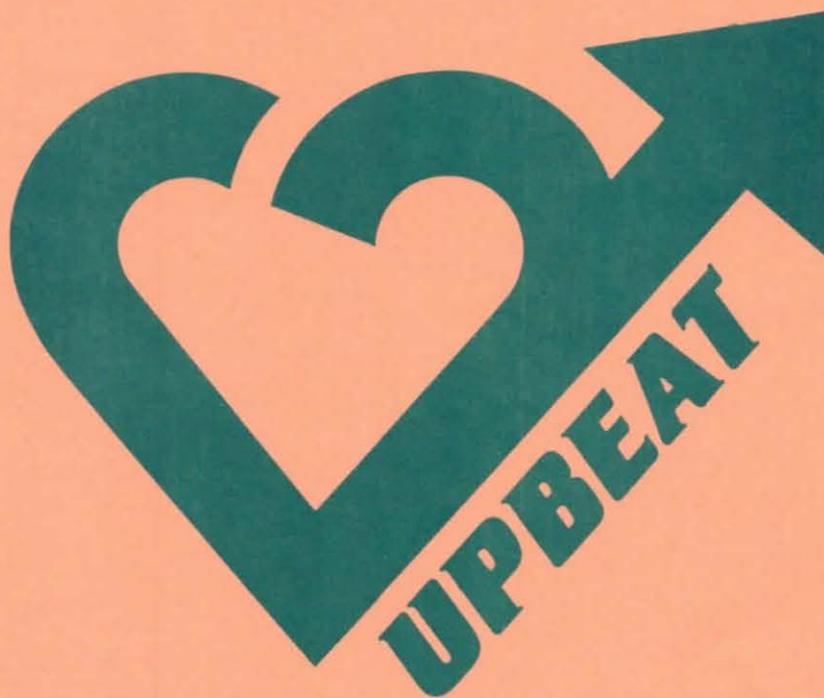


How To Develop A

Volunteer Program

For Single Adults



VOLUNTEER JACKSONVILLE, INC.
1600 Prudential Drive
Jacksonville, FL 32207
Phone (904) 398-7777

Funded by First Union National Bank



How To Develop A Volunteer Program For Single Adults

Volunteerism Resource Center
at ENERGIZE ASSOCIATES
5450 Wissinuckon Avenue
Philadelphia, PA 19145

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Purpose

This manual has been written to assist organizations interested in developing a volunteer program for single adults, based on the UPBEAT program developed by Volunteer Jacksonville, Inc. in Jacksonville, Florida.

VOLUNTEER JACKSONVILLE, INC.

Volunteer Jacksonville is one of more than 350 volunteer centers in the United States.

Volunteer Jacksonville exemplifies the spirit and practice of volunteerism by referring 9,000 volunteers annually to 300 nonprofit agencies and providing technical assistance in agency management through one-on-one consultations, 60 workshops and six major seminars per year.

The agency is autonomous and is governed by a board of directors composed of citizens from diverse backgrounds.

Volunteer Jacksonville's other services include:

- An awards program to honor volunteers.
- A registry of individuals interested in board membership.
- Corporate volunteer programs.
- A volunteer supervisor support group for networking, training and sharing resources.
- Two satellite centers.
- An executive director support group for sharing skills, knowledge, resources and ideas.
- A program to aid retiring employees in maintaining an active life through volunteerism.
- A registry of skilled individuals who provide assistance on short-term projects.
- A volunteer program for single adults.
- A course in volunteer management.
- A management assistance program.
- A program which develops cash and in-kind assistance for nonprofit organizations.

The UPBEAT Program

In 1985 Volunteer Jacksonville started UPBEAT, an innovative volunteer program designed to meet the following community needs:

- (1) to provide single adults with meaningful volunteer opportunities
- (2) to develop a volunteer resource for the nonprofit community.

