



## Site Leader Guide

Thank you for your willingness to serve as a Site Leader for Binghamton University's 2016 Alumni Global Day of Service. Below are some tips, suggestions and guidelines to help you develop and manage your team's project. For questions, please do not hesitate to contact the Center for Civic Engagement at [cce@binghamton.edu](mailto:cce@binghamton.edu) or 607-777-4287, or Melinda Holicky, associate director of alumni volunteer engagement, in the Office of Alumni Relations, at [mholicky@binghamton.edu](mailto:mholicky@binghamton.edu) or 607-777-6206.

### Binghamton University's Philosophy of Service

The Binghamton University community has a long history of community engagement. As a public institution "dedicated to enriching the lives of people in the region, state, nation and world through discovery and education and to being enriched by partnerships with those communities," serving the public is and always has been at Binghamton's core. The University community views service as two-way, mutually beneficial engagement for the public good. Those who are receiving service benefit from the help provided, and those serving learn and are enriched by the knowledge and experience of community members. Binghamton University students, staff, faculty and alumni are expected to be humble and open to learning from the experience, which should benefit all.

### Identifying a Project

- First and foremost, **your project should fulfill an actual community need**. Often, community organizations receive requests from large groups who would like to undertake a pre-conceived project. As a result, the needs and wants of the organization are overlooked in favor of the desires of the group performing service.
- Identify an organization with which you already have ties or which aligns with your interests (also think about a few contingency organizations). Organizing a service project takes time and energy, and **the more passionate you are about the cause, the easier it will be for you to commit time and energy**.
- Once you have identified an organization you might like to work with, speak with a volunteer coordinator or similar staff member. Provide him or her with background information about our Alumni Global Day of Service (an information sheet has been provided for you) and talk through ideas, scope and logistics.
- The size and scope of the project is up to you and your community partner. Projects can range from five people sorting donations at the local clothes closet to 50 cleaning up a park. If you live in an area with many alumni, it will be easier to recruit volunteers for a large project, but small projects are just as welcome.

- **Some topics to discuss with your community partner:**
  - What is the maximum and minimum number of people this project can accommodate?
  - Is this a family-friendly project? If so, what is the minimum age of children who could perform the service and/or be present at the service site?
  - Are there any other restrictions on who can perform the service (e.g., is a background check or special training required)?
  - Is a rain date necessary?
  - Are there costs associated with the project (e.g., paint, paint brushes, materials, food)? *Please note that the Alumni Association is not able to fund supplies or sponsorship fees for service projects and Site Leaders need to keep this in mind when identifying projects that are manageable to them. A Site Leader can choose to personally fund supplies needed for a project if he or she wishes. We encourage Site Leaders to identify projects for which the only investment is time and service on the part of the Site Leaders and alumni volunteers. Additionally, the Alumni Association is not able to promote fundraising for any organizations other than the University or Alumni Association.*
  - Is a first-aid kit handy? If not, please bring one to the site.

## Volunteer Recruitment

Your project needs people power! The Alumni Relations website will list descriptions of all Alumni Global Day of Service projects with links for alumni in your area to sign up. Alumni volunteers will be able to register for your project beginning in late February 2016. The registration deadline to submit details for your project, using the [form we provide](#), to the Alumni Relations office is **Friday, Jan. 29, 2016**. Remember, the sooner your project is posted, the better the chance it will be seen by others in your area. If the scope of your project is large, you will need time to recruit! Projects will be publicized to alumni through targeted e-mails and social media.

In addition, here are some additional ways to recruit volunteers:

- Get in touch with former roommates, classmates, affinity group members (reunion, anyone?) and encourage them to register for your project.
- Use social media to promote your project and the organization it will benefit. See tips in the Social Media Guidelines section of our website.

## Event-Day Logistics

Feel free to use the Event-Day Checklist provided to help ensure things go smoothly. **Make sure to build in time for the welcome and introduction.**

- **Arrive early** to your service site (at least 30 minutes) to ensure that everything is ready.

