

Community Involvement Project



Member's Guide

4H
Ontario



**"Never doubt that a small group of thoughtful, committed
citizens can change the world.
Indeed, it is the only thing that ever has."**

Margaret Mead

MISSION STATEMENT

"4-H Ontario is dedicated to the personal development of youth while providing a positive impact on volunteers and communities in Ontario."



The 4-H Pledge

"I pledge
My HEAD to clearer thinking,
My HEART to greater loyalty,
My HANDS to larger service,
My HEALTH to better living,
For my club, my community and my country."

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&

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WELCOME MEMBERS!!!

PROJECT GOALS

Learn to become leaders through the discovery of self-worth and commitment. Bring about a community involvement project that will address social issues and positively affect the lives of the local and global community.



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4-H

COLOURS

Green and White

*Green is for youth, life
and growth*

White is for purity

Do you see things in your community that you would like to support, build on or change? Do you ask yourself, "How can I make a difference?" Volunteering is a way for you to answer those questions.

Volunteering your time, energy, skills and feelings is a way to contribute to your community. There are many ways that you can help.

If it is important for you to do things you truly believe in to show that you care, then a service project offers a great way for you to play a role in shaping your community. Creating a service project involves more than just volunteering your time, it puts you in the drivers seat. Your initiative and your energy can make it happen!

A community involvement project can be anything you make it. You can take control – the value of one – or you can team up with other 4-H club members – the power of many. It doesn't matter how big or small your project is, what matters is that you can create your own opportunities to be involved in your community.

The greatest thing about volunteering is that you get as much or more out of it as you put into it! These include:

- making a positive contribution – building , changing, giving something back
- gaining self-confidence
- responding to a community need
- discovering your strengths and talents
- creating important community networks
- developing valuable job-related skills (leadership, teamwork, organization, time management)
- learning about yourself (meeting new friends, pushing your boundaries) and learning through service

Your Vision – Making it Work

Perfect projects rarely happen in the real world. But a project doesn't have to be perfect to be a success. If you achieve some of your goals, if you do something important to help your community or bring people together for a common cause then you should consider your project a success.

The factors for success are:

- Set realistic goals
- Meet a community need
- Be organized
- Establish community partnerships
- Recruit and train volunteers
- Recognize contributions and celebrate achievements
- Evaluate your project

Planning a community involvement project may seem a bit overwhelming at first but in fact there are ways to make it easy, fun and rewarding.

Volunteer Canada's VOLUNTEERING WORKS! Youth Guide available online at www.volunteer.ca (follow the youth links under volunteering in Canada) or call 1-800-670-0401

Detailed exercises that will help you assess your own skills and determine your volunteer priorities.

Set realistic goals

You don't have to plan a big project to make a difference.

Carefully consider how much time and what skills you have to devote to a project.

You will get more support and cooperation for your project and experience more success if it meets a community need.

To find out your community's needs talk to people who live and work in it, read local newspapers, listen to or watch the local news and interview friends and family.

When considering where to volunteer you need:

- Information about the work to be done
- Skills and experience needed
- Skills and experience gained
- A thorough outline of the time and duration
- Description of training provided
- A brief overview of the organizational/program goals and objectives

Check out the book by Suzanne Logan (1992) entitled "The Kids Can Help Book"

Learn To Do By Doing!

One of the strengths of volunteering is how it allows small groups of people to come together, identify a need and build a solution.

Use this space to Brainstorm IDEAS that might meet community NEEDS in your area:

Each meeting will provide you with fun instruments such as activities, stories, links to resources & more for you to explore!

✘ **Ideas:**

Provides examples of community services, games or activities that illustrate the value of each concept presented in the meeting.

✘ **Resources:**

Itemizing resources that can be used to identify, educate and entertain specific community issues.

✘ **Community Links:**

Listing possible links to local community services, organization and businesses that could help provide insight into planning your project.

✘ **Global Organizations:**

Providing lists of international organizations that aim to foster youth development initiatives.

✘ **Themes:**

Linking social issues with examples of ideas for Achievement Programs in:

- * *Educational issues*
- * *Environmental issues*
- * *Health issues*
- * *Agricultural issues*
- * *Cultural issues*
- * *International issues*

✘ **Digging Deeper:**

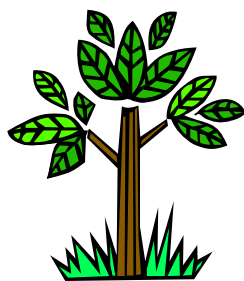
A section of information, geared towards the senior club member.

OBJECTIVES

- ◆ Gain experience and skills training that will benefit your future career.
- ◆ Share your ideas, imagination and inspiration to benefit those in need.
- ◆ Aid organizations and people who need youth vitality and resourcefulness.
- ◆ Experience social change first hand.
- ◆ Address social issues in your community and design community projects.

WHY DO PEOPLE VOLUNTEER?