Like most communities, Jacksonville's local service organizations, arts groups and governmental agencies all need additional volunteers to help deliver their services. UPBEAT fills this community need and at the same time provides the single population with a means of community involvement that is short term, flexible and meaningful.

UPBEAT members participate in a variety of group projects benefiting all facets of the community. Members attend a monthly meeting where upcoming projects are presented and the members are given an opportunity to meet each other.

Now only in its second year of operation, UPBEAT has recruited more than 500 volunteers and has given approximately 2500 hours of service to the community. The program is guided by a steering committee and a program coordinator is responsible for program operation.

Step I- Select Staff to Coordinate

The program should have the full approval and support of the top administration: staff and governing board. A staff person should be appointed to coordinate the program.

Step II- Form a Steering Committee

The Steering Committee should be composed of representatives from diverse sectors of your city. The initial UPBEAT committee was composed of representatives from the art, human services, media, city recreation and business communities in Jacksonville. All members were single or aware of the issues concerning this portion of the population. To be an effective member, the individual must be committed to the program concept and skilled in program planning and development. A committee chairperson is selected by the agency staff or Board of Directors. See Appendix A for chairperson's job description.

Step III- Develop a Plan

In developing the initial plan of action, the committee needs to discuss program objectives, set goals, plan action and make assignments. A timeline to reflect these decisions would also be helpful.

Objectives should include the following:

- (1) Develop a recruitment plan
- (2) Secure a facility for meetings
- (3) Secure funding
- (4) Develop promotional materials
- (5) Decide on membership requirements
- (6) Decide on volunteer projects

Step IV- Activate the Plan

The above objectives need to be accomplished before the first program meeting. This will take the committee and staff approximately four months.

Step V- Hold the Kick-Off Meeting

The first meeting should be staffed by the steering committee as well as the agency personnel. At this meeting the program's purpose and goals should be conveyed to potential members. See the "Program Components" section for meeting mechanics.

Step VI- Follow-up

Prior to the kick-off meeting preparations should have been made regarding recordkeeping and referral processes. Consequently, after the meeting all joining members should be added to the program roster and project sign-ups should be sent to the respective volunteer coordinators. See the "Maintaining the Program" section for recordkeeping procedures.

Recruitment

Methods for recruiting membership may include:

- word of mouth through agency personnel, other members, etc.
- newspaper feature articles
- volunteer center referrals
- public service announcements in area in-house newsletters, (such as companies with a high percentage of single employees) high visibility publications, radio and television.
- an informative fact sheet- answering the questions a potential member might ask pertaining to the program. The sheet is used as a follow-up to program inquiries. See Appendix B for fact sheet sample.

Membership

To become a member of the program an individual must complete a membership form listing name, address, and interests. Upon joining, a member receives a membership card to be used for identification purposes. See Appendices C and D for membership form and card samples.

Meetings

For best results, hold the meetings on the same day and time each month. UPBEAT meetings are held on the fourth Tuesday of each month from 5:50 to 7:00PM at an area hotel. The hotel donates the space and offers reduced refreshment costs. If a hotel is not available for your program, investigate the possibility of a lodge, womens' club, company auditorium, or country club as a potential meeting facility.

The staff person or volunteer coordinating registration should include the following materials at the sign-in table:

- name tags
- sign-in sheets for (new members, members, and guests)
- membership forms
- program literature
- promotional items (t-shirts, buttons, etc.)

The agenda for the meeting should include the following items:

- (1) Overview of the program
- (2) Opportunity for members to mix and meet each other
- (3) Explanation of volunteer projects
- (4) Introductions of program staff and committee
- (5) Date and time of next meeting
- (6) Time for questions and project sign-ups

To encourage interaction an icebreaker exercise may also be incorporated into the agenda. See Appendix E for agenda sample.

