

Date Printed: 06/16/2009

JTS Box Number: IFES_79
Tab Number: 99
Document Title: Global Youth Service Day Planning tool
Kit
Document Date: 2004
Document Country: United States -- General
Document Language: English
IFES ID: CE02017



2004 SPONSOR

GM General Motors®

FROM THE
**YOUTH SERVICE
AMERICA**
TOOLBOX

GLOBAL YOUTH SERVICE DAY



GLOBAL YOUTH SERVICE DAY



PLANNING TOOL KIT

A Guide for Creating Effective Service Projects

www.GYSD.org

Dear Friends and Fellow Volunteers,

Welcome to the annual Global Youth Service Day (GYSD) celebrated every April! Now more than ever, world circumstances call for the involvement of young people in building strong, representative civil societies, and for young people around the world contributing their skills to their communities' development. Since its inception in 2000, millions of youth have carried out thousands of projects, youth forums, and celebrations in every region of the world, to highlight the contributions young people make every day. From Bangladesh's slum clean-ups, to Brazil's blood drives; from Sweden's workshops on racism, to Cameroon's public awareness campaigns about the threat of AIDS, youth continue to demonstrate the power of youth service in meeting critical needs.

And the youth service movement is growing: hundreds of youth councils, nonprofit organizations, Ministries of Youth and Education, faith-based organizations, and international agencies are partnering to show that youth are leaders and change makers – true resources in their countries' development process. Every year millions of youth in every region of the world participate in GYSD. We encourage you to mobilize your group in planning your project for GYSD, and to use the event to involve greater media and government support for your group's valuable work.

As an international public education campaign, Global Youth Service Day provides a framework for collaborations and information exchange as well as materials and resources to support youth service. We have developed this Project Planning Tool Kit to offer ideas on how to organize your project for GYSD or on any time of the year. You can also download many other helpful resources from the program's website at www.GYSD.org. The website is also an important vehicle for you to post your projects so that they can be disseminated worldwide.

Special appreciation goes to General Motors for its generous support for this initiative; GYSD would not be possible without it. We are grateful to the Bubel-Aiken Foundation, DisneyHand, and the Inter-American Development Bank for their important contributions to this program. We also thank the members of the International Coordinating Committee (listed on the next page) for their very valuable efforts on behalf of this initiative.

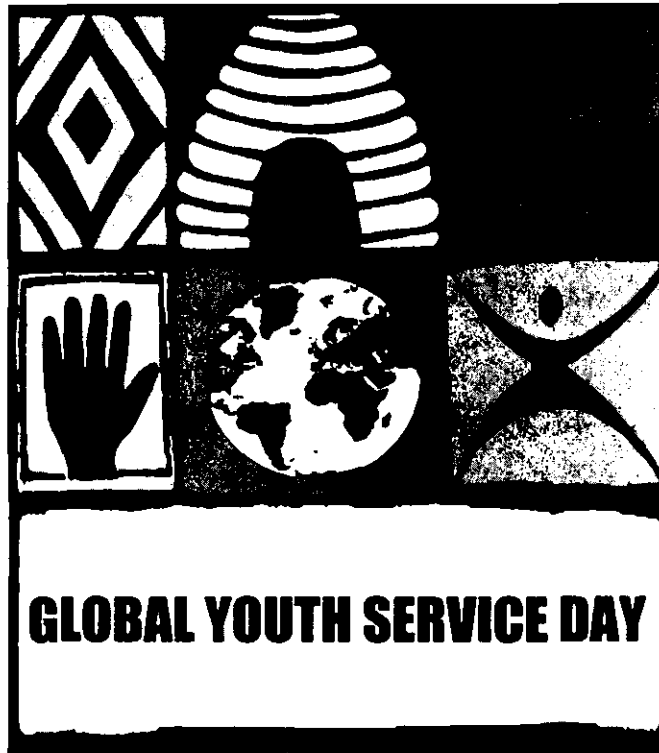
Global Youth Service Day is not just another day of service, but a campaign that is growing stronger year after year to highlight the role of young people as powerful assets for their communities and for their countries. We look forward to working with you to engage more youth in service, and strengthen their position as civic leaders.

Sincerely,

The Global Youth Service Day Secretariat

GLOBAL YOUTH SERVICE DAY

TOOL KIT



INTERNATIONAL COORDINATING COMMITTEE *

Casa Alianza-Regional Office Costa Rica • CEBOFIL • Global Youth Action Network • Habitat for Humanity International • IEARN-USA • Inter-American Development Bank • International Youth Foundation • Lions Clubs International • National Youth Leadership Council • Organizacion Iberoamericana de Juventud • Organization of American States-Young Americas Business Trust • Peace Corps • People to People International • Points of Light Foundation • Roots and Shoots • United Nations Programme on Youth • Worldview International Foundation • Youth Employment Summit • Youth Service America

TELL US ABOUT YOUR GYSD PLANS!

Please E-mail the following information **BEFORE** your project to info@gysd.net and/or post your project on our global database at www.GYSD.org.

We will use this information to highlight your project in our media campaign.

CONTACT PERSON:

ORGANIZATION:

ADDRESS:

PHONE:

FAX:

EMAIL:

PROJECT DESCRIPTION:

PARTICIPANTS (who & how many):

WHEN:

WHERE:

-
-

- Global Youth Service Day is a global education campaign to recognize the year-round service and volunteering efforts of millions of young people; to recruit a new generation of participants and supporters of youth service; and to promote young people as resources to their communities. In addition, your organization is joined by a coalition of prestigious international agencies and hundreds of project organizers – the single largest partnership of organizations to celebrate an event through civic engagement and service.

table of contents

GLOBAL YOUTH SERVICE DAY TOOL KIT

Chapter 12
Overview of Global Youth Service Day

Chapter 24
Where Do We Start? Overall Planning for GYSD
Learning to Extend Our Reach – Engaging Youth Volunteers with Disabilities

Chapter 313
What Should We Do? Project Ideas for GYSD
Service-Learning Activities

Chapter 422
How Should We Do It? Planning a Community Service Project

Chapter 529
Bringing People on Board: Recruiting Volunteers for GYSD

Chapter 631
Fundraising and Support

Chapter 735
Making A Broader Impact Through Public Relations

Appendix.....43
GYSD Evaluation
Sample Permission form for Minors
Sample News Advisory
Sample UPI Daybook/AP Calendar Notice
Sample News Release
Sample Photo Release Forms for Adults and Minors

GYSD CONTACT INFORMATION:

Youth Service America
1101 15th St. Suite 200
Washington, DC 20005 USA

Phone: +1 (202) 296-2992
Fax: +1 (202) 296-4030

Global Youth Action Network
211 E 43rd St. Suite 905
New York, NY 10017 USA

Phone: +1 (212) 661-6111
Fax: +1 (212) 661-1933

E-mail: Info@gysd.net
www.GYSD.org

chapter 1

OVERVIEW OF GLOBAL YOUTH SERVICE DAY

What is Global Youth Service Day?

Global Youth Service Day (GYSD) is an annual event that celebrates, recognizes, and mobilizes

- the year-round contributions of young people to build their communities and their world through voluntary service, and
- the contributions made by the community (public, private, and nonprofit sectors) to empower young people

Global Youth Service Day is celebrated every April (please check www.GYSD.org for exact dates each year). Youth Service America with the Global Youth Action Network as its key partner, and a consortium of international organizations and hundreds of coordinating committees, work together to organize GYSD around the world.

The Global Youth Service Day Vision

On Global Youth Service Day millions of young people in numerous countries highlight and carry out thousands of community improvement projects. The goals of this program are:

1. To build the capacity of an international network of organizations that promotes youth participation, service, and learning.
2. To educate the public, the media, and policymakers about the year-round contributions of young people as community leaders around the world.
3. To mobilize youth and adults to meet the needs of their communities through volunteering.
4. To learn and share effective practices in youth service, youth voice, and civic engagement in the world today.

WHY A GLOBAL YOUTH SERVICE DAY?

Around the world, millions of young people are making a difference in their community through programs and infrastructure that encourage voluntary action. The focus of GYSD is to stimulate greater awareness and support for methodologies, which promote positive youth development and young people's civic engagement. Youth volunteering is an effective way to build strong youth and strong communities.

Global Youth Service Day also forms part of a broader global effort to recognize the importance of youth participation, and supports the 1998 Lisbon Declaration on Youth and the Braga Youth Action Plan adopted at the 1998 World Youth Forum. GYSD forms part of a year round series of events to promote youth participation.

How is Global Youth Service Day Organized?

All schools, faith-based groups, and youth-related organizations are encouraged to plan and highlight youth led community service projects on Global Youth Service Day. Organizations may want to highlight existing projects to the media and the public, or may choose to organize special projects and events that involve the broader community on GYSD. In communities around the world, coordinating committees are being formed to help promote Global Youth Service Day through a network of organizations as well as the media, the public, and private sectors.

At the international level, Youth Service America convenes an International Coordinating Committee (ICC) that is working to promote, organize, and coordinate this event. The ICC supports and coordinates the distribution of general materials for promoting and organizing the day. ICC Members are listed on the title page.

General Motors is proud Sponsor of Global Youth Service Day. The Bubel-Aiken Foundation, DisneyHand, and the Inter-American Development Bank also make this initiative possible. We are very grateful to our sponsors for their generous support.

HOW SHOULD WE USE THIS TOOL KIT?

This Tool Kit is a comprehensive guide to planning a service project for Global Youth Service Day or any other service event. Use it as a complete package, or refer to specific chapters that apply to your needs. The GYSD Service-Learning Poster, a companion piece to this Tool Kit, provides strategies and lesson plans to link service and academic curriculum to promote learning. You may wish to download this poster from our website at www.GYSD.org.



chapter 2

WHERE DO WE START?

Planning for GYSD

Deliberate planning is the best way to ensure a successful Global Youth Service Day (GYSD). Most of the work takes place before Global Youth Service Day even begins! Regardless of how you choose to celebrate Global Youth Service Day – community service projects, concerts, forums, awards – your initial planning should include these steps:

- Step 1: Create a Planning Committee**
- Step 2: Create a Common Vision and Purpose**
- Step 3: Engage Young People as Planners**
- Step 4: Set Goals**
- Step 5: Pick your Projects**
- Step 6: Set up a Planning Structure**
- Step 7: Create a Timeline**

This chapter provides strategies and tips for implementing each of these steps.

STEP 1: CREATE A PLANNING COMMITTEE

Global Youth Service Day is an opportunity to ask the community to come together, to go beyond the usual groups and associations, and to forge powerful new relationships. A strong Planning Committee in each country and site is the key to successful programming for the annual event, and also the foundation for sustained year-round youth participation beyond GYSD. Let GYSD be an example of how the community can unite through a common commitment to young people and service.

Since GYSD focuses on young people, many of whom are also students, include teachers and administrators on the planning committee to provide insights on schedules, liability issues, and recruitment of students. Sometimes the most difficult part of community planning is recognizing who else should be involved. Most of us tend to rely on people and organizations we already know. That is a good starting point, but this project can go beyond being “another event on the calendar” if it pulls together people and groups in new ways. Bringing new groups together is not an easy task, therefore you must know the following information:

- How does your community traditionally organize itself? Where are its greatest assets?
- To whom do people look for leadership?
- Who are well-connected people? Where do people gather?
- Who values young people and community service in your community?
- Who is usually involved in these projects? Who is not? Why not?

