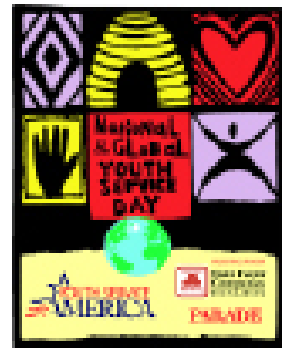


Volunteer Frederick's



2010 INFORMATIONAL & TRAINING WORKSHOP



Several hand-outs in this packet were adapted from the Human Race materials of the Volunteer Center of Greensboro, NC



INFORMATION AND TRAINING WORKSHOP

Five Steps to Sweeping Success!

Step One: Develop a Game Plan

Step Two: Build Your Team

Step Three: Fundraising

Set a Goal and Go for It

Sample Donor Letter

Fundraising Tips and Ideas

Firstgiving.com: Online Fundraising

Step Four: Preparation

Deadlines and Dates to Remember

Tips to Plan for the BIG Day

Trash and Recyclable Guidelines

Step Five: Recognizing Your Volunteers

Additional Materials:

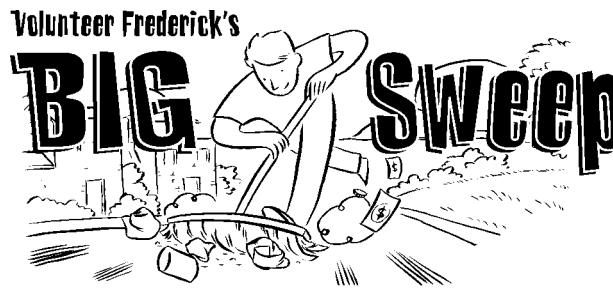
Checklist for BIG Sweep Team Leaders

Frequently Asked Questions



31 West Patrick St, Suite L2, Frederick, MD 21701
Ph:301-663-5214 ex. 6# Email: eves@volunteerfrederick.org
www.theBIGSweep.org





Step One: Develop a Game Plan

- Form a BIG Sweep committee to manage the event for your team(s).
- Develop a strategy to let everyone know that you are participating.
- **Set a team fundraising goal that is ambitious but realistic.** Be sure to set a goal that guarantees a feeling of success and accomplishment for all. Also, **set a goal for each team member.** (Please note: in order to get a t-shirt, each volunteer must raise \$35.)
- State a specific purpose, if possible, for the money you will raise and be able to articulate this need to others. (eg. purchase new equipment, scholarship funds)
- Create an event participation timeline and team recruitment plan and assign people to specific roles.
- Create motivating letters, flyers, etc. and encourage people to get involved. (See a sample letter in step three.)
- Get in touch with your local media contacts (especially if your organization is based in a specific community) and use those contacts to advertise.
- Plan how you will recognize your team members and top fundraisers and develop a budget for recognition gifts or a celebration, if appropriate. (See Step Five: Recognizing Your Volunteers.)

Step Two: Build Your Team

- Recruit team members! These can be board members, volunteers, staff, business associates, family members and friends. Research and brainstorm with your staff, volunteers or board to find out who you can contact and ask to be a participant or contributor. Use your connections to involve local businesses in supporting your organization by forming a team or providing in-kind support.
- Begin to put one or more teams together (suggested team size is 6-12). There is no limit to number of teams allowed. More teams = more \$\$!



31 West Patrick St, Suite L2, Frederick, MD 21701
Ph:301-663-5214 ex. 6# Email: eves@volunteerfrederick.org
www.theBIGSweep.org





Step Three: Fundraising - Set a Goal and Go For It!

Keep your Fundraising goal in mind.

Make sure all your people (staff, volunteers, board members, etc.) are part of your BIG Sweep plan and are well informed enough to help.

Make sure your volunteers feel comfortable asking for pledges.

Many prospective volunteers feel nervous about asking their friends, business associates, and neighbors for money. Over the past nine years, 7,100 BIG Sweep volunteers have:

Raised **\$330,000** for local nonprofits

Collected **130 tons of trash and recyclables** and **3645 tires** from Frederick City and County roadsides

Performed **18,000 hours** of work that saved Frederick City and County thousands of hours of manpower

Remind your volunteers that they are not begging.