Projects

Projects for this program must have four special requirements. They must be:

- (1) short term, preferably 1-3 days
- (2) group oriented- needing a minimum of 10 people at any one time
- (3) benefiting a dependable agency which will follow up with each individual and maintain accurate records
- (4) FUN

Along with city and agency special events, creative project ideas should also be developed. These ideas may include:

- food drives
- spending time with teenage runaways
- cleaning beaches
- spending a weekend afternoon with children waiting to receive a Big Brother/Big Sister
- Hosting a party for hospitalized children
- visiting area shut-ins (take them a Sunday meal)
- taking a group of inner-city children to the zoo for a day
- holding an arts and crafts party for handicapped children
- hosting an Easter Egg Hunt for a group of children (underprivileged, handicapped, abused)
- holding a "present party" for underprivileged children where they may make gifts for their mothers at holiday time.

The list of project ideas is limitless. Any project can be fun and successful with a little creativity and a lot of eager volunteers.

Project Contracts

In order for an agency to get assistance for their project through the UPBEAT program, a project request form must be submitted to the Volunteer Jacksonville office. The form must include all pertinent information regarding the project, such as date, time, number of volunteers needed and volunteer duties. Along with the request form an agency must complete an agreement form as well. This signed form is used to ensure agency dependability. The form stipulates that Volunteer Jacksonville and the requesting agree to perform certain responsibilities effecting project publicity, operation, and follow-up. See Appendices F and G for request and agreement form samples.

Newsletter

All members are sent a monthly newsletter printed and produced by Volunteer Jacksonville. Since the mailings serve as a reminder for the monthly meetings, it should always be sent out 9-10 days prior to the scheduled meeting date.

The UPBEAT newsletter is a two-sided self mailer with the following items of interest:

- project calendar- all upcoming projects along with dates, times, and shifts available are listed
- sign-up form- the member may sign-up for a particular project by mail by completing the form and returning it to the Volunteer Jacksonville office
- member recognition- list of members completing a project
- other business announcements

An UPBEAT member donated a graphic design for the newsletter, but graphic art companies and advertising agencies may also be approached for logo or newsletter art donations. The current newsletter is produced in-house by xerox machine. See Appendix H for newsletter sample.

Publicity

Methods of gaining publicity for the program include:

- public service announcements sent to high circulation publications, company newsletters, television and radio stations- See Appendix I for sample PSA
- feature articles- If you provide a feature editor with an interesting story angle he/she will be more likely to write an article.
- visibility through community service projects

Record Keeping

After each membership meeting, project sign-ups should be collected and the following steps taken:

- (1) Each volunteer's project choices are recorded on the back of his/her membership form.
- (2) Statistics are calculated representing meeting attendance and the number of referrals per project. These figures are used for comparative purposes. See Appendix J for statistics sample form.
- (3) The project sign-up forms are sent to the respective project coordinators. See Appendices K and L for project form and referral letter samples.
- (4) After the projects are completed, the volunteer coordinators will return project forms indicating volunteer participation or lack thereof to the agency office. This information is recorded on the volunteer's membership form.

Funding

The UPBEAT program is appealing to potential funders for a variety of reasons.

(1) Recognition as a supporter of volunteerism in the through:

- t-shirts
- press releases
- membership
- newsletter

(2) Publicity in singles sector through:

- meetings
- internal group publications

(3) Tax benefits for contribution

(4) Contributions to the community-

(100 volunteers)(20hrs/yr)=2000 volunteer hrs/year
(2000)(\$10)= \$20,000 minimum return

Steps to Secure a Sponsor:

- (1) Develop a list of potential funders who would benefit from access to the single population (fitness spas, restaurants, etc.)
- (2) Approach potential funder through personal contact or letter. See Appendix M for proposal letter.

The UPBEAT program seeks funding on three levels:

- (1) Full sponsorship for one year: \$1,500
Recognition is provided through t-shirts, monthly newsletters and displays at meetings. This type of sponsorship covers administrative costs, staff time, and program materials.
- (2) Partial sponsorship:
 - a) meeting sponsor- \$100 per month
Recognition is provided through monthly newsletter, and display at meeting. This sponsorship covers meeting facility expenses.
 - b) newsletter sponsor- \$50 per month
The sponsor receives recognition through the monthly newsletter. This type of sponsorship covers newsletter postage and printing costs.
- (3) Dues/Donation
Members are asked for an annual \$10.00 contribution to defer some of the program costs.

