

## VOLUNTEER MANUAL

Freshman Fundamentals:  
*Pioneer Best Practices  
for Executing a  
Mass Market Event or Project*

THANK YOU to our Pioneer partners who  
have generously sponsored the  
2008 TelecomPioneers Annual Meeting



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## Table of Contents

Message from the President.....	1
Introduction.....	2
Selection of an Event or Project.....	3
Recruiting an Event or Project Chair (and Co-Chair).....	5
Developing Goals and Milestones.....	6
Recruiting Committee Chairs.....	8
General Financial Standards as a Public Charity.....	10
Budget Overview.....	11
Developing a Budget.....	12
Selecting a Location.....	14
Setting up an Event or Project in PALS.....	16
Sponsorship & Corporate Partnerships.....	18
Developing/Ordering Marketing Collateral.....	26
Promoting Participation.....	28
Enhancing Visibility through Publicity.....	30
Recruiting and Retaining Pioneer Members.....	32
Effectively Integrating the Pioneer Mission.....	34
On-site Logistics.....	38
Evaluating an Event or Project.....	41
Appendix.....	43

## Message from the President

Our Pioneering spirit makes TelecomPioneers a world-class leader in volunteerism. This spirit requires a genuine love of service, a willingness to give of our time and energy and the ability to adapt to the needs of the communities we serve and companies we may represent. As a public charity, TelecomPioneers is evolving its best practices to meet the standards and expectations of our membership and supporters. Evolution requires that we learn new ways of doing things.

The Pioneer University theme of the TelecomPioneers 2008 Annual Meeting is dedicated to this learning process. From the classroom sessions - to the field trips - to this manual and even including our pep rally and toga party this year, we invite you to connect with the "life learner" in yourself. As individuals, it is enriching to embrace and celebrate the learning process. As the largest industry-related volunteer organization in the world, it is critical that TelecomPioneers continue to learn and improve upon what we do best so we can meet the increasing needs for our volunteer services and do so in a manner that invites supporters to invest in our important mission.

This Volunteer Manual is intended to outline best practices for Pioneers - a way to reinforce what you learn at the Annual Meeting. As you plan your events and projects in the year ahead and years to come, we hope it will serve as a useful reference.

I strongly encourage you to take what you learn back to your chapters, councils and clubs and share these best practices with your fellow Pioneers. The success and strength of the learning process depends on your ability to in turn teach and share the knowledge you gain. I thank you for your commitment to Pioneering and for joining us as a life learner. Together, we will ensure that the legacy of Pioneering continues and flourishes for generations to come.

Sincerely yours in Pioneering,

A handwritten signature in black ink that reads "Marty Lee". The signature is written in a cursive, flowing style.

Marty Lee  
President  
TelecomPioneers

## Introduction

TelecomPioneers is the world's largest industry-related public charity volunteer organization, with chapters, councils and clubs throughout the United States and Canada. As a public charity, there are best practices to which Pioneers must subscribe to ensure we are fulfilling our organization's mission and accomplishing our key objectives in a cost-effective manner with measurable results. In doing so, we will meet the standards and expectations of our membership, sponsoring companies, financial donors, community supporters and all those who hold us accountable as a public charity.

Objectives every Pioneer event or project should strive to accomplish include:

- 1) A focus on the Pioneer mission
- 2) Recruiting new Pioneer members to ensure the legacy of Pioneering continues
- 3) Increasing visibility for the volunteer work Pioneers do
- 4) Generating financial support to further the Pioneer mission

This manual is intended to serve as an outline of best practices for Pioneers which can be adapted to executing a mass marketed event or volunteer project. Best practices discussed include:

- Engaging your local community
- Promoting project or event participation
- Enhancing visibility for your Pioneer group, project or event
- Managing your project or event through the Pioneer Alliance Linkage System (PALS) including registration, reporting and tracking hours, expenses and revenue.
- Recruiting and retaining Pioneer members
- The what, when, and where of project and event logistics
- Budgeting and the financial standards we must adhere to as a public charity
- Effectively integrating the Pioneer mission in all you do