They are giving people a new opportunity to support a good community organization and a county-wide beautification project. People are giving money to do work that they cannot do themselves. 50% of the people you ask will say yes, so just keep asking! Remember that 85% of giving comes from individuals. *Suggest that team members start off by asking people they are almost certain will support them.* After hearing "yes," they will be less hesitant and more comfortable asking.

Tell a story.

Develop a story your team members can tell by thinking about your organization's mission, clientele, community importance, and why the community should support you.

Prepare a script that your volunteers can use when soliciting pledges.

Sample: Hi, I'm participating in The BIG Sweep on April 24. The BIG Sweep is a county-wide litter clean-up that raises funds for nonprofit organizations. I will be picking up litter, and I am looking for (#) people to give (\$) each or more to sponsor my efforts. The money that I raise will benefit (agency). Would you be willing to sponsor me?



31 West Patrick St, Suite L2, Frederick, MD 21701
Ph:301-663-5214 ex. 6# Email: eves@volunteerfrederick.org
www.theBIGSweep.org





Fundraising: Sample Letter to Potential Donors or Participants

Dear _____ ,

As a supporter of XYZ Organization, I am writing to let you know about an opportunity to support our work in the community while helping to beautify Frederick County. Sound too good to be true? It's not — we are participating in **The BIG Sweep** on April 24, 2010.

The BIG Sweep is a one-day County beautification project that “turns trash into cash for Frederick nonprofits.” Like a walk-a-thon, **The BIG Sweep** asks participants to collect pledges from family, friends, co-workers and neighbors. Instead of collecting money to walk around a track, however, participants clean-up litter along Frederick County roads and in the Frederick City watershed.

We are excited about our participation in this community event. Last year, 71 nonprofit organizations signed-on as partnering agencies. With about 1,100 community members participating, **The BIG Sweep** raised over \$55,000 for the partnering agencies, and the participants collected more than 15 tons of trash and recyclables and 389 tires!

As you know, the XYZ Organization is deeply committed to serving those members in the Frederick community in need of _____. We hope to raise at least \$\$\$ in this year's **BIG Sweep** so that we can purchase much needed _____ to help us better serve our clients. With your help, we can easily meet this goal while making a difference on April 24!

You can help in one of two ways! Consider being a part of our **BIG Sweep** team (or better yet, put together your own team with your family and friends!). If you are unable to participate on April 24, consider making a donation in support of our team.

We hope you will join our efforts this year as we take part in **The BIG Sweep**. If you have any questions, or are willing to serve on our **BIG Sweep** committee, please call our office. As always, thank you for your commitment to XYZ Organization!

Sincerely,

XYZ Organization



31 West Patrick St, Suite L2, Frederick, MD 21701
Ph:301-663-5214 ex. 6# Email: eves@volunteerfrederick.org
www.theBIGSweep.org





Fundraising: More Tips

Take Advantage of Online Fundraising - Through FirstGiving.com, BIG Sweep teams and/or individual team members can easily create customized BIG Sweep web pages through which your friends around the country can directly sponsor you. You can email your friends from your website or send the link to your personalized website. You can also include the link in letters and fliers!

Find a Partner - Ask businesses or civic groups to support you either by putting a team together on your behalf, or encouraging their employees or members to join your team.

Divide and Conquer - Play to your team members' individual strengths. Have some of your team members focus on fundraising, while others concentrate on trash pick up. Raise \$35 per person so that everyone gets a t-shirt!

Take it to the Street - Use the reverse telephone directory (try this website: http://www.whitepages.com/5065/reverse_address) to contact people who live on the road your team has chosen to clean up. You can mail every resident a letter (or drop off a BIG Sweep flyer with your contact information) and ask them to support you in one of three ways:

- Sponsor the team with a donation.
- Join the team.
- Stop and say thanks to BIG Sweep volunteers cleaning the road!

Pool Your Resources - Have a collection tin and ask coworkers to contribute. This works particularly well for businesses that are fielding teams; team members who own their own business can also consider having a collection tin. For students, a spare change or penny drive might work well.

