Dear Fellow Longhorns,

As members of the 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 last year, connecting alumni and students in The Project, the university’s largest day of service. The infographic helps explain The Project and our partnership’s impact.

We invite all Exes to participate in Project Worldwide 2013! 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/Networks and “The Project”

Texas Exes and the Department of Diversity and Community Engagement are partnering for a national service initiative, Project Worldwide. Project Worldwide will take place in the month of February because The Project, The University of Texas at Austin’s largest day of service, 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 happen in the month of February, and register the event with the Texas Exes.

Additional information and resources are available at www.texasexes.org/care. For questions, contact the Texas Exes at (512) 471-8080, or send an e-mail to Shanan Anderson at sanderson@alumni.utexas.edu.

Why participate in Project Worldwide?

- Great PR for the Chapter/Network
  - Highlights UT and Texas Exes all over the country
  - Reminds your local community of the good things your members are doing
- Brings in new alumni that may not have previously been involved with the Chapter/Network
  - Chapters/Networks who participate in community service events note that alumni not previously involved with the group are participating in these types of community service activities.

How Project Worldwide can work within your Chapter/Network

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

1. Appoint a Texas Exes Chair to lead the chapter/network’s activity.
2. Choose a service activity to pursue. (see below for suggestions) Register your community service activity with Shanan Anderson (sanderson@alumni.utexas.edu) and let her know what service activity the chapter/network is planning to host or participate in. Include the date, location, short description of the activity, and an email contact.

3. Begin marketing the event on emails/website/Facebook/Twitter/YouTube/LinkedIn/other social media channels/calendars etc. Many websites, chambers of commerce, and tourist commissions, publish online calendars of events within the community.

4. Execute your planned service activity.

5. Report to the Chapter Department with 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 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 the citywide scale.

Try to pick a service group/project in which the chapter/network may develop a long-term partnership. It may benefit the chapter/network 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. 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
- Sponsor a donation drive for a local women’s shelter or homeless shelter, food bank, or soup kitchen
- Clean out your closets and donate the items to local Goodwill or Salvation Army stores
- 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/Network name/logo on a sign!)
• Get involved with Special Olympics or a similar program
• Collect school supplies for local needy students
• Coordinate a book drive
• Volunteer to walk the dogs at a local humane society

Not Time To Fundraise, Give with Time or Goods:
Project Worldwide is a service initiative and not intended to be a fundraiser for the organization. It is also important to look at service projects where the Chapter/Network can donate time or services to their local community rather than help raise money. As you know, any funds raised must benefit your chapter.

Helpful Web Sites
National nonprofits are continuously looking for volunteers and already have 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
American Cancer Society
  www.cancer.org
American Library Association
  www.ala.org
American Red Cross
  www.redcross.org
Big Brothers Big Sisters
  www.bbbsa.org
Children’s Miracle Network
  www.childrensmiraclenetwork.org
City Cares
  www.citycares.org
Cystic Fibrosis Foundation
  www.cff.org
Dress for Success
  www.dressforsuccess.org
Habitat for Humanity
  www.habitat.org
Keep America Beautiful
  www.kab.org
Leukemia and Lymphoma Society
  www.leukemia.org
Make-A-Wish
  www.wish.org
March of Dimes
  www.modimes.org
Relay for Life
  www.relayforlife.com
Ronald McDonald House
  www.rmhc.com
American Society for the Prevention of Cruelty to Animals
  www.aspca.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 time lines. 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 the Project Worldwide to involve or reach out to the community. This as an opportunity to show others how 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 a 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 all 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 for you.

**PROMOTE YOUR PROJECT WORLDWIDE ACTIVITY.** Take before-and-after photos and video to showcase the community service activity. You can engage the social media outlets of the organization for which you are doing the service activity for or with. 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, video, and photos you took as The Project unfolded – in E-newsletters, Web site, *The Alcalde*, etc. Send your Post Event Report to the Chapter Department. Post videos to YouTube and link to it from your chapter/network webpage, or your other social media.

Working With Volunteers

Your chapter/network’s success will depend heavily on the involvement of your participants and how you manage them. Here are some tips for managing 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 Project Worldwide Chair includes information about the event in the Chapter/Network’s broadcast 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 logistical details 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 beverage 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 make sure 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 out an event schedule. It’s important to stick to this schedule, as it will help you coordinate all of 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 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 Project “family friendly?”
• Who is managing activity site? Do you have that person’s contact information?
• Should participants bring their own food or will your partnering organization be supplying food and beverages?
• If the building or venue is normally closed, will the facilities (i.e., bathrooms) be open and available for use? 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 Care About The Project activities. Visit page 20 to see how to upload your photos at the conclusion of your service activity.

Each Project Worldwide 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, any other promotional items and 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/Network 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 you can share them afterwards. We encourage you to post photos to the Project Worldwide Photobucket 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 provide you with this information.

TIME FOR CLOSING REMARKS. Consider concluding your activity with participants being given an opportunity to share their experiences, relax, and enjoy themselves. Use this opportunity to take a group photo with everyone in their burnt orange.

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 anyway).

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 the 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, upload photos to Photobucket 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 Chapter Department any of this information and upload your photos to your chapter/network 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 send them any pictures from the event to the Chapter Department.
• Capturing photos of people participating in your service activity is a great way to document what an impact your chapter/network is making in your area. Upload your photos to the Photobucket.

• Send your sign-in sheets to the Chapter 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 Chair
___ Select a service activity
___ Register your Project Worldwide activity with Texas Exes staff
___ 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 Texas Exes Care About The Project

___ Provide a schedule for the day of the Project Worldwide
___ Facilitate 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
Top 5 Points for Opening Ceremony

• Welcome everyone – huge thank you for attending
  o You can remind people they’re a part of something big - last year there were over 1,000 alumni that participated
  o If it’s not a “hand-ons” 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
  o 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.
  o The Project has been going on since 1999 – it has even been recognized nationally!
  o 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.
  o 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 their new people at the event
  o Include information about scholarships given away and weekly/monthly events, etc.

• Sing the “Eyes of Texas”
FOR IMMEDIATE RELEASE

February 6, 2013

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 12th 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 “The Texas Exes Care About The Project,” a program designed to unite alumni nationwide for a single day of service during the month of February. This is an extension of 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.

[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.

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How to Upload Photos to PhotoBucket

2. Sign in with the following Credentials:
   a) Username: texasescexe
   b) Password: hookem2012
3. Click “Upload” button.
4. Drag and Drop photos.
5. Add Title to photos in the box under the photo. Make sure to include your Chapter/Network name.