## Selection of an Event or Project

In selecting an event or project, there are a variety of factors to consider. These may include:

- What are the greatest needs of your Pioneer group? New members? Funds to support volunteer work?
- How will the event or project meet the need of your local community?
- How does the event or project align with the focus of your fellow Pioneer chapters, councils or clubs and your sponsor company's community outreach focus (i.e. education, disaster relief)?
- How the event or project can leverage resources or turn-key programs already developed at TelecomPioneers Headquarters.

TelecomPioneers Headquarters services the whole of Pioneer membership by investing in the development of events and programs that Pioneer members can implement in their local communities. A sampling of these events and programs include:

***Pins for Pioneers Bowlathon*** - Piloted on *Make a Difference Day* in October 2007 in Colorado, this family friendly event was designed to create visibility for Pioneers, recruit new members and raise funds from friends and supporters of Pioneers.

**Project Connect** - Project Connect is a series of 7 web-based learning applications that combine a fun, gaming experience with educational content related to our everyday experiences with telecommunications technology. An international community service project of the TelecomPioneers, this program is FREE to all users.

**Power Up To Read** - The primary purpose of Power Up To Read is to help children improve their reading comprehension skills which support the goal of the "No Child Left Behind." It is designed to support the academic learning standards for the English Language Arts as set forth by the International Reading Association (IRA) and the National Council of Teachers of English (NCTE). It also addresses technology standards developed by the International Society of Technology Education (ISTE). This engaging multimedia reading program with universally designed features to help all levels of students learn reading comprehension strategies also offers FREE online access to users. In addition, there are alternative and supplemental program features that can be purchased, including books and a CD.

TelecomPioneers has also formed partnerships with a number of community service, non-profit and government organizations throughout North America that share our vision and dedication to community service. These partnerships or alliances are agreements to work together, share resources and promote volunteerism to better the communities in which we all live and work.

These partnerships include:

- Points of Light
- Junior Achievement
- National Parks Service
- Department of Education
- National Beep Baseball Association
- National Library Service/Canadian National Institute for the Blind

Additionally, there are educational and community programs available to chapters, councils and clubs through several of our Pioneer affinity partners including:

- Liberty Mutual's educational seminars on identity theft, understanding your auto and home insurance, and fire safety, as well as community programs on fingerprinting, bike safety and Vehicle Identification Number (VIN) etching
- Wells Fargo Home Mortgage's educational programs for first-time home buyers and reverse mortgage, as well as a FREE online financial education tool for children, *Hands on Banking*®
- Discounted book purchases and fund-raising book fairs available to Pioneers through Scholastic
- Educational opportunities on long-term care insurance from Long Term Care Resources
- Financial planning educational opportunities from Lincoln Financial Advisors

When selecting a potential partner for an event or project, you should evaluate what value and opportunities you can mutually provide. See appendix A for a screening process approved by the TelecomPioneers Board of Directors and used by TelecomPioneers Headquarters when evaluating potential partnerships.

## Recruiting an Event or Project Chair (and Co-Chair)

Once you have selected an event or project, the next step is recruiting an Event Chair. The Event Chair (see appendix B for a sample Event Chair job description) is generally responsible for driving the event or project, including:

- Setting the event or project goals
- Recruiting additional committee members
- Setting event or project development milestones committee members must meet
- Orientation and/or training of volunteers
- Acting as liaison to Pioneer leadership for reporting out on event or project development, execution and evaluation.
- Developing the event or project budget and gaining approval if necessary
- Any or all of these responsibilities may be delegated, but the Chair must continue to maintain overall direction and must supervise progress

The Chair should be a Pioneer who can make a long-term commitment to the planning of an event or project. This Pioneer must be able to delegate planning and execution assignments and be willing to provide direction to committee members in how to follow best practices. The Chair generally keeps all involved on track with the event or project goals.