Go Back to School - Youth groups can partner with their school and collect funds at talent shows, school dances and other events. Alternately, ask that proceeds of an event be donated to the BIG Sweep.



31 West Patrick St, Suite L2, Frederick, MD 21701
Ph:301-663-5214 ex. 6# Email: eves@volunteerfrederick.org
www.theBIGSweep.org





Fundraising: Firstgiving.com

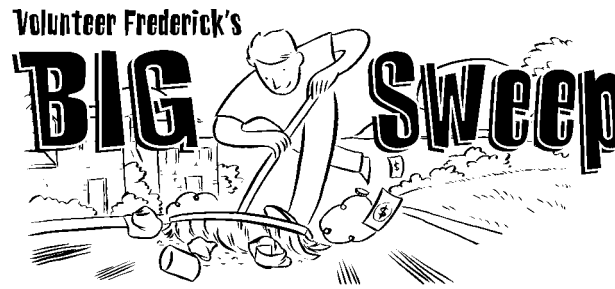
Volunteer Frederick is providing teams with personalized fundraising websites through www.Firstgiving.com. Through the website, you'll be able to accept credit card donations (Mastercard and Visa). On the site you create, you'll be able to include a photo and a personal statement, as well as a record of each person who donates to your cause. Start at our website (www.theBigsweep.org) click on the link "Resources for Team Leaders" then choose the www.Firstgiving.org link. Setting up a website at Firstgiving.com is easy and does not require any technical skills. The system will walk you through the process of setting up an account.

- 1) You'll be asked to "select your event." Choose The BIG Sweep 2010. Enter your email address, password, and a team name when prompted.
- 2) Enter your Team Name and the organization that you represent in the fields provided on the right side of the screen. Click the "add team" button when you have filled out the fields.
- 3) The system will then walk you through the process of creating your webpage. You'll need to create a web address (e.g. www.firstgiving.com/yourorganizationname). You'll also be asked to title the page, write a personal statement describing your organization, and download an image. All of the fields that can be modified are yellow. You can also compose a thank you email message.
- 4) Once you've entered your information, you'll be given the chance to preview your site; if you're satisfied with how it looks, just click okay and you're ready to go.
- 5) After completing the page, you can email prospective donors through Firstgiving.com. (You can also just email the url for the website you've created to your contact list.) If you choose to email using Firstgiving.com - **MAKE SURE YOU PERSONALIZE THE EMAIL!** Volunteer Frederick's name is automatically pasted into the template email because we created the account. Be sure to replace our name and type your own message.



31 West Patrick St, Suite L2, Frederick, MD 21701
Ph:301-663-5214 ex. 6# Email: eves@volunteerfrederick.org
www.theBIGSweep.org





Step Four: Planning - Deadlines and Dates to Remember

- **Jan - March** - ORGANIZATIONS assemble teams by motivating those around them to join. Participation Agreements due March 19th.
- **Jan - March** - ORGANIZATIONS give their team members BIG Sweep Individual Registration Forms and Pledge Forms. ORGANIZATIONS set their own deadlines for team members to turn in Individual Registration Forms and Pledge Forms.
- **Friday, April 3** - Last Day to withdraw from the BIG Sweep without paying a cancellation fee equal to \$6 times the number of people on your team.
- **Monday, April 6** - Team Registration Forms Due
- **Monday, April 12** - Final clean up site selections must be made
- **Wednesday, April 21** – All Money due to Volunteer Frederick for consideration for Incentive Awards.
- **Friday, April 23** – Supply Distribution at The Frederick Elks Lodge on Willowdale Dr. from 5:00 p.m. - 7:00 p.m. (or pick them up at the breakfast on April 24).
- **Saturday, April 24** – The BIG day at Frederick Elks Lodge
 - 7:30 a.m. Kick-off breakfast & supply distribution begins
 - 8:00 a.m. Kick-off & Recognition Program
 - 9:00 a.m. Kick-off breakfast & supply distribution ends
 - 8 - 1 p.m. The BIG Sweep
- **Tuesday, July 1** - Last day for Volunteer Frederick to distribute collected funds