Create a list of key stakeholders in the community. How can you involve the following groups?

- Local businesses
- Elementary schools, high schools, and colleges
- Religious organizations and institutions
- Service Clubs (Rotary, Lions, YMCA, Scouts, etc.)
- Athletic associations
- Large corporations (especially those that involve their employees)
- Nonprofit organizations
- Local government
- Neighborhood associations
- Media
- Field offices of UN
- Other International Coordinating Committee members

STEP 2: CREATE A COMMON VISION AND PURPOSE

After assembling the planning committee, discuss the vision for your community's GYSD event. Young people play a critical role in this process, so incorporate opinions from youth outside the planning committee. Use the *Consider Your Community* worksheet on the following page to initiate the visioning process. Have young people and adults fill in the blanks. The answers will make a great basis for discussion.

Write a vision statement that determines your group's purpose for participation in GYSD. For example: "We envision Global Youth Service Day as an opportunity for every student in the city to participate in a meaningful community service event. Our participation in GYSD will foster a sense of civic responsibility and pride among our youth."

STEP 3: ENGAGE YOUNG PEOPLE AS PLANNERS

In addition to recognizing the accomplishments of young people, Global Youth Service Day can be a youth-led accomplishment in itself. Adults sometimes think it is easier to do things "for" youth. However, Global Youth Service Day is about utilizing the skills and enthusiasm of young people. This is an excellent opportunity for youth to plan a major community event so that GYSD really can be both by and about young people.

ADVICE FOR ADULTS WORKING WITH YOUTH

1. Schedule Time Thoughtfully

Plan ahead and start early (the first time you plan something it will take longer). Set generous timelines. Asking and answering questions take time. Remember, this is a day for the young people to shine. Utilize all of their intellectual and physical capacities. Once invested in the project, they will likely become actively engaged. If young people work to capacity, the results will far surpass expectations.

When working with youth, ask them these questions: What do they like? What do they know how to do and what do they like to do? How are they involved in the community? How do they want to be involved in the community? What do they want to learn to do or experience? Allow all people to talk freely. Be attentive to their interests and responsive to new ideas.

CONSIDER YOUR COMMUNITY – WORKSHEET

1. What talents and gifts do young people bring to the community?

2. How do youth and adults view and interact with one other?

3. What are the most important needs within your community?

4. What resources or assets (programs, funders, etc.) exist to address these needs?

5. If you had one day to celebrate service with your family, friends, and neighbors, what would you do? Who would you invite?

2. Create Structure

- Write out guidelines and instructions.
- Give ideas on where to go for help.
- Discuss what needs to be done.
- Discuss and visualize the results.
- Clearly define what decisions will be made by young people and what decisions will be made by adults.
- Give specific expectations and parameters of a project and follow through! Do not say, “Design it yourself,” if you might turn down the idea later. Say, “Here is an example to look at,” etc...
- Create a structure that supports initiative and decision-making:
- Set up committees of young people.
- Put young people on adult committees.
- Be clear about expectations and limitations.
- Hold youth accountable — do not do the work because it is not getting done quickly enough or to your satisfaction. Express to them that people rely on them, etc.

3. Foster Learning

Set goals so that both adults and young people will learn from this experience. Service-Learning is an educational strategy that links service and academic curriculum to promote learning. Ask teachers to help facilitate service-learning within the classroom, connecting the subject to the teachers’ lesson plans. Create an environment in which failure is accepted because mistakes are meant to be learned from. Build reflection into the planning process to continually monitor learning. Be open to new ways of approaching situations and solutions. After discussing familiar topics, introduce new possibilities and encourage the combination of ideas.

ADVICE FOR YOUNG PEOPLE WORKING WITH ADULTS

1. Schedule Time Thoroughly

Time is essential because adults work on different timelines than young people do. Make sure you get commitments from adults on when they will do things. Also make commitments for when you will finish your tasks. Hold adults and young people equally accountable!

2. Create Structure

Make sure you have the plan you need to get the job done. Do you feel you should have more say in what goes on? Do you feel your ideas are taken seriously? Let adults know when the committee meetings, decision-making, or instructions are not working for you.

3. Foster Learning

Let adults learn from the process as well. Most adults have never planned a project like this, so most of them will be learning, too. Listen to them when they need to talk. Learn from them and let them learn from you.

ENGAGING YOUTH VOLUNTEERS WITH DISABILITIES

We believe that inclusion and diversity are the cornerstones of the service ethic. To allow everyone the opportunity for greatness, we encourage and challenge you to consider ways to involve volunteers with disabilities in your community service programming. It is imperative that we all begin to view individuals with disabilities as valuable, skilled resources rather than people who are only able to participate on the receiving end of community service.

1. Getting Started

Many obstacles can deter youth volunteers with disabilities from participating in regularly scheduled activities. Take the time to assess facilities and personnel for potential problems. Your outreach efforts are more likely to succeed if you are aware of disability-related issues that might arise in recruiting and working with youth; assess your program's present strengths and weaknesses with respect to youth with disabilities; evaluate your staff's sensitivity and train them accordingly; and acquaint yourself with resources that will help you learn more.

Staff Sensitivity Evaluation:

Sometimes the most difficult obstacles to surmount involve attitudes such as prejudice and stereotyping. Get a sense of your staff's sensitivity to, and knowledge about people with disabilities. See how they feel about working with people with disabilities.

Physical Site Assessment:

How accessible is your program site for participants with various types of disabilities? Will architectural barriers hinder the movement of an individual with a disability? Are programs or activities inaccessible to volunteers with disabilities? Accommodating people with disabilities does not have to be expensive or complicated, often it just takes advance planning.

2. Getting On Track

Etiquette for working with youth with disabilities

The key to ensuring a successful service project experience for everyone is **PUTTING PEOPLE FIRST**. Volunteers with disabilities are no different. Like all volunteers, they want to give their time and energy to improve their community. An individual's disability should only be considered to determine what accommodations will work best for that individual and allow them to give their all to the organization.

Tips for working with youth volunteers with disabilities:

- Consider the person first. How would you feel in a similar situation?
- Remember that adolescence, for almost everyone, is an awkward and sometimes painful experience regardless of ability. Teenagers coping with both adolescence and a disability face unique challenges, especially regarding the establishment of independence and a secure place among their peers. Community service program planners and youth development workers should help these youth:
 - Recognize, express, and accept their feelings
 - Understand how others feel about and react to their disabilities
 - Be a teenager...who happens to be person with a disability

3. Accommodating Youth Volunteers with Disabilities

Highly developed medicine, sophisticated rehabilitation techniques, and enlightened legislation make it easier for people with disabilities to participate in all types of activities. Despite all these advances, discrimination still occurs; some buildings and service sites are not accessible to individuals with different disabilities.

Involving youth with disabilities in a variety of settings often means providing or allowing the use of accommodations that remove barriers. Assess each setting for accessibility and make evaluations on a case-by-case basis to determine what personal accommodations volunteers may need to carry out their service. Such accommodations might include:

- Assistive technology
- Minor changes and adjustments in the project site
- Alternative meeting places and/or media formats

Information for this article provided courtesy of Youth Volunteer Corps of America. Check which organizations in your country offer resources that can help you in involving youth with disabilities and with the United Nations office for persons with disabilities: www.un.org/esa/socdev/enable.

STEP 4: SET GOALS

Once you've assembled your planning committee, use your vision and purpose to set specific goals. Goals may include certain learning objectives (see section on service-learning in Chapter 3). Although your group might be very ambitious, try to pick just three major goals, such as:

- To recruit more people into existing service programs
- To improve the schools through youth service
- To highlight the accomplishments of young people
- To forge new community partnerships
- To develop youth leadership in the community
- To educate youth on community problems
- To address the problem of _____
- To learn more about _____

STEP 5: PICK YOUR PROJECTS (SEE CHAPTER 3 FOR IDEAS!)

STEP 6: SET UP A PLANNING STRUCTURE

After you decide what projects to take on, determine what committee structures will best fulfill your needs. Create your structures based on the key questions: **When? Where? How? Who? Materials? Cost?** It is very important to establish a structure that allows for youth participation. Consider the lines of communication, the process for decision-making, and the channels of accountability.

It is important to have a clear idea of who is doing what and when they are doing it. Your committee set-up depends on the size of your project, the amount of participants for the project, how elaborate your goals are, and what projects you choose for Global Youth Service Day. The best structures have multiple leadership positions so many talented people can work on a project at the same time. This also increases the capacity of the project to handle many volunteers. The following is a sample list of committee chairs for GYSD. The roles and responsibilities of each chair are further explained later in the Tool Kit.

- Overall Coordinator
- Fundraising Chair
- Special Projects Chair
- Photo/Video Coordinator
- Public Relations Chair
- Recruitment Chair
- Service-Learning Coordinator
- Evaluation and Record Keeping

STEP 7: CREATING TIMELINES

1. Create a Master Timeline

Work from the event backwards when setting dates and create a structure for ongoing evaluation and accountability. For example, discuss the timeline at the beginning of each weekly meeting. If things are not on schedule, the group determines how to keep things on track and what additional support or resources might be needed. The most important things to remember when writing a timeline are to be realistic and to remember that each deadline affects many others. Each committee or sub-project should determine internal deadlines.

2. Create Realistic Budgets and Start Fundraising

Budgets should not exhaust your community's resources. Great things can be accomplished with very little money, but do not underestimate costs. Fundraising events are a great way to publicize the project and to gain community support. See Chapter 6 for more budget and fundraising information.

GYSD SUGGESTED TIMELINE

JANUARY/FEBRUARY

- Create Planning committee
- Determine GYSD event(s)
- Select/finalize sites for projects and events
- Begin outreach process to other potential partners
- Invite local journalists and public leaders to participate
- Complete and email "Tell Us About Your GYSD Plans" (p.1) and/or post your project on www.GYSD.org
- Put the GYSD logo on your homepage
- Set up sub-committees and assign chairs
- Reach out to schools, nonprofits
- Begin soliciting sponsors
- Invite key speakers and presenters for events
- Develop informational materials, flyers, etc.
- Begin planning event logistics: equipment, etc.
- Thank volunteers and sponsors

MARCH

- Post your activity on www.GYSD.org
- Determine "site specific" equipment needs
- Finalize all donations, materials, and publicity
- Prepare agenda of event and logistical needs
- Obtain permits, if necessary
- Begin pre-registration
- Solicit/confirm food donations or purchases
- Launch media campaign
- Confirm with sites, team leaders, and donors

APRIL

- Prepare signage for event
- Reconfirm sites, donors, media, speakers, etc.
- Arrange transportation and storage of material
- Visit sites for last minute preparations
- Perform team leader training
- Perform final "walk-throughs"

DURING EVENT

- Morning check-in with organizers
- Set up check-in tables, food
- Put up balloons, banners, streamers, etc.
- Set up stage and test Public Announcement equipment, etc.
- Greet press
- Manage events, details, and volunteers
- Distribute and collect evaluation forms
- Take down equipment, table, chairs, etc.
- Pick up trash

POST EVENT

- Hold a reflection session on the service project
- Post your results on www.GYSD.org
- Thank you letter to leaders, donors, etc.
- Return borrowed or rented equipment
- Evaluate with planning committee
- Compile volunteer evaluations
- Follow up with project sites
- Compile evaluations into cohesive report
- Thank volunteers and sponsors

EFFECTIVE PRACTICES FOR GYSD

1. Start Early and Pay Attention to Planning and Strategy.

Detailed and timely planning is necessary to build true partnerships and allow young people to lead the way.