The recruitment of a Co-Chair is recommended. The Co-Chair or Chair “in training” should be a Pioneer who has committed to chairing the event or project the next year. This Co-Chair’s primary responsibility is to lead areas that fall under “the production” of the event or project. This may include logistics, promotion, etc.

## Developing Goals and Milestones

The Event Chair should lead the next step of developing the event or project goal and milestones in collaboration with the chapter, council or club leadership.

Your answers to the following question will help develop your goals:

- How will your desired outcome accomplish one or more of the following?
  - Focus on the Pioneer mission (see appendix C for Pioneer mission and vision statement)
  - Recruit new Pioneer members
  - Increase visibility for the volunteer work of Pioneers
  - Generate financial support to further the Pioneer mission

It is critical that the goals be quantifiable so that there are measurable outcomes. Those that seek to partner, participate or support you will be more likely to do so if there are goals and outcomes.

It is a good practice to craft a written goal which can be shared with all participating committees. A simple action oriented statement that describes the goal when shared with all committee members can help keep the group focused.

Here are some examples of event or project goal statements (see appendix D for sample goals for implementing PUTR):

To increase chapter membership by <insert number> new Pioneers.

To assist <insert number> after-school programs with the adoption of Project Connect.

To raise \$<insert dollar amount> to purchase books to implement Power Up To Read in <insert number> local schools.

Retain <insert number> current Pioneer members.

Community and nonprofit events frequently have multiple goals, multiple stakeholders interested in the process and outcome, a staff of mostly volunteers, and a budget that must be funded by the event itself.

Your goal ensures that your investment of time and energy is well spent and creates the strongest outcomes for your group.

To ensure milestones are met and adequate time is allowed for planning and implementation, develop a timeline your committee can follow (see appendix E for sample timeline). Use these milestones to check progress at regularly scheduled committee meetings.

Planning a year out is ideal, but the type of event or project you choose will influence the amount of time needed. Strive to plan a calendar of quarterly events or projects for your chapter, council or club. Meeting at least quarterly as a group to carry out the Pioneer mission will aid in recruiting and retaining members. Consider choosing two events and two projects annually that can become signature or seasonal activities for your group. Share your successes with fellow Pioneer groups for possible adoption. If several groups engage in the same activity at the same time, opportunities increase for visibility and recognition in the media.

## Recruiting Committee Chairs

Once the Chair and Co-Chair are in place, they will determine the committees needed.

When recruiting committee members, be clear about the time commitment and necessary outcomes. Serving as a committee member provides a Pioneer with an excellent opportunity to learn and strengthen leadership and organizational skills and teamwork. Above all, serving as a committee member should be an experience filled with fun and fellowship. You might consider developing additional job descriptions for each position using the Event Chair description as a model.

The types of committees you might consider include:

**Logistics:** The Logistics Chair or committee is responsible for making all arrangements to ensure that necessary items are provided at the event location. This person is responsible for overseeing the set-up of the site before the event, as well as breakdown after the event.

**Prizes:** The Prizes Chair or committee is responsible for soliciting, securing and acknowledging any prize giveaways or prize incentives.

**Volunteers:** The Volunteer Chair or committee recruits volunteer assistance needed in preparing for the event/project and/or on the day of the event. This Chair must work with all of the committees to determine the needs, and then seek to fill those volunteer positions. This Chair also coordinates volunteer schedules to ensure adequate coverage and breaks, provides a volunteer orientation and an acknowledgement thanking volunteers for their help.

**Registration:** The Registration Chair or committee administers the registration process for the event. This includes procedures for accepting event and acknowledging registrations, reporting results on a regular basis to track progress, checking in guests or participants and follow-up communication thanking individuals for their participation.

**Budget:** The Budget Chair or committee develops the event or project budget and ensures that all committees operate within the budget. This Chair also manages payments of fees.