Note: *The BIG Sweep is a rain or shine event, but you can clean up your site any time before Sunday evening.*



31 West Patrick St, Suite L2, Frederick, MD 21701
 Ph:301-663-5214 ex. 6# Email: eves@volunteerfrederick.org
www.theBIGSweep.org





Planning: the BIG Day - April 24

1. Check your road for appropriateness BEFORE the BIG day.

- Choose a road/dump site to clean up. Volunteer Frederick will provide a list of roads that the County/City of Frederick would like to have cleaned up - you don't have to choose one of these roads
- Walk your assigned/choosen road and make sure that it is appropriate and safe for your team. Make a mental note of how "trashy" the road is.
- Look for any deer carcasses that will need to be removed prior to the event.
- Call Volunteer Frederick immediately if there is a problem.

2. Make sure your group members know where to meet on April 24.

- Set a time and place to meet, either at the Walkersville Fire House or at your site.

3. Coordinate the distribution of your team's materials.

- Assign one person to pick up materials. Materials can be picked up next to Martins of Walkersville from 5-7 p.m. on April 23 or at the Kick-Off Breakfast on April 24.

4. Make sure your group members are dressed properly.

- Ask group members to wear sturdy shoes and weather appropriate clothing. They will be outside for a few hours!

5. Get ready for a safe day!

- Make sure at least one person in your group has a cell phone.
- Instruct group members to call 911 if there is an urgent emergency.
- Bring a few bandaids along. Cuts and scrapes are the most likely mishaps.

6. Utilize the safety materials that will be provided for you.

- Instruct group members to wear safety gloves and vests.
- Post the signs Volunteer Frederick provides along the roadside you are picking up.

8. Arrange to have gloves, safety materials and signage returned to Volunteer Frederick.

- Assign a team member to be responsible for making sure the gloves, vests, bags and signs are returned. Use an extra bag to collect them.
- Have that member return the materials to Volunteer Frederick's office by May 21.

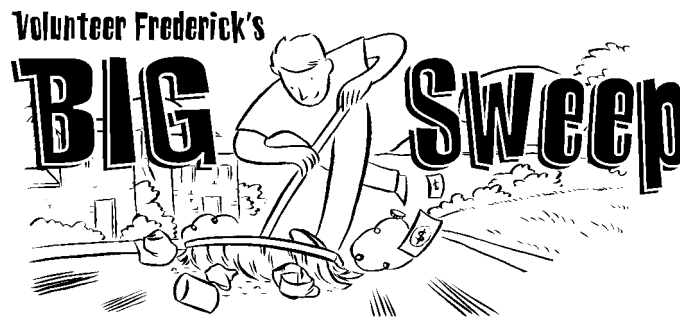
9. Prepare to give feedback to Volunteer Frederick!

- Fill out *The BIG Sweep* post-survey and return it to Volunteer Frederick. We want to make *The BIG Sweep* a succesful annual event and need your feedback to do so!



31 West Patrick St, Suite L2, Frederick, MD 21701
Ph:301-663-5214 ex. 6# Email: eves@volunteerfrederick.org
www.theBIGSweep.org





Planning: Acceptable items for Single Stream Recycling

- Newspapers
- Magazines and catalogs
- Junk Mail
- Cardboard and paperboard boxes
- Corrugated boxes
- Computer printouts
- Books (including paperback, textbooks)
- Brown paper bags
- Telephone books
- Glass food and beverage containers
- non-metallic wrapping paper
- aluminum food and beverage containers
- Empty aerosol cans
- Wide-mouth containers such a peanut butter/ butter tubs
- Milk/ juice cartons

Leave all collected materials in a visible area along the edge of your assigned road - please make sure it is not in the road!



