service during the month of February. This is an extension of “The Project” – the premier service event at The University of Texas at Austin, designed by students. During this month of service, the combined efforts of alumni will have a tremendous impact on communities nationwide.

{DETAILS OF EVENT – location, time, contact information, etc. }

### **About the Texas Exes**

The Texas Exes is one of the strongest and most active alumni associations in the country. Established in 1885, the organization's primary function is to promote, protect and preserve The University of Texas at Austin through scholarships, teaching and advising awards, advocacy efforts, student relations and alumni outreach. The Texas Exes strives to connect its 96,000 members to each other and to the University through communication, local chapter engagement, events, career counseling, travel and advocacy in support of higher education. Learn more about the Texas Exes or become a member today by visiting [TexasExes.org](http://TexasExes.org).

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