See Appendix N for the Annual Budget Summary.

Volunteer Recognition

Volunteer recognition is extremely important to program operation and morale. It is impossible for agencies to individually thank volunteers so it is up to the program to provide additional recognition. Some ways to recognize volunteers may include:

- certificates
- program momentos (t-shirts, mugs, buttons, special name tags)
- plaques
- a dinner honoring outstanding volunteers
- meeting recognition

Membership Maintenance

UPBEAT membership is updated every 3-4 months to delete inactive members from the mailing list. These members for what ever reason, marriage, relocation, loss of interest, etc., are placed in an inactive file for future follow up.



How To Get More Help For Your Volunteer Program For Single Adults

Volunteer Jacksonville offers workshops on program development and implementation. To schedule a workshop or for further information, contact:

Sarah Monroe
Executive Director
Volunteer Jacksonville, Inc.
1600 Prudential Drive
Jacksonville, FL 32207

or call (904) 398-7777.

Appendix A

CHAIRPERSON- UPBEAT STEERING COMMITTEE

COMMITTEE CHARGE:	Oversee the development of the UPBEAT program and promote its existence in the community.
JOB OBJECTIVE:	Chairperson is appointed by the President of the Board and is responsible for carrying out the Charge of the committee. Chairs the Steering Committee meeting and UPBEAT membership meetings.
STAFF ADVISOR:	Program Coordinator
TERMS:	One year (January-December)
DUTIES:	<ol style="list-style-type: none">1. Monitor program.2. Assist in developing program ideas.3. Assist Program Coordinator at membership meeting4. Publicize and promote program.5. Assist in raising funds and resources for program.6. Evaluate program.7. Attend meetings of committee and UPBEAT membership meetings.
QUALIFICATIONS:	Knowledge of community. Ability to lead and motivate others.



VOLUNTEER JACKSONVILLE, INC.

UPBEAT

WHO?

SINGLE ADULTS just like you!

Salespeople, stockbrokers, real estate agents, psychologists, lawyers, bankers, nurses, leasing agents, artists, secretaries, writers, consultants, insurance agents, counselors. busy people who want to spend quality time with quality people on quality projects!!

WHAT?

An opportunity to meet and work with other singles on group volunteer projects in our community.

WHY?

To have fun. . . . meet others. . . . be of service. . . . make your time count - volunteer for quality projects you're interested in!

NOW WHAT?

You can be on the UPBEAT in Jacksonville.

Monthly meetings, exciting volunteer projects and an opportunity for you to meet people who want to meet you.

Find out when the next meeting is by calling VJ, 398-7777.

If you're already one of our UPBEAT members, please take this opportunity to pass this form on to someone else you think would enjoy being on the UPBEAT in Jacksonville.



Appendix C

A VOLUNTEER PROGRAM FOR SINGLE ADULTS

Membership Registration

An opportunity for single people to get involved in service projects for our local community. We will plan a variety of projects on a monthly basis, covering a diversity of interests for you, the community-minded single. As a member you will regularly receive a newsletter and other contacts keeping you informed of group activities. All members will be responsible for attending a minimum of five monthly meetings and four projects annually.

If you are interested, please fill out the form below and return to Volunteer Jacksonville, 1600 Prudential Drive, Jacksonville, FL 32207 or learn more about the program, attend the monthly meetings on the fourth Tuesday at the Sheraton-St. John's Place.