31 West Patrick St, Suite L2, Frederick, MD 21701
Ph:301-663-5214 ex. 6# Email: eves@volunteerfrederick.org
www.theBIGSweep.org





Step Five: Recognize your Volunteers

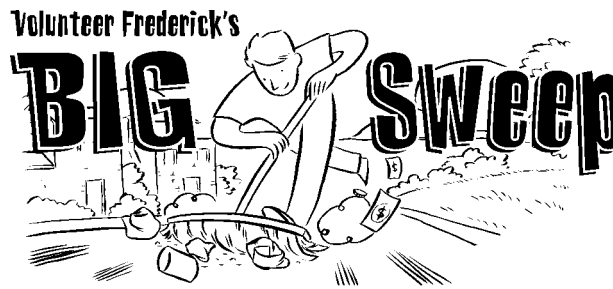
Everyone likes to be recognized for his or her hard work and achievements, especially volunteers. Show your organization's BIG Sweep volunteers how much you appreciate them and they are more likely to fully participate and return in following years. The following are some suggestions on how your organization can recognize your BIG Sweep volunteers.

- ◆ Verbally recognize your volunteers' efforts, but also send a personalized note thanking them.
- ◆ Plan to recognize your volunteers at your next special event.
- ◆ Provide your team with a camera to take before and after pictures. Post the pictures in a visible, public area.
- ◆ Post a sign in your agency recognizing the top three fundraisers.
- ◆ Recognize volunteer efforts through the media. Submit a press release and photo or write a letter for the Frederick News-Post's "Readers Say Thanks."
- ◆ Recognize volunteer efforts in your own organization's newsletter.
- ◆ Have a celebration recognizing the accomplishments of the volunteers.
- ◆ Give each volunteer a small token of your appreciation. Think of a creative way to incorporate the trash, litter, or recycling themes into your token. Perhaps give volunteers a "recycled" trophy or give certificates printed on recycled paper.
- ◆ Invite volunteers to help coordinate and/or participate in any event or project made possible because of funds raised from The BIG Sweep.
- ◆ Ask people who were particularly enthusiastic or helpful to join next year's Big Sweep committee.
- ◆ Take the feedback you get from your volunteers seriously. Thank them for their suggestions and make changes for next year.
- ◆ Nominate a youth volunteer for a National Volunteer Week Volunteer Award. Contact Volunteer Frederick for a nomination form.



31 West Patrick St, Suite L2, Frederick, MD 21701
Ph:301-663-5214 ex. 6# Email: eves@volunteerfrederick.org
www.theBIGSweep.org





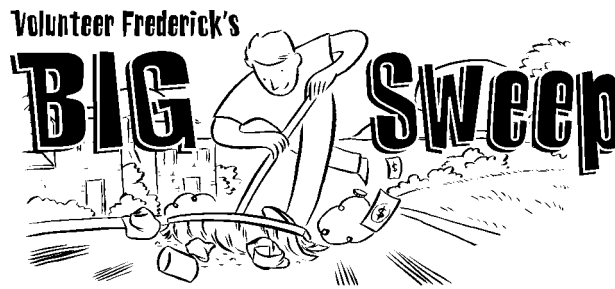
Checklist for BIG Sweep Team Leaders

- Recruit a committee to help make *The Big Sweep* a fundraising event that is effective & fun! Brainstorm all the different groups that your organization can recruit as potential volunteers (see "Go Beyond the Box")
- Develop an incentive program within your organization - prizes for the person that collects the most or prizes for the person with the most donors. Have your committee think up ideas that will work for your group. (see "Recognize your Volunteers")
- Publicize *The BIG Sweep* with posters and announcements in your organization's newsletter.
- Determine a deadline for collecting all money and forms from team members.
Fill in the appropriate contact information & dates on the brochures.
(Remember--team forms should be turned in by April 6 & all money by April 21)
- Recruit your "team(s)" and distribute *BIG Sweep* brochures.
- Provide some kind of training session or written instructions for your teams.
- Instruct your team members to solicit money from friends, neighbors, relatives, etc. to sponsor them. **Make checks payable to *The Big Sweep*.**
- Transfer information from individual contribution forms to the team registration form. Keep the individual forms in order to add contributors to your mailing list or send thank you notes.
- Determine and evaluate potential clean up sites.
- Deliver all money to Volunteer Frederick by April 21, 2010.**
(Although money can be turned in after this date, prizes will be awarded based on money received by the 21st)



31 West Patrick St, Suite L2, Frederick, MD 21701
Ph:301-663-5214 ex. 6# Email: eves@volunteerfrederick.org
www.theBIGSweep.org





Frequently Asked Questions

What is the first step our organization needs to take if we want to participate?