2. Build Broad-Based Community Support

Global Youth Service Day is an opportunity for the entire community to come together for a common cause. Bringing together schools, businesses, neighborhoods, religious and professional groups, clubs, and/or organizations will provide access to an unlimited amount of resources. This event is positive common ground that can be the foundation for future relationships and collaborations for your community.

3. Increase Your Community's Capacity to Support Young People

Global Youth Service Day is intended to inspire and build upon the current assets of a community. As you plan, consider what relationships, events, and learning activities will increase the community's ability to support youth leadership long after Global Youth Service Day is over.

4. Seek Out Diverse Community Members to Help

A strong and diverse Coordinating Committee is a critical step to achieve the best results in terms of outreach, planning, and coordination.

5. Foster the Spirit and Energy of Young People in the Community

GYSD is all about recognizing and engaging young people. Demonstrate this commitment in every aspect of the event. If young people are allowed to express their passion, creativity and ideas, the whole community will follow.

6. Allow the Planning to be a Learning Process for Inter-generational Relationships

Personal learning through planning is one of the best ways to build on the community's assets. Let old and young learn from each other and create an environment where communication is respected and expected. Use the planning process to build greater understanding.

7. Use the Planning Process to Build Personal Relationships and Open Lines of Communication throughout the Community

Use reflection or discussion groups to foster learning and communication. Lastly, create an environment where expectations are high, and participants can continuously improve the planning process.

8. Link service and Civic Engagement:

Quality service exposes volunteers to pressing community needs. Help youth learn about and address the causes of community problems through advocacy and influence on the public policy process.



chapter 3

WHAT SHOULD WE DO?

Project Ideas For GYSD

There are hundreds of ways to celebrate GYSD. Make plans based on your community's needs and the interests of your organizers and volunteers. Remember that your event does not have to be expensive.

Keep in mind that service is a powerful vehicle for promoting student achievement and youth development. **Service-learning** is an educational strategy that links service and academic curriculum to promote learning. It promotes students' personal, social, and intellectual growth and provides them with a sense of civic responsibility and opportunities for career exploration. For more information about service-learning, see the GYSD Poster. This chapter contains the following information to help you plan your project:

1. Types of Service Projects
2. Service-Learning Strategies
3. Recognition Activities
4. Civic Engagement Activities
5. Service Project Ideas
6. Examples of Past Year's Events

TYPES OF SERVICE PROJECTS

1. Single Service Project

A single, large, or mid-sized project requires broad-based support and should reflect the general interest of people in the community. Community-built playgrounds, recreation centers, or housing require diverse resources from both adults and young people, and can be powerful visual symbols of the community's commitment to youth.

2. Community-Wide Volunteer Day

A celebration with multiple project sites requires teaming with organizations and agencies whose projects can be accomplished in one day. River, highway, and park cleanups, painting, and other rehabilitation projects are good choices and can accommodate many volunteers. A well-organized city clean-up can accomplish a significant amount of work in a single day and really put a shine on a community. Refer to Chapter 4 for more information on how to set up your service projects.

3. Serve-a-thon

Serve-a-thons allow you to combine community service and fundraising for local projects or organizations by taking pledges for hours of service. Create pledge sheets that volunteers can use to solicit contributions before the service day, and collect the funds raised when volunteers arrive for their service projects.

4. Map Volunteer Opportunities in your Community

Organize a group of friends to visit nonprofits, churches, libraries, and other places that may need volunteers and educate these groups on how they can post their volunteer opportunities on www.SERVE.net.org. This will help increase the number of opportunities for everyone to serve throughout the year.

5. Workshops and Training Sessions

Organize a youth-led workshop to train NGOs and the general public on skills to deal with or prevent problems your community faces (eg. racism, ethnic conflict, HIV/AIDS) or to build capacity in volunteer management and community service.

RECOGNITION ACTIVITIES

1. Awards Ceremonies

Ask several different youth organizations such as volunteer centers, YMCA, Red Cross, Scouting Movement, etc., to present awards for service to deserving volunteers. Host a dinner or reception for the ceremony and contact area restaurants to solicit donations of food. Invite community leaders, government officials, or area celebrities to speak and present awards. Performing groups from local grade schools, high schools, or colleges can provide entertainment.

2. Young Heroes

Set up new awards for outstanding young people in the community. Take nominations from area youth organizations and local schools, or simply have students nominate their peers. One award could be for the best GYSD project.

3. Religious Services

A mass, "Service Sabbath," inter-denominational or ecumenical service can be organized to recognize the spirit of service in young people.

4. Free Concerts

Host a free concert featuring performing groups from local high schools, universities, or community music and theater groups. Have "service" be the theme. Young people who participate in service activities can read their favorite quotes about service or present their own ideas and words of wisdom.

5. Panel Discussion/Presentation Host

Host a presentation or panel discussion by current volunteers, alumni, administrators, politicians, and community leaders focusing on the value of community service. Presentations might include videos, slide shows, or journal readings.

6. City-Wide Forums

Invite students to convene with local government officials to discuss major challenges facing the community and how young people can address these issues.

7. "Know Your Community" Projects

The GYSD planning process is a great opportunity for youth to learn more about their community. Community asset mapping, historical facts, folklore, demographic patterns, and current community issues and social problems are all rich areas for exploration. Display or present projects on Global Youth Service Day and ask the local paper to publish examples.

8. History of Young People

Students can research outstanding young people and their contributions to society. Such projects can be fun and inspiring for young leaders and can be presented to the community as a whole.



CIVIC ENGAGEMENT ACTIVITIES

While service is one way to participate in the community, projects should include lasting mechanisms of civic engagement to ensure change. What good is today's AIDS education project if the public continues to engage in risky behaviors? These eleven tips will increase the impact of volunteer work in your community.

1. **Work for government policies that support volunteer service.** Urge officials to change old laws and policies or write new ones. Write letters to the editor of your local paper about the issues and potential solutions.
2. **Invite local officials to participate in your service activities.** Educate them about your perspective on the issue and ask for their support.
3. **Invite the local newspaper, television or radio station to cover your volunteer project.**
4. **Create a website.** Educate your school or community about an issue.
5. **Organize a debate, town hall meeting, or youth forum** to engage local leaders and young people in discussion about youth issues.
6. **Map your community's problems and assets.** Share the results with local officials.
7. **Volunteer for an issue or for a candidate's campaign.**
8. **Ask your teacher or school to offer class credit for volunteer work at a local government or nonprofit agency.**
9. **Launch a letter-writing campaign** to your local or national government officials in support of legislation that empowers youth.
10. **Work with local officials to increase funding for youth activities in your community.**
11. **If you are old enough to do so, REGISTER AND VOTE** in the next election in your country.

Check out these websites for more ideas and information in youth service and civic engagement:

- www.SERVE.net.org
- www.youthactionnet.org
- www.globalyouthconnect.org
- www.youthforum.org
- www.takingitglobal.org
- www.unicef.org/voy
- www.learnonline.org



HELP DELIVER THE FIVE FUNDAMENTAL RESOURCES TO OTHER YOUTH

Research has found that young people need 5 fundamental resources to ensure they reach their full potential. Global Youth Service Day is an opportunity to help youth attain these resources. Here are some ideas for projects you might organize to help deliver one or more of the following 5 fundamental resources to kids in your town or neighborhood:

1. Establish an ongoing relationship with a caring adult as mentor, tutor, coach.

- Ask your teacher, coach, or religious leader to connect you to another young person who might be struggling in school. You can help them with their homework after-school or on the weekends;
- Get together with your friends and adopt a classroom of students younger than you. You can play fun activities together;
- Help coach a sports team;
- Become a big brother or big sister!

2. Provide places with structured activities to learn and grow while not in school.

- Start an after school or Saturday club and kick it off on Global Youth Service Day;
- Start an after-school book club with younger students that meets in a community center, YMCA, or a place of worship and plan an opening reception for Global Youth Service Day;
- Start a sports league for a local elementary school and have a tournament on Global Youth Service Day.

3. Begin a healthy start for a healthy future

- Contact your local chapter of the Red Cross and plan a healthy lifestyles presentation for a local elementary school;
- Hold a special health screening at your school in a partnership with the Red Cross.
- Plan a presentation with other youth on healthy behavior and nutrition;
- Organize a health fair at your school, volunteer center or a house of worship.

4. Develop a marketable skill for effective education

- Organize a literacy fair and other activities for younger children;
- Organize a career day and invite parents to talk about their jobs;
- Organize a “job shadow” day and ask parents if you and other youth can accompany them to work one day or ask your school teachers and administrators if you can “shadow” them at school for a day.

5. Offer an opportunity to give back through community service

- Organize a service project and invite younger children to join you in delivering the service;
- Start a summer service corps program in your community and launch it on GYSD;
- Organize a volunteer recruitment campaign and compete or partner with a neighboring school to see how many students you can register;

- Start an after-school, weekend, or school break service team. Meet with your local newspaper on Global Youth Service Day and ask them to write a story about it;

These are just some ideas to get you thinking. Every Global Youth Service Day is an excellent opportunity to demonstrate the power of young people who choose to take action through service.

EXAMPLES OF PAST EVENTS

- In Sri Lanka, Singalese and Tamil youth built houses in the UN Childrens Zone of Peace that has been affected by years of ethnic fighting.
- In Australia, AOL Time Warner volunteers worked with youth volunteers to wire learning centers and carry out computer skills classes for other youth.
- Youth volunteers in Swaziland not only refurbished houses and yards for the elderly and those affected by HIV, raised money for food and clothes that they delivered to street children and the poor, but they also launched an Internet café and computer center in Manzini now freely available for local young people to use.

For additional examples of past GYSD events, visit www.GYSD.org.