**Publicity:** The Publicity Chair creates a marketing plan to promote participation and create opportunities for visibility for the Pioneers and any event or project sponsors. This Chair should seek multiple channels to promote the upcoming event, actual day of the event and outcomes including radio, TV, press, mail, email, and any internal promotional opportunities (posting of fliers or posters, etc.).

**Sponsorship/Participation:** The Sponsorship/Participation Chair assesses the opportunities for support from the community, including corporate sponsorships. This Chair develops a list of sponsor prospects and collaborates with the Publicity Chair on developing opportunities for promoting visibility and registration.

Mission Delivery: The Mission Delivery Chair is responsible for integrating the mission of the Pioneers into all aspects of the event or project with a strong emphasis on the day of the event or project. This Chair's focus should be to ensure that participants leave with an understanding of who the Pioneers are and what Pioneer volunteers do.

If you are limited in the number of Pioneers you are able to recruit to actively participate, consider limiting committee assignments to one or two individuals or assigning multiple assignments if a committee will complete its task in the initial planning stages.

Use the event or project planning sheet in appendix F to help keep committee members on task when reporting at regularly scheduled committee meetings.

## General Financial Standards as a Public Charity

TelecomPioneers is recognized by the Internal Revenue Service (IRS) as a 501(c)(3) non profit charity exempt from Federal income tax. As a result of our new 501(c)(3) status we are exempt in some states from having to pay state and local sales taxes on purchases (not applicable in Canada). This includes such things as office supplies, project materials, groceries distributed to the poor and needy, etc. In each state, the circumstances may be different. Contact your Pioneer Accounting Center representative about your specific state.

The following items are designed to help all Pioneer units adhere to the demands of the IRS, state and local tax codes and Board of Director guidelines, while continuing to carry out the real purpose of Pioneering: helping others.

- TelecomPioneers Board of Directors requires that we use at least 60% of our total annual income for charitable projects in the community.
- It is extremely important to track where all monies come from, how it is spent and specific information about the final recipient. Pioneer revenue is received from membership dues, contributions, bank interest, and fund-raising.
- All local contributions (cash or checks) for which the giver does not receive any associated benefits are tax deductible to the extent allowed by law in the U.S. A receipt must be sent to the donor for any contribution of \$250 or more. In addition, the IRS now requires receipts for all charitable donation tax deductions, do you should be prepared to provide receipts for all monetary contributions. Gifts to the Pioneers made in Canada are not tax deductible at this time.
- When submitting reimbursements for expenses, the person submitting the expense voucher cannot approve the voucher. You can not approve your own expenses. No reimbursement can be made without receipts and the proper approval.
- Make sure all Pioneer funds are adequately safeguarded. Deposit funds immediately after an event.

## Budget Overview

Budgets can help you plan your goals.

A budget can be looked at as a series of goals with price tags attached. The budget becomes a mechanism for making choices among alternative expenses.

You can come up with your budget by forecasting. This is basically a prediction. No budget or forecast is 100% accurate, which is why you have to be flexible when drafting your budget.

Make sure your budget is realistic and achievable: Don't set standards and goals that are impossible to achieve.

The budget should be submitted to the Pioneer Chapter Executive Committee for approval. Some chapters are not allowed to operate unless an approved budget is in place at the beginning of the Pioneer year.

Pick fund-raising projects that will generate the maximum amount of money.

Make sure the fund-raising project is legal and meets the guidelines outlined in the Pioneer practice on fund-raising.

Paid personnel should not be used in fund-raising activities. All fund-raising activity must be managed by volunteers.

Make sure you track your budget to ensure you are on target. If you overrun your budget, you must get executive approval to spend the additional funds and your budget should be amended.

Conform to IRS guidelines for public charities (visit [www.irs.gov/charities](http://www.irs.gov/charities) for the current IRS standards) and ensure your projects achieve the fullest participation from Pioneers and others and that you provide an opportunity for fellowship.