Name _____

Address _____

_____ Phone(H) _____ (W) _____

Occupation/Employer _____

Types of projects you would enjoy

___ Outdoor recreation (children)

___ Arts and crafts

___ Outdoor recreation (other)

___ Facility improvements
(painting, etc.)

___ Friendly visiting/Holiday parties

___ Special Events

___ Cultural

___ Other

Comments/Suggestions:

I agree to be an active member of UPBEAT, a volunteer program for single adults, sponsored by Volunteer Jacksonville, Inc.

Signature _____

Volunteer Jacksonville, Inc. exists to promote the spirit and practice of voluntarism in the community by working with nonprofit agencies and individual volunteers. Volunteer Jacksonville recruits approximately 10,000 volunteers annually to more than 300 community agencies where their interests, skills and talents are most needed. Volunteer Jacksonville also trains 2,000 agency directors, paid leadership, management and organization of volunteer programs.

For more information, call the Volunteer Jacksonville office at 398-7777.

FOR VOLUNTEER JACKSONVILLE INTERNAL USE ONLY

ATTENDANCE RECORD

NAME _____

MONTH MEETING DATE NAME OF PROJECT COMPLETED

January _____

February _____

March _____

April _____

May _____

June _____

July _____

August _____

September _____

October _____

November _____

December _____

TOTALS _____

COMMENTS: _____

_____ Appendix D _____ is a member of



a volunteer program for single adults

Sponsored by Volunteer Jacksonville, Inc.

[Handwritten signature]
Executive Director



A United Way
Agency

Appendix E

UPBEAT Meeting Agenda

5:50	Registration Informal interaction
6:10	Game/Icebreaker
6:30	Project Presentations (usually three, 3-5 minutes each)
6:40	Announcements
6:50	Projects Sign-ups
7:00	Adjourn

Room Set Up

1. Refreshments- (cash bar, snacks)
2. Posters- (projects, sponsors)
3. Registration table- (name tags, program literature, sign-in sheets, sponsor information)

Appendix F

VOLUNTEER JACKSONVILLE, INC.

1600 Prudential Drive
Jacksonville, Fl 32207

REQUEST FOR VOLUNTEERS FOR GROUP PROJECTS

1. NAME OF AGENCY: _____
2. ADDRESS: _____
no. street zip phone
3. SUPERVISOR OF VOLUNTEERS: _____
4. DESCRIBE PROJECT: _____

5. NUMBER OF VOLUNTEERS NEEDED: _____
6. SPECIAL SKILLS REQUIRED: _____
7. HOURS AND DAY OF WEEK: _____

8. IS THIS PROJECT ONE TIME _____ ON-GOING _____

Please let Volunteer Jacksonville know when the project has been completed.

Appendix G

UPBEAT: A VOLUNTEER PROGRAM FOR SINGLE ADULTS

Sponsored By

VOLUNTEER JACKSONVILLE, INC.

Agreement

between

Volunteer Jacksonville, Inc.

and

Our agency wants to receive volunteers through the UPBEAT program and agrees to perform the following duties:

1. Provide adequate information about event to recruit volunteers from the UPBEAT membership.
2. After receipt of names and contact information, call each individual to schedule or give details on what is needed.*
3. Mark directly on the forms either "active" or "inactive" depending on the results.
4. Return the forms to Volunteer Jacksonville so that we may complete our records.
5. If you reach the maximum number of volunteers and have not contacted everyone, please call them anyway, and thank them, indicating that your need for volunteers has been filled.

VOLUNTEER JACKSONVILLE AGREES TO:

1. Notify UPBEAT membership of each event.
2. Provide agency with information about meeting date so a staff member can attend if they so desire.
3. Provide agency with names, addresses and telephone numbers of all interested members.
4. Keep accurate records on each volunteer for any further contact.
5. In some cases, provide assistance from within the group for contacting and supervising volunteers. (Requires advance notice and approval of program coordinator)

VOLUNTEER JACKSONVILLE

AGENCY

*See # 5 under Volunteer Jacksonville responsibilities

UPBEAT



Published by Volunteer Jacksonville, Inc.