SERVICE PROJECT IDEAS FOR GLOBAL YOUTH SERVICE DAY AND YEAR-ROUND

Help for the Hungry/Homeless

- Help cook and/or serve a meal at a homeless shelter
- Gather clothing from your neighbors and donate it to a local shelter
- Make "I Care" kits with combs, toothbrushes, shampoo, etc. for homeless people
- Help with repairs at a local homeless shelter
- Make a care package with mittens, socks, T-shirts, long underwear, etc. for a child at a homeless shelter
- If your community doesn't have a food bank, work with local officials to start one
- Pack and hand out food at a food bank
- Organize a neighborhood group to plant, tend, and harvest a vegetable garden. Donate the produce to a food bank.
- Mentor a child living or working on the street

Senior Citizens

- Adopt a "grandfriend"
- Visit a nursing home
- Rake leaves, shovel snow, clean gutters, or wash windows for senior citizens
- Pick up medicine for an elderly person
- Write letters for or read to an elderly person
- Go for a walk with a senior citizen in your community
- Hold an afternoon dance for your local nursing home
- Deliver meals to homebound individuals
- Offer to pick up groceries with/for a senior citizen
- Get a group together to sing or present a play at a nursing home

School Activities

- Paint a mural over graffiti
- Invite health practitioners to present an HIV/AIDS awareness and prevention session
- Tutor a student that needs help learning a subject
- Organize a food drive and donate the goods to a food bank

Neighborhood Enhancement

- Help neighbors paint and repair their homes
- Clean up a vacant lot
- Organize a campaign to raise money to purchase and install

new playground equipment in an area park

- Campaign for additional street lamps in poorly lighted areas
- Paint a mural or clean up a local park
- Plant flowers in public areas that could use some color

For Those with Special Needs

- Volunteer to help at a Special Olympics event
- Set up a buddy system for kids with special needs at your school
- Raise money for Braille or large print books for the visually impaired
- Volunteer at an agency that works with emotionally disturbed children
- Read books or the newspaper on tape for visually impaired people
- Bring toys to children in orphanages

Politics and Government

- Contact your local voter registration office. Ask what you can do to help people register to vote
- Identify a local issue you are concerned about and contact someone in local government with your ideas on what to do about it
- Organize a public issues forum for your neighborhood
- Volunteer at a polling booth the day of an election
- Offer to pass out election materials
- Organize a forum to discuss youth issues with public officials

The Environment

- Plant a garden or tree where the whole neighborhood can enjoy it
- Set up a recycling system for your home and participate in your neighborhood curbside recycling pick-up
- Organize a campaign in your neighborhood to reduce air or noise pollution
- Adopt an acre of a rainforest
- Clean up trash along a river or in a park
- Create a habitat for wildlife
- Create a campaign to encourage biking and walking
- Test the health of the water in your local lakes, rivers, or streams

SERVICE-LEARNING STRATEGIES

The National Youth Leadership Council, a pioneer in the field of service-learning in the United States, defines *Service-Learning* as a method of teaching that enriches learning by engaging students in meaningful service to their schools or communities through careful integration with established learning objectives or curricula. Service-learning's key components are:

- **Student Leadership** wherein students are responsible for determining the service project, planning and implementing the project, and ensuring that learning objectives are met under adult guidance;
- **Genuine community need** wherein students have identified a real community problem or need;
- **Clear connections to curricular learning objectives** wherein students know what learning objectives are connected to the proposed service activity;
- **Reflection** sessions for participants to think critically about lessons learned through the service experience. It is important for adults and students to understand that reflection is *continuous*; it happens before, during, and after the service project, as this is when the deepest learning will occur. This aspect of service-learning is a skill that requires everyone to be involved and is one of the most important components of this strategy;
- **Project Determination, Planning, Preparation, and Implementation:** Service-learning projects take students through a process of preparation, action, reflection, and recognition. It is in the doing of the entire project that the learning occurs. The service should drive the learning and have a plethora of youth voice. It is NOT an add-on. Service-learning projects emphasize both sets of outcomes – the service and the learning – and projects are designed accordingly; and
- **Celebration:** A key element of service-learning is the final celebration of the event and the learning. One might term this the final reflection that cements all the learning that has previously been sustained through the on-going reflection activities. This is also the opportunity to showcase the students as active resources in the community and to be recognized by the community as such. Give recognition awards, gifts, certificates, or pins to volunteers or honor participants with appearances on television, radio, or items in local newspapers to say “thank you.”

While every participant's experience will differ, these reflective questions can apply in every service-learning situation:

- Look at the community around us. What service is needed?
- Why does this situation/need exist?
- How can we address the causes of this issue in our community?
- What needs to be done to provide this service?
- What do you need to know to provide this service?
- What do you already know that relates to this service activity?
- What and how are you learning from the service experience?
- How does your learning relate to the goals or your course or graduation standards?
- How did this experience affect you?
- How will we bring about long-term change?

Below are some suggested reflection methods. Choose one or more, or develop your own:

Speaking Activities

- Hold one-on-one conferences
- Hold group discussions
- Organize a conference or youth forum
- Make oral reports to the group
- Conduct a survey or field-based research
- Give a presentation on the project to parents and other adults
- Conduct a simulation or role-play activity
- Organize a workshop presentation
- Teach the material to younger students
- Plan training sessions for other students

Writing Activities

- Design a recognition or celebration activity
- Keep a daily or weekly journal
- Recruit others to serve
- Allocate program budget
- Write letter to editors
- Write to local leaders

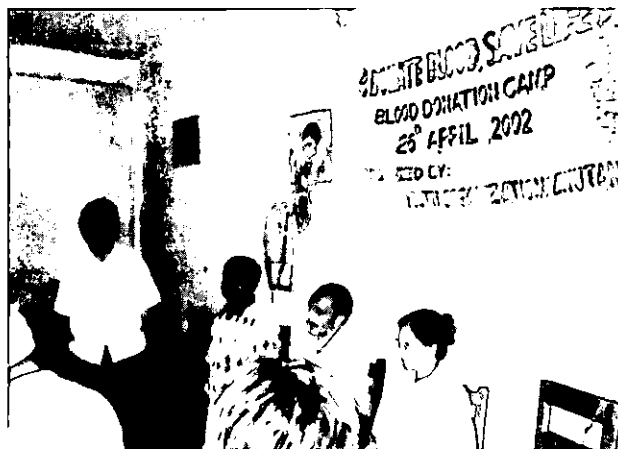
Multimedia Activities

- Produce a research paper
- Dance, sing, play music, or act
- Develop a guide for future participants
- Create a case study or history
- Create a video or slide show
- Paint, draw or create collages
- Conduct a self evaluation or evaluation of the program

The foregoing was submitted by the National Youth Leadership Council. For more information on service-learning: **Contact the National Youth Leadership Council, 1667 Snelling Avenue N., Suite D300, St. Paul, MN 55108 USA, +1-651-631-3672, nylcinfo@nylc.org**

For international perspectives on youth service and service-learning, visit the International Association for National Youth Service (IANYS) at www.acys.utas.edu.au/ianys

Download the GYSD Poster at www.GYSD.org for step by step activities and reflection session examples.



chapter 4

HOW SHOULD WE DO IT?

Planning A Community Service Project

Global Youth Service day is the perfect time to organize a large community service project that can engage old and young alike. When working with young people, it is especially important to monitor the volunteer experience, since it will likely influence their future decisions and ideas about community service. Carefully consider what will make the experience meaningful and provide an environment in which the participants can learn and grow. Ideally, the project will connect volunteers to opportunities that are available year-round.

This chapter is organized by blocks of tasks and issues to address as you plan your service projects. They are presented in a suggested order; however you may wish to make adjustments to fit your community and timeline. Use the checklist below to plan the logistics of your event. This chapter will also help you deal with unexpected issues or obstacles that arise.

DEFINE YOUR PROJECT

1. Set Specific Goals

Using your overall vision, purposes, and main goals of Global Youth Service Day, think about how you want the service project (s) to look and what you want the project (s) to articulate to the community and/ or the media. How many young people should you expect? What do you want the young people to get out of the experience?



2. Size and Scope of your project

Your community's unique social needs and the issues you choose to address impact the size and scope of your project and its site(s). Decide how many and what types of sites you should find based on how many people you want to volunteer. Some groups organize a few large sites, like clean-up projects, to accommodate large numbers of volunteers, while other communities prefer one or multiple smaller sites for fewer volunteers. Choose sites where the volunteers can "see" and "experience" their impact.

3. Logistical Communication and Expectations

Always consider and ask these logistical questions when planning:

- What equipment is needed to complete the project and who will acquire/provide it?
- Will agency staff be on hand to help with orientation and provide support on GYSD?
- Does the agency have its own van or bus to help transport volunteers?
- Is the site on public transportation routes? Is parking available?
- Is there a place for volunteers to have lunch and to use washrooms?
- How far is the project site from the morning opening ceremonies site? Is the site wheelchair accessible?
- If the project is outdoors, what happens if it rains?

Work with agencies who have realistic expectations about what can be accomplished in the allotted time and experience working with young people. If an agency is difficult to contact or does not return calls promptly, consider choosing another site.

4. Transportation

Put a detail-oriented and responsible person in charge of transportation. Make sure drivers have detailed instructions and directions. Transportation arrangements will depend on your budget, volunteers' origin and destinations, and community resources. School buses, public transportation, borrowed vans (from churches or other nonprofits), carpools, and chartered buses are all commonly used for service events.

STRUCTURING TEAMS

1. Create teams and assign leaders

A project with too many volunteers and not enough meaningful work can spell disaster. Most small projects (and sites) can accommodate a team of 10-15 volunteers, depending on the particular project. Regardless of how many sites you have, count on one team leader to every 10-15 volunteers. Teams with participants younger than 12 years old often need extra supervision, and youth and adult team co-captains are usually quite effective. If you are unsure about volunteer turnout, use a combination of large and small sites to prepare for a large number of volunteers. Your bigger, more public sites can accommodate larger-than-expected turnouts and allow your team leaders to assign meaningful work to all participants.

2. Team Leaders

Team leaders serve as the primary contacts between local agencies and the Global Youth Service Day planning committee prior to the event. They keep the agency informed as to the goals of the day, how many volunteers to expect, and what the volunteers will expect of the agency. The volunteers' experience will also be better if the team leaders are familiar with the mission and services provided by the agency. Team leaders are critical to the success of Global Youth Service Day and should handle the following tasks:

In Advance of GYSD:

- Do a site assessment
- Communicate regularly with project site
- Make sure site expectations are met
- Participate in a team leader training
- Develop an ongoing relationship with site
- Help recruit volunteers for the site

On GYSD:

- Lead orientation sessions
- Coordinate/lead volunteers on site
- Act as liaison between agency and volunteers
- Ensure safety and well-being of volunteers
- Administer evaluation to volunteers
- Hold a reflection service for volunteers

After GYSD:

- Meet with other team leaders to reflect
- Complete site evaluation with agency
- Send thank you letters to the site
- Return anything you borrowed

3. Service Coordinators

The Service Coordinator oversees the team leaders and is responsible for their advanced training. It may be useful to assign several Issue Coordinators to oversee multiple sites if there are a large number of teams and sites addressing different social issues. For example, the Issue Coordinator for homelessness might oversee team captains at the shelters and soup kitchens, and the Education Coordinator would oversee projects at the school and day care programs.