- ◆ To help a cause they believe in
- ◆ To do something they like to do
- ◆ To enhance their skills
- ◆ To network with others who may help to advance career opportunities
- ◆ To seek new friendships
- ◆ To get out and socialize



*Plant a seed
Nurture life
Watch it grow
Reap the rewards*

"Often assumed to be the leaders of tomorrow, our generation must be the leaders of today!"

Craig Kielburger

Craig founded FREE THE CHILDREN in 1995, at the age of 12, envisioning a younger generation positively shaping social change and improving the well being of children worldwide.

CHECK IT OUT!

www.freethechildren.org

Marketing Vehicles

Use any or all of the following to sell an idea, promote an activity or event, create public awareness etc.

◆ *Direct Mail*

- * Allows for control over target markets
- * Coupons and other incentives can be inserted
- * Allows for easy measurement of success
- * Allows for personalization and flexibility
- * But may be expensive if mailed or seen as junk mail if dropped off

◆ *Flyers*

- * Relatively inexpensive to print
- * Permit direct contact with the public
- * Potential of reaching the target audience if distribution points are researched
- * But may be seen as junk mail advertising

◆ *Newspapers*

- * Potential to reach a large number of people
- * Cost effective in smaller communities
- * May have a free non-profit announcement section
- * Less targeted than magazines and specialty papers
- * But may be expensive in larger communities
- * Has a short life span and may require several inserts

◆ *Magazines*

- * Have a target group
- * High reproduction quality and visually attractive
- * May be passed on to others
- * But usually more expensive than newspapers
- * Require long lead time for preparation of your material

◆ *Radio*

- * Nature of programming determines the audience
- * Your target audience may not listen to commercial radio
- * Radios are portable so there is maximum impact in summer and during lunch hours
- * Offers free PSAs (Public Service Announcements)
- * But requires professional execution which may be costly

◆ *Television*

- * High impact, visually appealing
- * May offer free PSAs
- * Most expensive medium because production costs are high
- * Audiences vary with the station and the time of day
- * Local or cable stations may be cost-effective, but may have a low audience

◆ *Outdoor (billboards, transit displays etc.)*

- * Has a major impact on local traffic
- * Requires little planning
- * High repeat exposure, long life span
- * Some are relatively cheap

Point of Purchase (at events etc.)

- * Stimulates impulse buying or giving
- * Inexpensive and success is measurable
- * Doesn't usually reach new donors

◆ *Telephone*

- * Allows two-way discussion
- * Can answer donors questions
- * Can be inexpensive if done with volunteers
- * Can be done by professionals for a fee
- * But people may object to calls

◆ *Personal Contact*

- * Best communication tool
- * Limited number of contacts
- * Allows for flexibility of presentation and follow-up

Can you add any more?

Checklist:

Free and Low-Cost Publicity

- PSAs on some radio stations, newspapers or TV stations
- Corporate newsletters
- University or college media
- News releases to all media
- Window displays
- Bag stuffers
- Your logo and phone number on shopping bags etc.
- Your answering machine
- Low-cost gimmicks such as frig magnets and car stickers
- Signs in front of offices
- A listing in *Sources Directory*, a publication distributed free to media people
- Set up a display in your local bank, restaurant, mall etc.
- Be a guest at a local radio or cable TV talk show
- Ask media students to produce a video or radio promotion for you as their class assignment
- Letters to the editor of a local newspaper
- Call-in shows on TV or radio
- Newsletters at places of worship

Can you add any others?

Evaluation

Evaluation should start when the planning process for your community involvement project starts—ask yourself at each meeting if you are heading in the right direction. Your final evaluation should include recommendations for future projects.

Timing of the final evaluation may be immediately following the event when details are fresh in everyone's mind or at another selected date after your committee members have had a chance to do a personal evaluation. You will find more on evaluations in Meeting Six.

Expect the Unexpected

Even though you think you've planned for everything expect challenges to arise. To prepare for the unexpected make back up plans to prepare for every possibility you can think of.

Get the team together to brainstorm solutions to problems that could occur. Here's a checklist to help you remember all the details and minimize the chances of things going wrong.

- √ Over-recruit volunteers (things come up and some volunteers have to cancel or don't show up)
- √ Delegate. Don't let one person be in charge of everything
- √ Hold a volunteer training session
- √ Hand out site maps and give clear directions to meeting places
- √ Ensure that your location is accessible by transit or arrange carpool
- √ Clarify the exact times for volunteers to arrive
- √ Make sure everyone knows who they report to and that they have an assigned task
- √ Let your volunteers know if they need to pack a lunch or if food will be provided
- √ Advise volunteers of appropriate clothing and what they should bring
- √ Make a list of supplies needed
- √ Double check your supplies the day before you begin
- √ Write down the details of the event or the program and make copies for all the volunteers so everyone knows what is going on