A Volunteer Program for Single Adults

APRIL BULLETIN

Get into the SPRING of things - join us at the next UPBEAT meeting on Tuesday, April 28 at 5:50 at the Sheraton St. Johns Place.

SOME DUES AND DON'TS...

Members that have not paid their 1987 dues, please do so. Dues cover meeting and newsletter expenses.

MAY

15

SAY NO TO DRUGS 10:00 AM - 12:00 NOON

Be a part of this campaign designed to promote drug awareness to 15,000 6th and 7th graders. Help by chaperoning the kids and assisting with crowd control and sing-a-longs.

23

SPRING MUSIC FESTIVAL

Come out to Metropolitan Park and enjoy some great music as well as manning the beer and soda areas.

30

AMERICAN DIABETES ASSOCIATION'S BIKE RIDE PLUS

This is the first national fundraiser for ADA. Participants may ride a bike, skateboard, roller skates, or walk, and must secure at least \$10 in sponsors. Volunteers are needed to work three hour shifts at checkpoints and to help in registration.

FLORIDA THEATRE USHERING

MAY

1,3

Friday, 7:30 PM Jacksonville Symphony Pops

Sunday, 3:00 PM Presents Shari Lewis

14 Thursday, 7:30 PM Jacksonville Symphony

15 Friday, 8:30 PM Jacksonville Symphony

SPRING CRUISE ON THE ANNABEL LEE

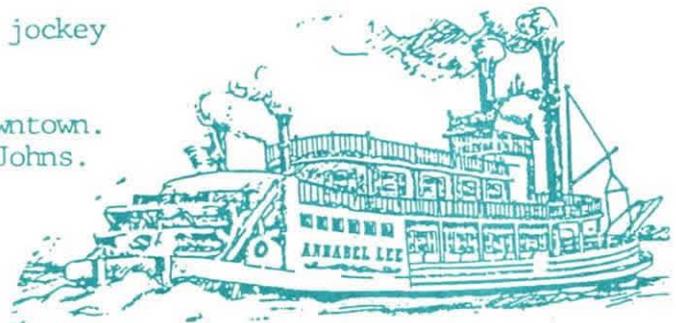
- Dancing to original sounds by professional disc jockey
- Full cash bar
- Buffet

Board at 6:30 p.m. behind the Civic Auditorium downtown.

Cruise from 7:00-10:00 p.m. on the beautiful St. Johns.

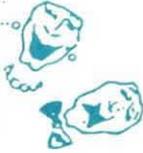
Total cost just \$21.00 /person.

Call to make reservations at 396-2333.



COMING SOON...

THE STAGE
IS SET
FOR YOU!



The River City Playhouse invites UPBEAT members to the presentation of "The Odd Couple" (the female version) on Thursday, May 21 at 8:00 p.m. Two tickets for the price of one are available to Volunteer Jacksonville volunteers and the bar will be open from 7:00 till 8:00 p.m. for a special "curtain warmer" with cocktails 1/2 price.

NATIONAL VOLUNTEER WEEK - APRIL 26 - MAY 2

Join us in celebrating National Volunteer Week by attending the Annual Volunteer Jacksonville Volunteer Award Dinner on Thursday, April 30 at 6:30 p.m. at the Prime F. Osborn Convention Center. Tickets are available at the Volunteer Jacksonville Office. Call 398-7777.

THANKS...

We would like to thank Dane Lucas of River City Entertainment for sponsoring our April UPBEAT meeting and giving us a great deal on the "Annabel Lee" Cruise.

VOLUNTEER JACKSONVILLE
1600 PRUDENTIAL DRIVE
JACKSONVILLE, FL 32207

Nonprofit
Organization
U.S. Postage Paid
Permit No. 3970
Jacksonville, FL



Please sign this form to respond to projects before the meeting. I would like to volunteer for the following projects:

NAME _____	NAME _____
ADDRESS _____	ADDRESS _____
CITY _____	CITY _____
TELEPHONE (H) _____ (W) _____	TELEPHONE (H) _____ (W) _____
(1) _____	(2) _____

Mail to: Volunteer Jacksonville
1600 Prudential Drive
Jacksonville, FL 32207



Appendix I

1600 Prudential Drive
Jacksonville, Florida 32207
904/398-7777

VOLUNTEER JACKSONVILLE, INC.