TRAINING AND ORIENTATION

Detailed training for team leaders is crucial, as they will train their volunteers on the day of the project. Team leader training should take place a week in advance of the project to allow time to address last minute questions. Team leaders should meet the day before the project to run through the activities for the day. Team leader training should address:

1. Volunteer Orientation

Volunteer orientation should be no longer than 30 minutes and address three major issues:

- **Introduction to Global Youth Service Day:** Team leaders should introduce the objectives of GYSD on the national and community level, and explain the importance of their particular project. Scripted outlines ensure that team leaders have this information and can communicate it to the volunteers.
- **Background information on the agency/site and related issues:** Team leaders may ask the agency contact to lead this part of the orientation. Give him/her a specific time limit and ask for background on the organization, as well as insights into the broader issues they deal with on a daily basis. Discuss the agency's ongoing volunteer needs to inspire GYSD participants to make a long-term commitment to the agency.

- **The day's schedule and specific project instructions:** Tell volunteers what time to break for lunch, who to contact if they have a question or concern, where to find restrooms and water, assign tasks, and give directions for the projects.

2. Liability and Safety Issues

Inform team leaders of emergency procedures and any relevant liability issues. They should know what to do in case of an accident, who to contact, how to transport a volunteer to the nearest hospital or medical center, and where to locate a first aid kit on site.

3. Evaluation with Volunteers and the Site

Team leaders must understand the importance of evaluation. Walk through the questions from both volunteer and team leader evaluations and discuss why certain questions are asked and how the information will be used. Make sure team leaders know whether or not pens or pencils will be provided, how and when to distribute and collect the evaluation forms, and where to drop them off at the end of the day. Be very specific about this process, including a figure on how much time it will take to complete the forms on site. Evaluations with agencies should be done the week following GYSD. Set a time to meet in a relaxed environment to discuss how the day went and to complete any unresolved issues (See sample evaluation in the appendix).

4. "On Site" Learning and Reflection

On site learning is learning that occurs through the experiences of the day. This can be facilitated by asking volunteers one or more questions at the start of the event for them to consider during the day. These questions could be about the agency, the issue, clients, or personal ideas and attitudes.

The best way to facilitate reflection is to simply ask your team to sit down at the end of the day for a few minutes and share their thoughts about the day and what they learned from the experience. Reflection sessions should use a few simple questions that help participants process their experience. Ask your volunteers: "What surprised you most about the day?" "What did you learn from this experience?" "How can you use what you learned today in you everyday life?" "How did your perception of (relevant issue) change as a result of this service project?"



GLOBAL YOUTH SERVICE DAY

1. The Opening Event and After-Party

The opening event sets the tone for the day and initiates the spirit of GYSD. Plan your opening on the morning of GYSD, and use it as a central gathering place. If volunteers will disperse to different sites, arrange for transportation from the opening, and transport volunteers to the after-party celebration at the end of the day. This gives people an opportunity to share experiences with volunteers who worked on other sites, relax, and have fun.

Both the opening and the after-party are excellent opportunities for local media to interview volunteers and learn more about Global Youth Service Day. Have media kits ready and available at a special check-in area for media. Decorate with banners, balloons, and streamers.

Invite local and national public officials and personalities to draw more media attention and also to influence policy-makers' perceptions about the key role of youth service in social and economic development.

Programming for these events varies tremendously. The opening event should be short, no more than thirty minutes. It is important to get people to their sites promptly to meet the day's expectations. Ask people to come a half-hour early to sign-in and eat breakfast, so when the opening ends they will be ready to go. It is also useful to let people know what time transportation will leave the opening site. Here is a sample agenda for the morning, which you should adapt to the schedule that best fits your needs.

7:15-7:59	People arrive, sign in, eat breakfast
8:00-8:05	Welcome and choir performance or skit
8:05-8:15	Motivational words by organizers and thanks from local celebrity or official
8:15-8:20	Directions to sites and any announcements
8:20-8:30	Move to transportation
8:30	Transportation departs to sites

2. Day of Event Activities

Good management is key to success and sanity on GYSD. The more people that know what is going on, the more likely things will run smoothly. Make a list of who will manage registration, the opening presentations, transportation, and the media. Also assign someone to act as a trouble-shooter throughout the day.

It is important to talk through everyone's roles on the day of the event. Organizers can wear special T-shirts or hats which make them easy to find in a crowd. If your event is very large and complex, you may want to consider renting or borrowing walkie-talkies to expedite communication.

Checklists and written instructions are also important for the day of the event. Make sure everyone is as prepped as possible for the day so there are few surprises. Get lots of rest so that you will be clearheaded and have a great time!

3. Follow Up

Hold a meeting for organizations to discuss wrap-up details and to share experiences from the project. Bring pictures, give certificates, and “thank-you” gifts, etc. Make a list of all the wrap-up activities and delegate assignments, including:

- Completing service site evaluations
- Compiling volunteer evaluations
- Writing a final report
- Sending thank you letters to team leaders, donors, media, volunteers, speakers, etc.
- Returning equipment

SOLUTIONS TO COMMON PROBLEMS

1. Low Volunteer Turnout

The Problem: Many sites expect a certain number of volunteers and plan a project of appropriate size. Significantly fewer volunteers than expected will affect project completion, transportation, and other critical logistical details. Sites might have to be cancelled without advance warning to agencies.

Solutions: Many people do not feel committed to show up to an event unless they pre-register. Even when everyone pre-registers, assume you will have 85-90% of those numbers on the actual day. Make contingency plans. Set up several sites to accommodate extra people, and sites willing to participate only if you have overflow. Make sure they understand there is a chance they may not be utilized. Determine ahead of time which sites should be cut if necessary.

2. Rain

The Problem: Many people will stay home and parents will decide that their children should not participate in bad weather.

Solutions: If your opening is scheduled outside, have an indoor site ready. Make sure presenters and team leaders are familiar with rain sites and procedures. Buy extra boxes of large trash bags to be used as rainwear, ground cover, etc. If sites have scheduled outdoor sites that cannot be completed in severe weather, have a secondary plan and rain date for volunteers. Discuss these alternatives with the site in advance.

3. Incomplete Projects

The Problem: Unrealistic expectations from an agency or team, too few volunteers, unavailability of necessary equipment, insufficient team skills, late arrival, or other situations can result in an unfinished project at the end of the day. This can be a serious problem, since many local agencies do not have the resources to complete the work later.

Solutions: Set and communicate realistic expectations for the allotted time. Be sure the site team leaders arrange for all necessary equipment. Stay on task and be on time. Perform a mid-day assessment. If you see work may not be completed on time, reassign volunteers or call in extra help. If work is not finished, discuss the issue with staff on site. Find a resolution to fit everyone’s needs. Maybe the team can come back later, or another community group can help finish the job.

4. Teams Arrive Late

The Problem: A late start on the day can disrupt everything, from media coverage, to meal times, to relationships between volunteers and project sites. Agency personnel, media, and public officials schedule their day to accommodate the volunteer time. Tardiness disrupts the schedule, lessens the chances of finishing the project, and shows disrespect.

Solutions: Event organizers and team leaders must plan logistical details thoroughly and adhere to schedules. Registration must occur on schedule. Secure details for transportation, including public transit schedules and detailed maps for drivers. Have teams stand together during the opening so they do not waste time finding each other after the opening. Assign someone to be “time-keeper” for the day and make sure things run according to schedule.

5. Volunteers Did Not “Work With People”

The Problem: One-day service projects are often activities in which volunteers do not work directly with the clients of the agency. There are many good reasons for this. The best way for a large group of volunteers to make a lasting impact is to accomplish a physical project like painting or cleaning that the agency staff often cannot finish on their own. Agencies want to provide their clients with as much consistency as possible; volunteers who might not return may build false expectation for clients. Many agencies also have strict screening and training processes for their regular volunteers to ensure the safety and well being of the clients.

Solutions: Let people know up front why they might not have much client contact and tell them how meaningful their assignment is for the agency. Schedule a lunch break or another specific time to give volunteers and clients a chance to interact.

6. Team Assignments

The Problem: This is one of the trickiest aspects of organizing a large one-day service project. Some groups want to stay together and others may want to split up to meet new people.

Solutions: Since a large percentage of GYSD volunteers are school-aged, a simple way to make assignments is by class or age group. Another method is to split age groups so that other students will be working with younger students. Team leaders can either be assigned to teams or responsible for recruiting their own teams. Start with selecting sites and team leaders then discuss the breakdowns into teams with the teachers and administrators from participating schools and youth programs.

chapter 5

BRINGING PEOPLE ON BOARD

Recruiting Volunteers for GYSD

Spreading the word is the secret to successful recruitment. Give details! Carry an information sheet with you that includes details about GYSD, dates of planning meetings, important phone numbers, maps, and your projects goals. Let people see how excited YOU are about the project and your enthusiasm will be contagious! The key is to let them know how fun it is to help other people! This chapter provides strategies and specific suggestions to help you recruit volunteers.

FINDING ENOUGH VOLUNTEERS

Ask everyone to spread the word about your project. Even people who cannot volunteer at the event can tell friends and neighbors about your plans and need for help.

Make people feel important! Think of specific tasks you know they would do well. Tell your potential volunteers why they are needed and how GYSD can benefit from them personally. Make statements like, "I think our project could really use your experience with budgets and raising money. Would you like to be on the fundraising committee for GYSD?" This request is much more likely to yield results than a more general statement, "Do you want to get involved in GYSD?"

Once you have volunteers on board, put them to work! People will not stay involved unless they feel needed. Make sure people have tasks and responsibilities as soon as they get involved with the project. Stay in touch with volunteers and check on their progress every week or so. Look for creative ways to thank them and let them know that you are counting on them.

Imagine everyone in your community knew about GYSD!

This goal requires a good plan. Start by prioritizing groups or people you want to reach. Think about who needs to know early and who can be contacted closer to the event. What meetings do you need to attend? This chapter offers ways the recruitment committee can work with the public relations committee to catch the attention of everybody in your community.

1. Global Youth Service Day posters. Hang them up everywhere. The sooner you can get them out, the better. Attach tear off response cards with a phone number to get more information. Contact info@gysd.net for preprinted posters or design your own!

- 2. Post your project on the GYSD website at www.GYSD.org.** A surprising number of people seek service opportunities online. Posting your project will help potential volunteers find you.
- 3. Ask your local officials to help.** Ask them to make an official proclamation on GYSD's behalf and invite them to serve with you!
- 4. Place announcements** in high school/college/local newspapers. Contact local radio and television stations for spots in their volunteer sections. Inquire about newsletters for places of worship and other organizations with weekly or monthly mailings.
- 5. Set up information/pre-registration tables** in cafeterias, shopping malls, and other busy public places. Have sign-up sheets available.
- 6. Distribute buttons, stickers, and flyers** in schools, public squares, or local markets.
- 7. Sponsor an assembly or speaker** focused on community service at a school, campus, or agency site. At the presentation's end, invite everybody to help out at your GYSD project.
- 8. Build partnerships** with recognized community organizations and clubs (UN Programme on Youth, Lions Clubs, Habitat for Humanity International, etc.) for your GYSD event. You will double your people power in publicity and action!
- 9. Arrange a display** at the school or campus art gallery, at a local bank, business, library, airport, or city hall. Include information on how to get involved.
- 10. Send out an email** inviting everyone to get involved in your project.
- 11. Send out a press release** to your school's announcement chairperson and the local media. They are always looking for community functions to publicize!
- 12. Include everybody.** Families, youth, senior citizens, children, people with disabilities, business people, low-income families, and community officials all have something to contribute to your day of service.
- 13. Contact your local volunteer center or other youth organizations.** Ask them to spread the word about GYSD.



