



## Who are "The Next Generation"

Activity-Part 1!



# MOH: How'd They Do That?

## Community Partnerships

- Area Chamber of Commerce
- Restaurants, Printers, Rentals
- Corporate Sponsorships

## Promotions via Social Media

- Web Site/E-News/Facebook/Twitter
- Personal Email/Facebook Invitations

Technology

- Text Donation
- www.mealsonheelsevent.org

# MOH: The Result

### ■ What Made MOH Unique:

- Open Bar with "Suggested Donation"
- MOH-inspired cake
- Live entertainment
- Swank Soles Competition
- Very. Short. Program.
- What was MMOW's Return:
  - 40+ New Volunteers
  - Net \$10,000 Raised 2009 (Net \$20,000 Raised 2010)
  - Increased Awareness
    - Dot.Org Award/Technology Accolades/Community recognition



# Families: How's They Do That?

- Doing Good Together
  - Doinggoodtogether.com
- Engaging Programs
  - Awareness of Materials
  - How to work with Families
- Educate and Engage Families
  - Family-Friendly Web Site
  - School Is Out; Family Time Is In Campaign to Engage Families
  - Children's Museum
  - Family-friendly publications and websites

37

# Families: The Result



### This project has helped MMOW to:

- Build capacity within our org to engage family volunteers
- Recruit family volunteers and enrich their experiences
- Promote existing family volunteer opps and events
- Develop new, creative family volunteer opps
- Create helpful resources and reflection materials for family volunteers.

#### • What is MMOW's Return:

- Before project-2% of volunteer referrals were families; 6 months into the project 16% of volunteer referrals were families.
- Building the next generation of Meals on Wheels volunteers, donors and supporters in our community.
- Increased awareness





## Take Us for a Test Drive

Challenge: Never-Ending Need to Recruit Volunteers

- #1: General Public Volunteers
- #2: Corporate Volunteers
- Solution: Use Current Volunteers to Recruit New Volunteers
  - Requires little staff time
  - Tap into current volunteers' networks
  - Volunteers enjoy bringing along a friend, co-
  - worker, family memberRecognize participants

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# Test Drive: How'd They Do That?

3

### Create Marketing Materials

- Recruited an Experienced Pro-Bono Graphic Designer
  Engage Programs/Corporations/Current
- Promote
  - Via Printed Materials
  - Personal Email
  - Website/ E-News/Facebook/Twitter
- Recognize and Reward Participants

# Test Drive: The Result

Why Test Drive Works:

- Tapping into new networks for potential volunteers
- Requires very little staff time
- Volunteers are recognized for participating
- What Was MMOW's Return:
  - 55 new volunteers
  - Volunteer base diversified
  - Encouraged current volunteers to continue
    - thinking about how to involve their networks

# Work Place Delivery Teams

- Challenge: Engaging Volunteers During the Work Day
- Solution: Engage Companies and Take A Team Approach
  - A workplace team adopts a regular route
  - Volunteers from that team alternate the responsibility of delivering meals during their lunch hour with a co-worker or individually.
  - Typically, no one employee is out of the office for more than 1 hour a month.
  - As a volunteer experience, this allows for great corporate social responsibility with minimal cost.

# Work Place Delivery Teams: How'd They Do That?

- Create Marketing Materials and Web Page
- Build and maintain relationships with corporate community
- Promote volunteer opportunities to corporate community
- Connect with our local Corporate Volunteerism Council (CVC)





- About 1/3 of 14,000 volunteers in 2009 were work place volunteers
- Companies with employees who volunteer at your organization are more likely to provide grants, sponsorships, and in-kind donations
- Work place volunteers are a lowmaintenance & dependable source of volunteers

## **Flexible Volunteer Schedules**

Challenge: "The Common Excuse"

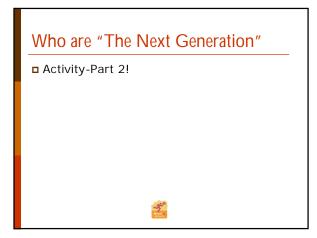
- Solution:
  - Create Flexible Volunteering Options
  - Promote Options
  - Follow-Through!

#### How To Do It

- Examples: on-call, seasonal, short-term, jobshare
- Google Calendar
- Email Addresses

## Volunteer & Barter

- Challenge: How to partner with small service-oriented business with limited resources
- Solution: Small business supports Meals on Wheels while building client base
- How to Do It: Fair-Trade Volunteering
  - Small Business offers new clients discounted rates in return for them volunteering for Meals on Wheels.





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25