- **Set up a sign-in “station”** for volunteers where they can check in, get their T-shirts, nametags and supplies (if necessary).
- When everyone has arrived, **provide a welcome**, spend a few minutes making **introductions** and providing **context** for the service. Better yet, ask your community partner if someone from the organization can speak for a few minutes about their mission and vision, and how the project will help them achieve it.
- **Document the day!** Bring a camera or ask others to take pictures of your service project and post them to [Binghamton University's](#) and/or the [Center for Civic Engagement's Facebook Page](#), Tweet them using the hashtag #bingalumniserve or email them to [alumni@binghamton.edu](mailto:alumni@binghamton.edu). We will add a “Share Your Story” form to the Alumni Global Day of Service website so you can submit photos and information to us for inclusion in Alumni Association news media.
- **Be safe and have fun!**

## Post-Event Wrap Up

- Within two days of the event, please **send a thank you e-mail** to all who participated in the service project, including volunteers and your community partner.
- The Office of Alumni Relations would like to know how many people participated in your project and the names of the alumni involved! Please **e-mail (preferred) or mail a list of those who participated** to [mholicky@binghamton.edu](mailto:mholicky@binghamton.edu) or:

Melinda Holicky  
Office of Alumni Relations  
Binghamton University  
PO Box 6000  
Binghamton, NY 13902-6000

- In addition, we would love to know what your experience was like and how it can be improved for the future. Please help us by filling out a **short e-mail survey** in the days following the event.

## Project Planning Timeline

Please use the suggested timeline below to help you plan your Alumni Global Day of Service project.

### Late October – Mid-December:

- Identify a community partner organization.
- Establish a contact at the organization with whom you will work through details.
- If possible, set up an in-person meeting with your contact at the organization so you can learn more about the work being done and what needs the organization has.
- Identify a project (and at least one emergency backup project) that would serve the organization well and meet a genuine need.
- Work through project details and logistics.
  - How many volunteers are needed?
  - What kinds of supplies does the project require? Does the organization have supplies on hand or do you need to provide them?
  - Are children allowed at the project site? If so, what is the minimum age of the children who can assist or attend?
  - Can the project be completed in one day?
  - Are there restrooms on site? Is the location handicap accessible? Is free drinking water available? Parking? Are there safety concerns to consider? Will volunteers need specialized training or background clearance?
- After details are confirmed, send all relevant information to the Alumni Association using the form provided so that your project can be posted to the Alumni Global Day of Service website.

**\*Friday, Jan. 29 is the last day to submit your project to the Alumni Association for inclusion as an organized site on the Binghamton University Alumni Global Day of Service website.**

### January - February

- Help recruit volunteers and encourage them to register on the Alumni Association's Alumni Global Day of Service website.
- Touch base with your project volunteers. The Office of Alumni Relations will provide the mechanism to do this. If your project is very large, ask if anyone is willing to serve as a small group leader.
- If necessary, determine if materials are needed for your project and if so, if the organization is able to provide or if you will need to assist with. *Please note that the Alumni Association is not able to fund supplies or sponsorship fees for projects. The Alumni Association will provide T-shirts for Alumni Global Day of Service participants.*

## March

- Create a schedule for project day.
- Continue to work through details with project site and volunteers.
- Ensure that someone from the service site is available to explain the organization and its mission to volunteers on project day.
- Send a reminder e-mail to all registered volunteers one month before your project. (a message template will be provided).
- Schedule a final meeting with the project site to confirm all details and discuss a backup project or contingency plan for inclement weather or too many/too few volunteers or other unexpected circumstances.
- Create a list with your volunteers' contact information.

## April 1 - 14

- Pack up the supplies you will need for project day (e.g., first aid kit, project materials, volunteer sign-in sheet, nametags, tape).
- Send a reminder e-mail to volunteers the day before your project.

## April 15-17 – Alumni Global Day of Service weekend

- Arrive early to your service site (at least 30 minutes) to ensure everything is ready.
- Set up a sign-in “station” for volunteers where they can check in, get their T-shirts, nametags and supplies (if necessary).
- After everyone has arrived, provide a welcome, spend a few minutes making introductions and providing context for the service. Better yet, ask your community partner if someone from the organization can speak for a few minutes about their mission/vision and how the project today will help them achieve it.
- Document the day! Bring a camera or ask others to take pictures of your service project and post them to the [Binghamton University Alumni Association's](#) and/or the [Center for Civic Engagement's Facebook Page](#), Tweet them using the hashtag #bingalumniserve or e-mail them to [alumni@binghamton.edu](mailto:alumni@binghamton.edu) or [cce@binghamton.edu](mailto:cce@binghamton.edu)