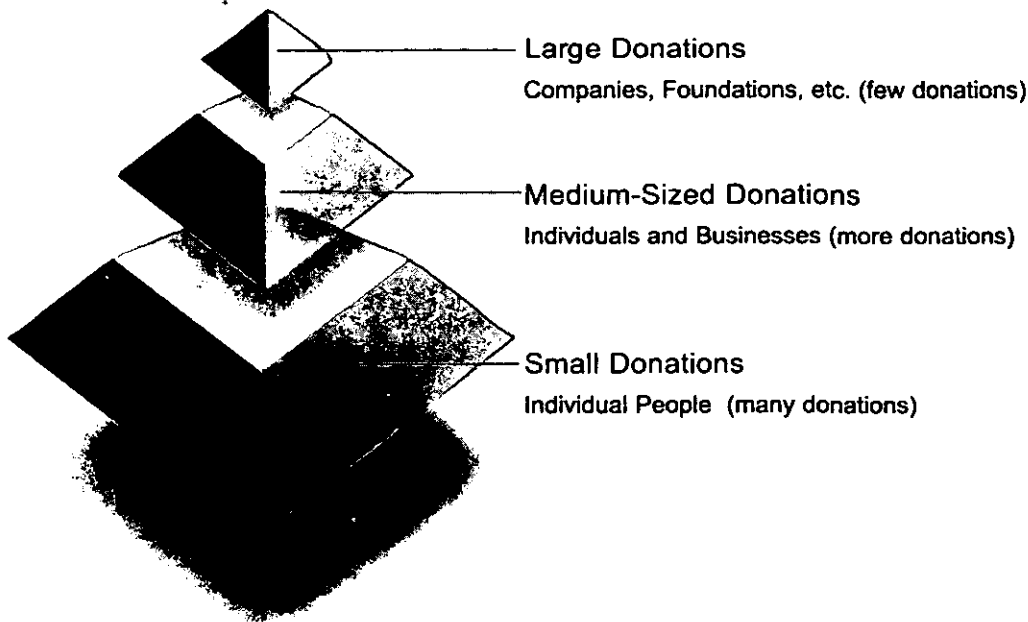
chapter 6

FUNDRAISING AND SUPPORT

There are many ways people can support your project, both monetarily and in-kind, but all fundraising is generally broken down into three simple steps:

- Target potential supporters;
- Inform them of your project;
- Ask for and solidify their contribution.

The funds you raise for your project will come from any combination of the sources in the pyramid:



This chapter provides strategies to help you create a budget and raise funds you need. Please check the GYSD Poster at www.GYSD.org for additional information on fundraising strategies.

CREATING A BUDGET

Before you begin fundraising, design a budget itemizing all of your project expenses. Make sure it includes things like stationery, postage, film and developing, long distance calls, copying, and scrapbook or photo album for documentation, food, streamers, balloons, flyers, poster board, T-shirts, hats, buttons, and posters. You may also need to purchase or rent equipment and materials like paint, rakes, or a sound system.

Global Youth Service Day project budgets vary dramatically. Once your budget is complete, designate a fundraising committee to identify potential supporters and collect resources. Use the worksheet on the next page to plan your budget and fundraising strategy.

FUNDRAISING EVENTS

These events are designed to increase visibility for your organization and youth service while encouraging a large number of individuals to make small financial contributions. They can be a fun opportunity for young people to take an organizational lead in projects. Consider holding a car wash, used book sale, raffle, bake sale, or small reception and tour of your facility. They are easy to plan and many young people have participated in at least one of these events in the past. Ask specific organizations to help organize a project. In addition to the monetary support you receive, these events are great publicity for you and GYSD. Fundraisers can build awareness for your programs and forge strong community contacts.

SOLICITING LOCAL BUSINESS SUPPORT

Global Youth Service Day is a great way to include local businesses and corporations in youth initiatives and programs. Involvement can mean more than just writing a check. Make sure you have a list of all the materials you need for your project and ask local businesses to make “in-kind” contributions like food, office supplies, balloons, film, etc. Ask them to purchase ad space in your event’s program or sponsor a paid public service announcement on TV or radio for your Global Youth Service Day project. Local businesses may be willing to volunteer their staff’s time and experience and may even help in on your event day!

Select one business or a whole group, like a shopping center (call the Chamber of Commerce for suggestions), and tell them about your plans. Ask them to sponsor a portion or all of the event. Let them know they will benefit from the publicity and recognition in all of your materials.

It is also a good idea to make your budget and event information available to the entire community. Tell everyone you seek different levels of funding and that sponsors who could be recognized at an award ceremony as outstanding supporters of youth initiatives. Keep the community informed about your fundraising progress. The “Funds Thermometer” is a popular visual gauge of money yet to be earned and gives a sense of the importance to all funds given toward the goal.



BUDGET PLAN

Materials	Amount	Cost per item	Total Cost	Possible Funder
Staff				
Equipment				
Design				
Printing				
Copying				
Promotions				
Transportation				
Telephone				
Fax				
Rental of space				
Food				
Other				

FUNDRAISING PLAN

Possible Sources/Contacts	Priorities/Interests	Person Responsible/Due Date
Businesses		
Foundations		
Individuals		
Government		
Special Events		
Other		

SPONSORSHIP: A TWO-WAY STREET

Don't forget that although sponsors do have the interest of the community in mind, they also want recognition. Approach businesses in your community that would benefit from marketing and public relations through Global Youth Service Day, such as sporting goods stores, retail outlets, supermarkets, and toy stores.

Don't forget to check with potential sources of funding in your own neighborhood. Your school's principal, student government, the city office of community relations, the mayor's youth program, and other departments of city and state government may have available funds to sponsor special events that benefit their particular jurisdiction.

TAKE CARE OF YOUR SPONSORS

Write follow-up letters and invite sponsors to visit your program. Let them know how much you value their support. Send thank you letters from staff and volunteers. Give them as much publicity and recognition as you possibly can. Try to involve them in the planning of special events, such as a dinner or an award ceremony. Your supporters often make terrific guest speakers. Remember, donors you reach through Global Youth Service Day can be potential sponsors for future initiatives and you should solidify relationships as much as possible.



chapter 7

PUBLIC RELATIONS

Global Youth Service Day will help your program receive recognition for the good work it does year-round. Your community and the nation need to see the powerful contribution young people make to their communities and good media coverage can make this possible. This chapter provides comprehensive tips to help you generate media coverage.

GYSD INTERNATIONAL COORDINATING COMMITTEE

Global Youth Service Day offers an important opportunity to educate the general public about the magnitude of youth service in your country. The best way to communicate that message is through public relations.

The ICC has developed a two-way, interdependent local and national public relations plan. By combining our international networks with your local and regional efforts, we can effectively communicate the message of Global Youth Service Day. In order to do this, we need specific details about your plans; please email responses to the questions on p. 1 “Tell us about your GYSD Plans” and/or submit your project description to www.GYSD.org.

CONTACTING LOCAL AND REGIONAL MEDIA

Assign a Media Coordinator to engage local and regional media about your GYSD project. While the Media Coordinator does not do all the work or give all the interviews, all aspects of public relations go through him or her to minimize confusion. The media coordinator should pitch and schedule interviews for others working on the project. Keep the media focus on the youth participants.

COMPILE A MEDIA LIST

Compile an accurate, up-to-date media list with the names, titles, addresses, and telephone/fax numbers of every news organization, reporter and editor who wants, and is most likely to use, the materials you send. Ask campus/high school PR offices and agency contacts for press lists, introductions, etc. Other nonprofits in your area may also have lists you can access.

Include daily and weekly newspapers, city or regional magazines, television and radio stations (including cable stations), and wire services. Keep the entire list on labels (without phone numbers) or in a faxable

database so there is always a set ready to mail or fax. Use the term “media” instead of “press” to refer to print, radio, and TV.

CONTACTING THE MEDIA

The media will not come looking for you. YOU must inform the media of your project to receive coverage! If it is possible, make a personal contact to ensure your story is understood. Here are some ways to tell the media about Global Youth Service Day and your program’s role in it.

1. Develop a Relationship

Take time between now and April to get to know key members of the local media. Call and introduce yourself. Ask the reporter for a personal appointment to tell them about Global Youth Service Day. Bring along any written materials you have, including the materials we sent you. Be ready to “sell” Global Youth Service Day.

2. Meet Deadlines

Reporters and editors work under tight deadlines. Learn what they are so you may contact them at their convenience. Most reporters plan schedules far in advance. You too must plan ahead, if you want to be included. Here are some general schedule guidelines; check with your local media for their deadlines.

Morning Newspapers:

- General news: 4 pm the day before publication
- Late-breaking news: 8 pm the day before publication

Evening Newspapers:

- General news: anytime, the day before publication
- Late-breaking news: 7-9 am the day before publication

Sunday Newspapers:

- General news: Saturday, noon
- Section news and features: 5 pm Wednesday before publication. Try for a feature; these are preprinted, so watch your deadline!

Weeklies:

- Two or three days before publication

Magazines:

- Lead time is at least three months prior to publication date. If you want a story to run in April, start working with the editor in late January or early February

Wire Services:

- Anytime. Weekdays during business hours are best

Television:

- At least four to six hours in advance of news broadcasts. TV reporters tend to be the busiest in the late afternoon. Check out schedules for talk shows and morning news shows

Radio:

- Two hours in advance of news casts. Radio newsrooms often have hourly deadlines. At smaller stations, reporters are busiest in the early morning and afternoon

3. Be Strategic

Target two or three reporters from major media sources that would be “big wins” to have cover the story. If you can get them to cover the story a couple of days in advance of the event, most of the smaller media sources will follow.

4. What's News?

When talking to the media about your event, remember that they choose stories based upon these characteristics:

- Timeliness:** Is there a good reason to do the story now? In your case the answer is “yes” because the event is tied to a “Global Youth Service Day.”
- Human Interest:** Tie your local event to a larger news event or issue that people in your area are discussing (i.e. education, violence, youth leadership, etc.)
- Uniqueness:** What makes the event different, surprising, or outstanding?
- Impact:** Does it have an effect on individual young people? Can you give examples? Does the event or story affect a large number of people in your community?
- Prominence:** Involving celebrities and local and national leaders adds value to a story.

The more characteristics you can involve in your story, the greater chance it has of being placed in the media. Focus on the aspects of your story that demonstrate these characteristics when meeting media personnel.

5. The Pitch Letter

GYSD is a “good news” story. We are not starting a war or even staging a demonstration. Global Youth Service Day is a celebration of the service young people do every day. The news is that millions of young people, contrary to many stereotypes, are responsibly serving their communities year-round and telling the world about it on one specific day. Some reporters may not see GYSD this way. They may feel that the event is not newsworthy and therefore not give it as much attention. That’s where the pitch letter comes in.