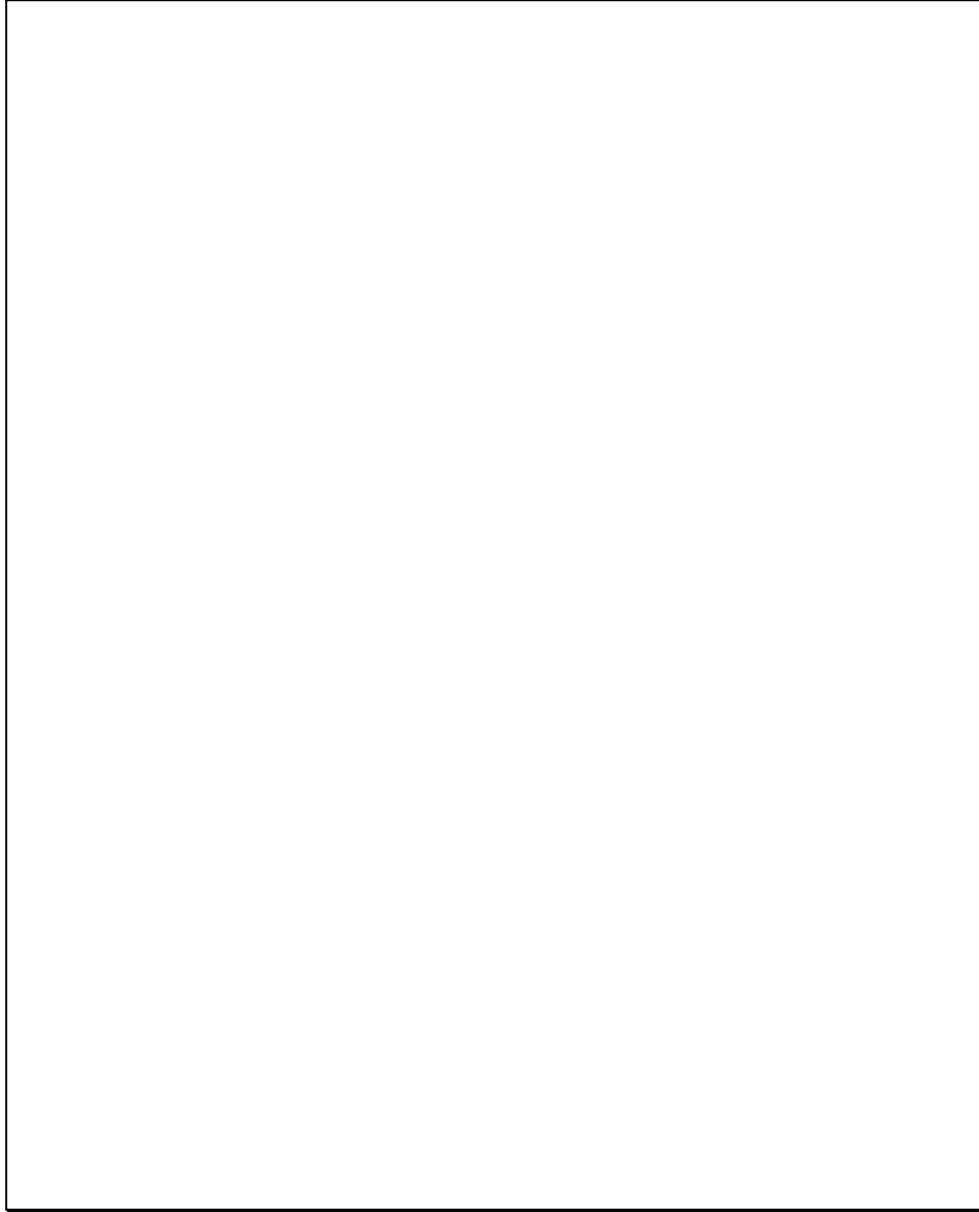
Working Things Out

Sometimes problems arise from conflicts within the team or from unclear roles. It is important to manage the problems from the start, before they get out of control. Below are some potential problems and suggestions on how to handle them.

- ◆ Members do not show up for the planning meetings
 - allow lots of notice for meetings
 - remind people of the meetings by sending emails or making calls
- ◆ Members don't participate in the planning meetings
 - ensure that each person has some responsibility
 - encourage everyone to participate
 - go around the table once in a while asking everyone what they think
 - make sure there is ample time to discuss all issues
 - double check for group consensus
- ◆ Volunteers are unclear of their responsibility
 - review what is to be done by whom and the deadline
 - be clear on the task to be done and the results
 - give out written job descriptions or a task list
- ◆ Volunteers don't complete their tasks
 - contact volunteers regularly to see how they are doing
 - offer help if they are behind schedule or feeling unsure
 - put people in pairs to work
 - ask people to update their progress at meetings
- ◆ Team members seem to be unhappy with each other
 - talk to those who seem upset before the problem gets worse
 - clarify what the problem is
 - determine a common agreement
 - focus on the issue not the people
 - stay positive
 - don't gossip about the problem to others
 - brainstorm on how to settle problems
 - set aside time during the meetings to clear the air

ACHIEVEMENT PROGRAM

Putting the plan into action



ACTIVITY: *Cut out pictures from magazines, and use words or expressions to create a collage that shows your idea for the achievement day.*

EXPRESS *the ISSUES and THEMES of interests to you as a member and to your club.*