



## Chapter Leader Conference Call- Project Worldwide 2017

Wednesday, January 11th 2017

1 :00 PM CST

Conference Dial-in Number: 1-605-475-4121

Participant Access Code: 4020157

### AGENDA

**Staff:** Jane Marie Agnew

- **INTRODUCTIONS**

- Call instructions
  - All are muted. \*6 will mute/unmute yourself
- Introduce staff on call
  - Jane Marie Agnew, Chapter Events Coordinator ([JaneMarie.Agnew@texasexes.org](mailto:JaneMarie.Agnew@texasexes.org))

- **OVERVIEW**

- Since we had a lot of success from our last chapter leader call, we wanted to set up another call to give Chapter leaders an opportunity to chat and share ideas about Project Worldwide. As well as, for me to provide some reminder and tips for making your service projects successful.

- **PROJECT WORLDWIDE RECAP**

- For those of you who may be new to Project Worldwide, Project Worldwide is a national service initiative during the month of February in conjunction with The Project, UT's largest day of service. By teaming up and having your Chapter participate in at least one service project during the month of February, the Texas Exes are extending community service worldwide.
- Last year, around 63 chapters participated and this year our goal is to have 75 chapters participate. So far, we currently have 57 participating Chapters, with some hosting multiple service events. If your Chapter has not yet reported your service project information please submit via email to Jane Marie ([janemarie.agnew@texasexes.org](mailto:janemarie.agnew@texasexes.org)) as soon as possible.

- **AGENDA**

- Today I'll be covering a couple of key topics, but do want to make this call as helpful as possible, so I will be giving time for everyone to share ideas and ask questions throughout as well.
- Topics to be included are:
  - Choosing a service project
  - Marketing your event
  - Volunteer recruitment
  - Event Kit Requests
  - Event Check Lists
  - Organizing the day

- **CHOOSING A SERVICE PROJECT**

- How do you choose a Project Worldwide Activity?
  - Activities will come in different shapes and sizes and will vary in the amount of time they require.
  - Some projects may only involve a few people sprucing up a park while others involve a large number doing something on a city-wide scale.
  - You can pick a service group/project that the chapter can develop a long-term relationship with and continue with them for the next year's Project Worldwide or other service events to engage alumni throughout the year. Perhaps a chapter member is already involved with a service organization that can connect the Chapter?
  - Remember that because you are a part of the Texas Exes and under the Texas Exes 501(c) 3 umbrella, you cannot affiliate with a religious or political organization, so please keep this in mind when choosing your service project.
- Other things to consider when choosing a project:
  - Weather permitting? Rain locations
  - Can people of ages and abilities participate?
  - Supporting an organization with your time and service can be more beneficial in the long run to an organization than collecting funds.

#### Discussion ?'s

- **Are there any Chapters that are still undecided or need help brainstorming a service project?**
  - **Austin Milam – Comal County. Considered Comal County Crisis Center. Assured they'll find something to keep the chapter busy.**
- **What are some service projects that are already planned?**
  - **New Jersey – Judy Abreu. NJ Food Bank. Different organizing tasks.**
- **MARKETING YOUR EVENT**
  - 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?
  - Promoting your Project Worldwide Activity
    - **Post on your Chapter's Facebook** page information about the event. Date, time, location. Include how they can RSVP! Texas Exes can also create an event page for your service project and include a link to register, if you would like to collect RSVPs. Email Jane Marie ([janemarie.agnew@texasexes.org](mailto:janemarie.agnew@texasexes.org)) to get more info.
    - **You can engage the social media outlets of the organization** for which you are doing the service activity. Tag them in a post, or add a link to the organization's website/location so members know what the organization is all about and where to meet. 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. Get creative!
    - **Send out a weekly Chapter email**
      - Sending out an email is a great, cost-effective way to reach a large number of alumni. I suggest send one a few weeks in advance, a week in advance, and a few days prior. Include how volunteers can register in the info!
    - **Submit a press release** to your news outlets. In the Project Worldwide Handbook there is a sample press release you can use.