The pitch letter helps sell a story that is interesting, but not late-breaking, news. You might want to write one to interest the editors, assignments editors, and broadcast news directors as your first step in making contact. Keep the letter simple and short. Immediately explain why you are writing, then summarize the most important information in one paragraph. Here is an opening paragraph to help you get started:

Dear (name of reporter):

Today, more than ever, young people are helping in to make a difference in their communities. These projects were chosen and planned by local youth who will join over millions young people to serve communities around the world.

The letter should be short, no more than a page. Explain why the newspaper or station’s audience would be interested and include some of your most newsworthy details. Always follow up your letter with a phone call.

6. Make Phone Calls

Make follow-up calls within a week of sending your pitch letters. In most cases, the assignment editor decides what is news and assigns stories to reporters. Do not assume the editor/reporter knows anything about Global Youth Service Day or your program. Give your name, organization, and job title immediately and ask if your letter has been received. Ask if the person is on a deadline; if so, schedule a time to call back, say thank you, and hang up.

If the reporter has time to listen, enthusiastically describe your plans. Convey a sense of excitement. Extend an invitation to your event. If the time is inconvenient, ask him/her to suggest another time to visit the project, preferably before the day of the event. There is always a good story in behind-the-scenes preparations.

7. Remember the Editor

Find out the names of your local paper's editors and write each a letter requesting a meeting. State your goal. Do you want an opinion page piece or more coverage? Be sure to stress the timeliness of Global Youth Service Day and link it to local and national events/trends. Include background information on your program, contact names, and phone numbers. Follow up with a telephone call and restate your interest in a meeting. Be courteous and professional.

8. Don't Forget the Weeklies

Weekly newspapers, including shopper's guides, offer more stories of interest to the local community. They are a major source of information for people outside metropolitan areas, and it is usually easier to place stories in these publications. Once published, they can be clipped, copied, and circulated to other news sources, or filed in the scrapbook of information you are keeping about Global Youth Service Day.

9. And Magazines

Get started soon to place a story about your participation in Global Youth Service Day in local and regional magazines. Most of these magazines can offer more time and space to devote to your story, and you will have a printed product that can be saved and calculated. Stories of interest to magazines would include: profiles of volunteers, interaction between volunteers and clients, the "forms" of service in your locality, why this generation is becoming the "we" not "me" generation, etc. Magazines have a long lead-time — at least three months before the story is published. Check the deadlines and act accordingly.

10. Television

Television is a medium for the eyes, and you must have a visual component to your story to get air-time. Global Youth Service Day is resplendent with visual opportunities, so offer TV reporters specific details. Explain what will go on at the site— local youth volunteers interacting with at-risk kids, the elderly, or the homeless, to use just a few examples. Prepare a fact sheet explaining the action for the reporter's voice-over. There are many television programs that are potentially good bets for Global Youth Service Day coverage—plan ahead with the station. Here are some opportunities to explore.

- Public Affairs Programs
- Talk Shows
- Editorials (usually part of news programs, but planned in advance)
- Public Service Announcements (PSAs)
- Feature Segments of the News (usually planned in advance)

TV news has special requirements. In addition to visual appeal, the story must happen in time for that day's newscasts. Hold your event early in the day if possible. Plan brief and informative comments in advance. Keep answers to questions short. Try to speak in short but substantive phrases of no more than 15-20 seconds. Remember you are trying to make a positive impression about something you believe in deeply. Do not ramble on with unnecessary information. The interviewer will find a way to ask for more information if it is needed or wanted. If you are asked a negative question, respond briefly with a polite attitude and message, and then go on to the story you want to tell.

11. Radio

More and more radio stations provide air-time for call-in, news, and talk shows. They are also a great venue to air public service announcements.

- Call in your story as an actuality, a live interview given over the phone
- Write press releases for on-the-air delivery
- Offer to participate in talk shows
- Distribute public service announcements and ask to participate in community affairs programs.

PUBLIC SERVICE ANNOUNCEMENTS

Television and radio stations often provide free air time for public service organizations. Here is what to do to get your announcement on air:

1. Contact the public service directors (or station managers) at your area's TV and radio stations. Meet with them personally, if possible, to find out their PSA specifications (preferred length and format).

2. Ask the station to help you produce your spot

3. Write your PSA, using the following guidelines:

- Use short, upbeat sentences in a conversational tone
- Tell how your information can help the listener/viewer
- Ask for action on their part
- Tell the audience exactly where to go or what to do
- Tell the listener/viewer to contact your program for more information
- Include your telephone number

4. PSAs usually air in one of three lengths: 10 seconds, 30 seconds, or 60 seconds. Practice timing yourself to ensure appropriate length.

MEDIA ADVISORIES

The **Media Advisory** contains the message you want to convey to the media. It is not a news release, but a memo or an outline written in simple who, what, where, when, why, and how format that alerts the media to Global Youth Service Day. Include a description of your planning committee, its relationship to Global Youth Service Day, the time, location, participants, and a contact name and phone number. Distribute a week before GYSD. Do not forget to include your wire services, Associated Press (AP) and United Press International (UPI). Send the AP advisory to the AP Calendar; send the UPI Advisory to the UPI Daybook. It is very important to get your notice on the wires—either of which goes directly into every important newsroom in your area. Sometimes editors will not think your story is news unless they read about it on the “wires”. (See Appendix for News Advisory, AP Calendar, and UPI Daybook examples).

MEDIA RELEASES

The media release is your basic tool for generating coverage. It expands on your media advisory and fills in the details. Use it to supply background information about your program and explain your connection to the national celebration of Global Youth Service Day. Follow this form for your news release:

- Type double-spaced with wide margins (for editor’s notes)
- Use your organization’s letterhead (8 1/2 x 11)
- Include home and office phone numbers and available hours at the top of the page.
- Denote the date and release-time for the story, (i.e. 9 a.m.- April 16, 2004) or “For Immediate Release”
- Write a short headline that indicates the contents at a glance
- Use a dateline to begin the first paragraph (i.e. Lima, Peru)
- If there is more than one page, type “-more-” at the bottom. Use only one side of each page
Number each page, but try to keep the overall length to two pages
- End your release with hash marks “###” or “-end-”

See Appendix for Sample News Release; you may choose to follow its general outline or write your own using these tips:

- The lead paragraph has the famous five W’s and an H— Who? What? When? Where? Why? and How?
- Structure the information in the body in order of importance, so the editor can cut where needed without losing the most important facts.

OTHER THINGS TO CONSIDER

1. Photos and Slides

A good photo can make the difference between getting covered and not. Action shots are best because they communicate the energy and enthusiasm in young people in service. Media increasingly prefer receiving photos electronically, but they must be of high quality. Jpg files are best, and should be at least 300 dpi (dots per inch). In the same paragraph, change color slides to color photos. Black and white glossies (8x10 or 5x7) are preferred for print media; use color slides for television. Always include a cutline, or short typed caption with each photo. The cutline should identify the main figures, left to right, and should describe the action, e.g. the Scouting Movement Crew Repairs Housing for Elderly.

Be sensitive to the feelings and rights of those who are being photographed. Do not press if a subject is uncomfortable and be sure to carry plenty of release forms with you on Global Youth Service Day. You will find sample release forms in the Appendix. Secure permission from everyone photographed! Always identify your subjects by name and list them left to right. If someone is willing to be photographed, but wishes to remain anonymous, note that fact on the back of the photograph.

2. Broadcast News

Triple-space your releases and spell difficult names phonetically for pronunciation. Write for reading aloud, and keep it short. Practice your broadcast release, preferably before an audience.

3. Media Follow-up

Make a follow-up call within a week of mailing your media materials. This call ensures receipt of the information and gives you the opportunity to answer any questions, determine their interest in the story, and provide them with additional information, interviews, or contacts. Reporters operate in hectic environments and often are pressured with constant deadlines. Always ask them if it's a good time to talk, and get your point across quickly. Start off with the most interesting part of your event and suggest a story for them. If they don't like the initial idea, be prepared with a second suggestion.

4. Monitor Results

Once you've persuaded the media to cover your story, watch for the fruits of your labor. Ask the reporter or editor when they think the story will appear. Request copies of radio or television broadcasts. If copies are not available, assign someone to monitor the television, radio, or newspapers for your story or hire a local video monitoring or clipping service. Once you have actual stories in hand, **PLEASE SEND COPIES AND SAMPLES OF ALL PHOTOS, NEWS CLIPS, RADIO TAPES, AND VIDEO NEWS SEGMENTS TO YOUTH SERVICE AMERICA FOR OUR PERMANENT GYSD ARCHIVE.**

5. Take the Mystery Out of Public Relations

Like any skill, PR can be mastered and made to work for you. Many of you already have the basics. Take time to learn those things that you do not know. Remember, persistence DOES pay! Your Media Coordinator should be outgoing and, above all, enthusiastic about the program and Global Youth Service Day. Finally, be sure to send us information on your plans—it's essential! If you run into problems or questions and think we can help, e-mail us at info@gysd.net.

- MEDIA ALERT - MEDIA ALERT - MEDIA ALERT - MEDIA ALERT - MEDIA ALERT

FOR IMMEDIATE RELEASE

CONTACT: (Write who is your contact for any media questions, include a phone number)
(MAIN TITLE OF YOUR PROJECT-BOLD AND ALL CAPS)
(subtitle of your Project-Bold and Title Case)

WHAT: (Write a description of the project. Include: number of volunteers, purpose of the project, link to Global Youth Service Day, etc.)

WHO: (List any VIPs attending or participating in the project)

SAMPLE

WHEN: (Write the date and best time for the local media to visit)

WHERE: (Write the physical address of the project)

WHY: • (Explain the impact of the project in the local community and link it to your organization's mission statement or goals).

• (Include mission statements or boiler plate information from other participating organizations or corporate partners).

• **Global Youth Service Day** is a global education campaign to mobilize youth and adults to identify and address the needs of their communities through service; recruit the next generation of volunteers; and educate the public about the role of young people as community leaders by highlighting the contributions they make to their communities year-round. (Name of your organization) is joined by a coalition of prestigious international organizations and national agencies – the largest partnership to celebrate youth service and volunteering.

appendix

GLOBAL YOUTH SERVICE DAY EVALUATION

SAMPLE PERMISSION FORM FOR MINORS

SAMPLE MAYORAL PROCLAMATION

SAMPLE MEDIA ADVISORY

SAMPLE UPI DAYBOOK OR AP CALENDAR NOTICE

SAMPLE MEDIA RELEASE

SAMPLE PHOTO RELEASE FORM

SERVENET.ORG: THE WORLD OF SERVICE AND VOLUNTEERING

GLOBAL YOUTH SERVICE DAY EVALUATION

Visit www.GYSD.org to complete an online evaluation after GYSD. The questions below will help you plan ahead to gather the information you will need to evaluate your project and send the evaluation to the GYSD Secretariat. Together, we will make GYSD more successful year after year by learning from each other's experiences!

1. Name of Organization

2. Country

3. Which category would describe your organization?

Not for profit/NGO

National Youth Council or national youth organization

National or local office of international agency

Government Agency or Ministry

United Nations agency or field office

Educational institution or department

Faith-based organization

Other (please describe)

4. Is your organization affiliated with

UN Volunteers/International Year of the Volunteer

Member of the GYSD International Coordinating Committee (which one?)

