

## 23<sup>rd</sup> Annual Day of Caring: September 16, 2020

### AGENCY RESPONSIBILITIES

- Complete a project application form and return to United Way office by **8/7/20**.
- Assign an agency staff person or volunteer to be the Project Coordinator for your agency.
- Your Project Coordinator will:
  - Work closely with the Volunteer Team Leader to plan for a successful project.
  - Contact Volunteer Team Leader and discuss project details at a time that suits both your schedules.
  - Arrange a pre-event site visit with the Volunteer Team leader, if necessary.
- Provide adequate staff or volunteers to assist with the coordination, instruction, and supervision of the volunteer team members assigned to your project.
- All supplies, equipment, and other miscellaneous costs must be provided and covered by your agency. Proper disposal of paint, yard waste, etc. must be planned for as well.
- Provide refreshments for your Volunteer Team on the day of the event. Volunteer Teams will be responsible for their lunches unless agency wishes to do so and indicates on application form.
- Feel free to give an overview of your agency and programs during a break or lunch. Help the volunteers understand the impact their help is having on your agency.
- Weather-sensitive projects must have a rain date defined and agreed to in advance. Rain dates can be determined by the Team Leader/Agency Coordinator but the rain date needs communicated to United Way Staff.
- Recognize and thank Volunteer Team members for their efforts!
- Your matched Day of Caring team will bring a yard sign to your site on the Day of Caring. Please make sure this sign is displayed at your site. Project Coordinators will need to return the Day of Caring yard signs to the United Way office prior to **Friday, October 16<sup>th</sup>**.

### Project Criteria

- The project can be completed within a seven-hour time period (including breaks and lunch).
- Projects should be meaningful, hands-on projects. (*Fund-raising projects will not be accepted as a Day of Caring project.*)
- The project should be well defined with specific responsibilities outlined.

### Acquisition of Materials

As part of the project acceptance criteria, it is the responsibility of the agency to secure materials needed (paint, plants, mulch, building materials, etc.) by either purchasing them or seeking in-kind donations. Some Volunteer Teams may be able to supplement those materials, but you should not expect them to do so unless they vocalize that possibility.

You will be required to report the value of all items received in-kind to United Way in a follow-up survey, which includes the estimated cost of labor the volunteers contribute.

There are a lot of resources for borrowing equipment such as shovels, ladders, and even backhoes and dump trucks. We do not want projects to go by the wayside for lack of supplies or equipment - as long as the expectations are reasonable. United Way Staff will work together with your Project Coordinator to assist in trying to secure any items you might have trouble locating.

## **Marketing Your Project**

Day of Caring can be one of the greatest marketing opportunities you have all year long. The more time you put into it, the more you will educate the volunteers and community about the vital role your agency plays in the community. Here are just a few ideas:

- Publicize in your newsletters, on Facebook, or other communication pieces that you are part of Day of Caring.
- Once your Volunteer Team has been assigned, feature the company(s) name and be sure key people get a copy.
- Create a “Before & After” pictorial – shots of what your site looks like now and then take photos of what it looks like after the event. Share with your Volunteer Team – they may wish to use it in their company newsletter.
- Ask your clients (especially if you serve children!) to write notes to the Volunteer Team members about how excited they are about having them coming and what their help means.