CONTACT: MARY GENTRY
(904)398-7777

FOR IMMEDIATE RELEASE

SINGLES VOLUNTEER GROUP, UPBEAT, TO MEET

UPBEAT, a Volunteer Jacksonville volunteer program for single adults, meets the fourth Tuesday of every month at 5:50PM at the Sheraton St. Johns Place. For more information call 398-7777.



UPBEAT STATISTICS

NEW MEMBERS PAID-
RENEWAL DUES PAID-

NEW MEMBER ATTENDANCE-
MEMBER ATTENDANCE-
GUEST ATTENDANCE-

TOTAL ATTENDANCE-

REFERRALS:	<u>Agency</u>	<u># of Referrals</u>
	_____	_____
	_____	_____
	_____	_____
	_____	_____
	_____	_____

TOTAL REFERRALS- _____

Appendix K

CODE: Blue - Fla. Theater
Yellow Social Service
Green - City
White - Miscellaneous

PROJECT FORM

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE (Home) _____ (Work) _____

BEST TIME TO CALL _____

PROJECT (ONE TO A SHEET)



Appendix L

1600 Prudential Drive
Jacksonville, Florida 32207
904/398-7777

VOLUNTEER JACKSONVILLE, INC.

TO: PROJECT DIRECTOR
FROM: MAJIE CASON, PROGRAM COORDINATOR
RE: UPBEAT REFERRALS

Enclosed you will find UPBEAT referrals for your upcoming project. Please contact each person to provide details of the event.

If for some reason you don't need these referrals, please acknowledge and thank them.

After your project is completed, please return all the forms to Volunteer Jacksonville, indicating if individuals participated. This information is essential for our recordkeeping.

Thank you and good luck.



Appendix M

DRAFT

Dear _____,

Volunteer Jacksonville would like to invite you to support volunteerism in our community by becoming a sponsor for the UPBEAT program. Just \$_____, a one time commitment, can benefit company as well as many of the community service organizations which UPBEAT serves.

UPBEAT, a volunteer group for singles, participates in a wide variety of projects throughout the year. Special Olympics, Florida Theatre, Stash-Your-Trash, Multiple Sclerosis and many other services agencies take advantage of this volunteer group.

What you give by being a sponsor is meeting costs, printing, postage and clerical expenses. What you get is exposure. You will be sole sponsor for the month. The audience is young, professional and on their way up. The monthly meeting also offers an opportunity for you to display your literature as well as addressing the group if you choose. There is also the monthly newsletter of UPBEAT which will give you recognition as a sponsor.

In addition to drawing attention to your company you'll also be furthering the cause of volunteerism in our community.

Thank you for your consideration on this matter.

Sincerely,

Appendix N

1987 OBJECTIVES

1. Recruit and maintain 200+ members
2. Hold 10 monthly meetings
3. Publish 10 newsletters
4. Participate in 25 community projects
5. Secure sponsors for each meeting

1987 BUDGET

EXPENSES

1. Salaries-	
Coordinator (approx. 20 hours per month)	3,000
Clerical (approx. 20 hours per month)	1,000
2. Benefits (social security, health, etc.)	600
3. Postage	700
4. Printing	500
5. Meeting Expenses	700
6. Supplies	300
7. Film	50
8. Administrative overhead (space, equipment, utilities)	<u>2,500</u>
	\$ <u>9,350</u>

INCOME

1. Dues \$10 x 200 members	2,000
2. Sponsors	3,000
3. Contributions, United Way assistance, grants, etc.	<u>4,350</u>
	\$ <u>9,350</u>