Other international network or agency (which one?)

5. Please indicate how the GYSD Secretariat has recognized your organization:

National Lead Agency

National Coordinating Committee member

Local Partner

International Coordinating Committee member

6. How many years has your organization participated in GYSD?

7. How did your organization first hear about GYSD?

GYSD Coordinators

Youth Service America promotions

Global Youth Action Network outreach

International Coordinating Committee member

Surfing the Internet/link from site (which one?)

Stories in the media

Other (describe)

8. On average, how many volunteers has your organization mobilized for GYSD each year of participation?

9.. How many of the average total per year were youth?

10. How old were the youth who participated?

Under 12

13 to 18

19 to 25

Over 25

11. What was the approximate gender breakdown of youth volunteers?

Male:

Female:

12. How many people were involved in the planning and coordination of GYSD activities?

13. On average, how many projects, activities or events did you organize each year of participation in GYSD? (Eg. one group assisted the elderly, another group held a forum, and another group organized an awards ceremony = 3 events)

1-5

6-10

11-20

More than 20

14. What type of projects were carried out? (Eg. Beautification/Sanitation; Care for the elderly; etc.)

15. Did your projects incorporate a service-learning component?

Yes

No

16. Please summarize the tangible and measurable results achieved by your GYSD projects on your most recent year of participation. (Eg. Number of people served, number of food items collected)

17. Please describe any follow-up service projects, activities, or events planned post-GYSD.

18. How many organizations were included in your planning or coordinating committee?

1-5

6-10

more than 10

19. If your organization has a website, what was the average number of hits per month on GYSD-related pages between February and April of this year?

Under 10,000

10,001 to 50,000

50,001 to 100,000

Over 100,000

We do not have a website

20. How many printed Posters, Tool Kits and Brochures did you distribute this year?

Number of Posters:

Number of Tool Kits:

Number of Brochures:

21. Please describe what you found helpful in the materials distributed and what improvements you would recommend for each:

Posters:

Tool Kits:

Brochures:

22. Please list languages in which materials/website were translated in your country:

23. Did your organization develop additional materials? Please describe.

24. Please list the media coverage your events received this year.

25. Please list the public officials who participated in your events this year and the nature of their participation. (Eg. Youth Minister: Keynote speaker at opening ceremonies; President: Issued a proclamation).

26. Were any celebrities present? Please describe.

27. Please list sponsors who provided services, materials or funding for GYSD in your country.

28. Please describe how you would rate your GYSD 2004 project's impact in terms of benefits for volunteers and for the community served, and lessons you have learned for future GYSDs.

29. What would you describe as major gains from your organization's participation in GYSD? (Eg. effective practices in youth service and volunteer management, contacts and partnerships, influence on youth service policy issues, increased public awareness about the role of youth, etc.)

THANK YOU!

SAMPLE PERMISSION FORM FOR MINORS

(PRINT ON YOUR LETTERHEAD)

This section of the form is informational and should be kept by the parent or guardian. The bottom section should be returned to the Global Youth Service Day contact specified.

1. Description of the event:

Global Youth Service Day is...

The activities of the day include...

The date and time are...

Meet at... (time and place)

The activity is/is not considered strenuous

2. Special dress or items to bring:

Please wear...

Please bring...(lunch, gloves, etc.)

3. Contact number and name of adult in charge:

Advance questions should be addressed to...(name, phone, address)

On the day of the event, emergency contact can be made by calling...
(name, phone)

Detach and Return

My child or legal charge, _____, has my permission to participate in the Global Youth Service Day activities.

During the activity I can be reached at (name, phone, and address – please print).

In case of emergency, if I cannot be reached, please contact...

(name, phone, relationship to minor)

Signature _____ Relation _____

Additional remarks or issues _____ Date _____

(This is a fictitious notice, used only to illustrate the concept)

SAMPLE MAYORAL PROCLAMATION FORM

City of Johannesburg, Office of the Mayor
PROCLAMATION

WHEREAS, Johannesburg's youth make important contributions to the city's welfare every day of the year; and

WHEREAS, most young people who volunteer as youth continue serving throughout a lifetime; and

WHEREAS, the City of Johannesburg depends on youth as vital community assets; and

WHEREAS, the 5th annual Global Youth Service Day, takes place on April 16-18, 2004

THEREFORE, BE IT RESOLVED that I, Sheila I. Brown, Mayor of the City of Johannesburg, do hereby proclaim April 16-18, 2004 to be **Global Youth Service Day** in Johannesburg.

IN WITNESS WHEREOF, I HAVE HEREUNTO SET MY HAND, THIS DAY, AND HAVE CAUSED THE SEAL TO BE AFFIXED HERETO:

(SEAL)

Sheila L. Brown
Mayor

Date

SAMPLE MEDIA ADVISORY

(PRINT ON YOUR LETTERHEAD)

Contact: Elisa Briones

803.555.4547 (day)

803.555.9545 (night)

CALI MEDIA ADVISORY

Friday, April 16, 2004

Governor Omar Sanchez will visit the **Volunteer Youth Service Center, Avenida Estrada 8343, in Cali on April 16, 2004 at 9:00 a.m.** to express his support for youth service and to commemorate **Global Youth Service Day**, a celebration of the civic contributions of young people in communities across the nation. Governor Sanchez will follow his speech with a tour of the Center, which develops service programs for youths 13-15 years old to promote community awareness and involvement.

###

(Note the use of bolding. In a flash, the reporter sees: Governor Sanchez, Volunteer Youth Service Center, 9 a.m., Friday, April 16, 2004.)

(This is a fictitious notice, used only to illustrate the concept)

SAMPLE UPI DAYBOOK OR AP CALENDAR NOTICE

(PRINT ON YOUR LETTERHEAD)

To: UPI Daybook (or AP calendar)
State address

From: Dacil Schmitz
Mesa de Concertacion Juvenil
541 147827822

Friday, April 16, 2004 - 7 p.m.

Members of the **Argentine National Soccer Team** will join staff and participants of the **Mesa de Concertacion Juvenil** in a pickup pepper game prior to an exhibition game. There will be a brief recognition ceremony to commemorate **Global Youth Service Day** and the contributions of the Mesa de Concertacion Juvenil to the City of Buenos Aires. The Soccer League President will inaugurate the event at **7:35 PM** on behalf of Argentina's youth service movement.

###

(This is a fictitious notice, used only to illustrate the concept)

SAMPLE MEDIA RELEASE (ALSO AVAILABLE ON WWW.GYSD.ORG)

(PRINT ON YOUR LETTERHEAD)

MEDIA RELEASE

April 16, 2004
FOR IMMEDIATE RELEASE

For further information: Pierre D'Estaing
(315) 555-9854 (day)
(315) 555-9877 (evening)

BOULOGNE SUR MER HIGH SCHOOL STUDENTS CELEBRATE "YOUTH SERVING YOUTH"

BOULOGNE SUR MER, APRIL 16, 2004- The active student council at **Boulogne Sur Mer High School** is very involved in community service and will be participating in Global Youth Service Day.

Activities planned include an awards and recognition ceremony for students with outstanding service records, and a seminar to teach students how to be mentors to local elementary school students.

With the participation of local mayors, national and local nonprofits, Global Youth Service Day represents the coming together of the private, public, and nonprofit sector in communities around the world. *Global Youth Service Day* is a celebration of the energy of young people and an opportunity to recognize the contributions young people make in their communities everyday. Through the coordination and efforts of Youth Service America, the Global Youth Action Network and Global Partners, over 3,000 local organizations from around the world will participate in Global Youth Service Day. "There are few investments as effective as providing young people the opportunity to give back to their communities through voluntary service. I encourage all people and groups to take advantage of Global Youth Service Day to highlight the power of partnership between young people and between youth organizations and the public and private sectors to create healthy youth and healthy communities," stated Enrique V. Iglesias, President of the Inter-American Development Bank.

Global Youth Service Day was founded in 2000 by Youth Service America, as well as an alliance of 33 international organizations, and 150 national lead agencies committed to community service. This year millions of young people in over 150 countries will participate in Global Youth Service Day.

###

(This is a fictitious notice, used only to illustrate the concept)

SAMPLE PHOTO RELEASE FORM FOR ADULTS

(PRINT ON YOUR LETTERHEAD)

I hereby give _____ permission to take photographs of me or photographs in which I may be involved with others for the purpose of promoting **Global Youth Service Day**.

I hereby release and discharge (photographer), (name of organization), and Youth Service America from any and all claims arising out of use of the photos.

I am 18 or older. I have read the above statement and fully understand its contents.

Signature _____ Date _____

Name (Please Print) _____

Address _____

Witness _____

Address _____

(This is a fictitious notice, used only to illustrate the concept)

SAMPLE PHOTO RELEASE FORM FOR MINORS

(PRINT ON YOUR LETTERHEAD)

I hereby give (name of photographer) permission to take photographs of the minor named below or photographs in which the minor may be involved with others for the purpose of promoting **Global Youth Service Day**.

I hereby release and discharge (name of photographer), (name of organization), and Youth Service America from any and all claims arising out of the use of the photos, or any right that I or the minor may have.

I, _____ am 18 or older, and am able to contract for the minor in the above regard. I have read the above statement and fully understand its contents.

Signature _____ Date _____

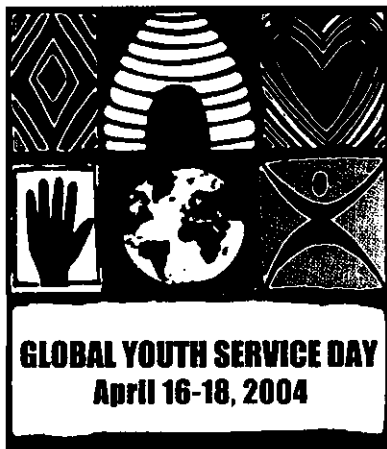
Name (Please Print) _____

Address _____

Name of Minor _____

Address of Minor _____

(This is a fictitious notice, used only to illustrate the concept)



Members of the International Coordinating Committee include:

- Casa Alianza-Regional Office Costa Rica
- CEBOFIL
- Global Youth Action Network
- Habitat for Humanity International
- IEARN-USA
- Inter-American Development Bank
- International Youth Foundation
- Lions Clubs International
- National Youth Leadership Council
- Organizacion Iberoamericana de Juventud
- Organization of American States-Young Americas Business Trust
- Peace Corps
- People to People International
- Points of Light Foundation
- Roots and Shoots
- United Nations Programme on Youth
- Worldview International Foundation
- Youth Employment Summit
- Youth Service America

* As of January 2004

GYSD 2004 is sponsored by:



For further information contact:



AND THE GLOBAL YOUTH ACTION NETWORK

Youth Service America
1101 15th St. Suite 200
Washington, DC 20005 USA

Phone: +1 (202) 296-2992
Fax: +1 (202) 296-4030

Global Youth Action Network
211 E 43rd St. Suite 905
New York, NY 10017 USA

Phone: +1 (212) 661-6111
Fax: +1 (212) 661-1933

E-mail: Info@gysd.net
www.GYSD.org