- **Post on your own Facebook page.** Friends of the university are also welcome to attend the Chapter's service project. Invite your friends and family to join you in your service efforts!
- **Invite other organizations to partner or community organizations or clubs to join you!** Post fliers at local businesses (with their permission) and organizations.
  - **Judy would love to get ideas about how to choose and approach a possible org. Finding another alumni organization, an org that works closely with Project Worldwide assignment, an org that is in close physical proximity to the nonprofit, asking if a Texas Ex works with a nonprofit.**

### Discussion ?'s

- **Have any Chapters already begun the process of marketing their service project?**
- **What have you found works well for marketing an event?**
  - **Mike Barry in Arkansas – email and individual calls and word of mouth**
  - **Creating and handing out a flyer**
- **What has not been successful in the past?**
- **Any other marketing ideas?**
  
- **VOLUNTEER RECRUITMENT**
  - Your chapter's success will depend heavily on the involvement of your participants and how you manage them. Many people are willing to participate in service projects; they just need to be asked. Here are some tips for managing volunteers effectively:
    - **Start recruiting early!** 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.
    - **Give board members a goal to recruit a certain number of members or family/friends to join.**
    - **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 is helpful to meet prior to the service project, but sometimes that is not always feasible. Host a short meeting prior for those who can make it and plan to send out an email to update volunteers the few days before and have a meeting before the project starts, so everyone is on the same page and excited to being making a difference!

- **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.
- **ALWAYS THANK YOUR VOLUNTEERS !**

#### Discussion ?'s

- **Do any chapters have suggestions for recruiting volunteers?**
  - **Mike from NW AR – go after new members and recent grads. Give them a role.**
- **Remember you can always request an RSVP form through your Texas Exes hosted website that we can send to you and collect volunteer information. Do so by emailing me (email in call notes).**
- **REQUESTING AN 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.)
    - Texas Exes tablecloth (depends on availability)
  - **HOW DOES IT WORK?** Event Kits are distributed on a first come first serve basis. There are about 4 more Event Kits still available.
    - **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 Jane Marie Agnew at [janemarie.agnew@texasexes.org](mailto:janemarie.agnew@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.

#### Discussion ?'s

- **Does anyone have any ?s about Event Kits?**
- **EVENT CHECKLISTS**
  - There are multiple checklists in the Project Worldwide Handbook that you can refer to, but for right now, I'll go over the 30 day checklist and things you should consider at this point in the planning process.
    - **30 Day Checklist**
      - Recruit volunteers and team leaders
      - Assign duties to participants and team leaders
      - Promote Project Worldwide (Social Media, Weekly Emails, Website)
      - Consider planning a Kickoff Ceremony or Closing ceremony
        - A kickoff ceremony is a great way to welcome everyone, explain what Project Worldwide is, recognize volunteers, go over the day of activities/agenda, include any follow up opportunities to get involved with the Chapter/organization, tell the group about the Chapter and Sing the EYES OF TEXAS!

#### Discussion ?s

- **Does anyone have any questions related to Event Checklists?**

- **ORGANIZING THE DAY**
  - **Things to consider week before and day of**
    - Provide a schedule of the day of the Project Worldwide activity
      - Distribute to volunteers and distribute a detailed version to any chapter leaders participating that may have additional responsibilities so everyone knows where to be and when.
    - Facilitate a team meeting before the service day
    - Review everyone's duties
  - **Day of Service Activity**
    - Remind everyone to wear burnt orange
    - Take down registration
    - Hold a Kick off Ceremony and Sing the Eyes of Texas before getting started.
    - Assign someone to take pictures
    - Pass out evaluation forms

#### Discussion ?s

- **Does anyone have any questions related to Day Of?**
  
- **Any other thoughts or questions?**

*Thank you to everyone who joined the call. I will be hosting another one next Tuesday, January 24<sup>th</sup> and topics will include: If you have further questions, please contact myself at any time! We are excited to have everyone participating in Project Worldwide.*

**Read more about Project Worldwide here:**

<https://www.texasexes.org/chapters-networks/domestic-chapters/ProjectWorldwide2017>

[2017 Project Worldwide Handbook](#)