Your organization must first sign the Participation Agreement. All nonprofit organizations are eligible to receive funds raised by The BIG Sweep. Nonprofit is defined as: any group organized for religious, educational or charitable purposes. (Volunteer Frederick retains the right to exclude organizations that discriminate on the basis of race, religion, color or ethnic origin.) The Participation Agreement should be turned into Volunteer Frederick by March 19, 2010.

When should we begin recruiting teams for The BIG Sweep?

You can begin telling others about The BIG Sweep today! After this workshop the person designated to organize The BIG Sweep for your organization will have all the tools they need to put teams together.

Do you have to be affiliated with a nonprofit agency to participate?

Anyone is eligible to participate in the event itself and to collect money for a partnering nonprofit organization. As word about The BIG Sweep gets out, we hope to engage community members and families. These participants do not have to register through a nonprofit organization, although we will encourage them to contact an organization that they have volunteered with or given to in the past. These teams will be able to designate their funds to any nonprofit organization that has signed a Participation Agreement with Volunteer Frederick!

When team members solicit sponsors, what are they asking for?

Team members are asking supporters to sponsor the general clean-up effort. Because the amount of trash collected and the area covered by each team will vary depending on team size, ages of team members, and the condition of the assigned area; we are not asking for pledges for a particular amount of trash collected or area covered. Sponsors can give any amount they would like.



31 West Patrick St, Suite L2, Frederick, MD 21701
Ph:301-663-5214 ex. 6# Email: eves@volunteerfrederick.org
www.theBIGSweep.org



What does our organization do with the money collected by our team members?

As your organization receives pledges, you may turn them over to Volunteer Frederick . (You don't need to wait until the 21st - you can turn in pledges as soon as you collect them.) You keep the team member's sponsor forms so that you can add the names and addresses of donors to your own mailing list and send donors thank you notes.

How will Volunteer Frederick determine what road our team will be assigned?

When the teams sign-up, they can choose to be placed in the watershed, request a city or county road they would like to target or let Volunteer Frederick assign them to a road with an identified need. State Roads (those identified with numbers, not road names) and roads within an independent municipality are not eligible for clean-up through The BIG Sweep. Frederick County and City can only pick up trash collected on county and city roads. Volunteer Frederick is working with a logistical committee made up of representatives from the Frederick City Grounds Maintenance Department and the Frederick County Department of Public Works. This committee will consider the size of each team and the ages of its members to assign appropriate roads. No team will be assigned to a road that the logistical committee deems too dangerous.

Please note: Many of the roads with the most need are located in more isolated parts of the County. Because of their location, these roads are often littered with deer carcasses. While Volunteer Frederick will try to have deer that are lying on the side of the road removed (or marked with flags so you can avoid them), teams on isolated roads may still see carcasses. Your team should simply ignore litter surrounding the carcass. If your team is not comfortable with this, we suggest that you select a road that you are familiar with.

When will team members receive their supplies?

Supplies will be distributed at the Kick-Off Breakfast on April 24. Designated team members will pick-up the team's t-shirts, gloves, garbage bags and maps for their assigned locations. Teams who do not plan to attend the breakfast may alternatively pick-up their materials and maps on Friday, April 23, from 5-7 p.m in the building next to The Frederick Elks Club.

When will our teams find out what roads or areas they have been assigned?

Teams can designate a road as soon as they get started! Because there may be problems with the jurisdiction of the road, Volunteer Frederick must be told which city or county road the team would like to target at least two weeks in advance. Teams who wish for Volunteer Frederick to assign a road to them will find out at least two weeks in advance. ***At this time, it is highly recommended that a team member survey the assigned road to make sure the road is suitable.***

What kind of incentives will Volunteer Frederick provide to motivate teams?

The three teams that raise the most money will retain 90%, 85%, or 80% of their collected funds, respectively. The individual from each team that raises the most money will be recognized at the Kick-Off Breakfast.

Volunteer Frederick's

BIG SWEEP



FORMS