When executing a new mass market event, it is important to understand that generally the first year of an event is learning the event or project's potential. You should anticipate breaking even financially the second year and by the third year, the event should be netting a profit.

## Developing a Budget

Use the sample budget found in appendix G as a worksheet in developing a working budget as soon as you have chosen your event or project.

As you sit down to prepare your budget, there are a few things you need to keep in mind. First, make sure the objectives of your event are clearly defined. If you are hosting a revenue-generating event, you will want to make sure to be aware of where your break-even point is (i.e. when the revenue generated at the event is sufficient to cover the expenses of hosting the event).

Most budgets will want to include expenses from the following areas:

- Fixed expenses: These will include things like entertainment, location rentals and marketing, that will not be altered despite the turnout of the event
- Variable expenses: These will include items like food and beverages and transportation, and vary according to how many guests attend your event.
- Indirect expenses: Often overlooked, these include any supplies or equipment that may be additionally needed during the course of the event
- Hidden expenses: No matter how expert you are at preparing an event budget, hidden expenses nearly always occur, and you should leave some room in your budget for them. These types of expenses often include things like rush or overnight fees for items you may have ordered at the last minute, taxes, etc.
- Revenue: This may come in the form of donations, registration fees or ticket sales, or even in-kind donations from vendors

Within each of these categories there could be multiple line items for things like entertainment, food and beverages, the facility itself, equipment rentals, signage and décor, etc.

### *Income*

Prepare a projected and an actual income column.

Estimate your income in the projected column (itemize).

Are there funds allocated to this event? If so, how do you access them? Is there a proposal? When is it due? Are there restrictions? What are they?

Are there (potential) sponsors or funders for your event?

Place all income received into the actual column.

Do not include any income that is pending. Add a notation that lists the source of income and how much is pending.

If you list an in-kind item as income you must also list it as an expense.

Who will be responsible for collecting income, submitting paperwork and updating the budget?

### *Expenses*

Prepare a projected and actual expense column.

Estimate your projected expenses in the projected column (itemize). Refer to the total expenses last year (if applicable). New expenses will need to be researched.

Place all expenses incurred into the actual column.

Include any estimated expenses in the actual column, even if you have not yet received the final bill. Who will be responsible for collecting expenses, submitting paperwork and updating the budget?

### *Setting a Price*

Consider ALL costs when deciding the cost of participation in your event, including any venue expense, any deposits that must be made, entertainment or celebrities, a profit margin, etc. Mature events should meet the 60% profit margin. Projects may actually lose money if there are budget resources to support it.

## Selecting a Location

Selection of a location is dependent on the kind of event or project chosen and the available budget. Additionally, you should consider the following factors when researching potential venues:

- What will help you meet the objectives of your event?
- What type of facility has the services and accommodations you need to make your event successful?
- Which location and facility best suits your budget and the budget of your guests if there is a cost to them? Take into consideration the fact that some venues already have décor, rentals, staff and other amenities included in their rental price.
- Is the space sufficient to accommodate everything on your agenda, as well as all of the invited guests, volunteers and equipment?
- Is weather a consideration?
- Is the venue easily accessible for participants and is parking and/or transportation to the event sufficient?
- How many participants do you anticipate?
- How much room is required for the activity?
- What is the timeframe required for the event or project?
- Is the event or project seasonal, or can you consider a date when a venue may have better rates?
- What sort of activities and/or room set up do you need the venue to be able to accommodate? i.e. refreshments, seating, entertainment, hanging banners, setting up registration tables, etc.
- What is the date and time of the event (have 2 or 3 options on dates ready if possible)
- Is there a venue in the community you have seen used for a similar event or project? If there is, chances are the venue management and staff will be better equipped to host your event or project.
- What additional considerations might there be? Is the location handicapped accessible? Are there specifics audio visual (A/V) needs?

After you have compiled a list of possible sites, make sure you perform site visits using your planning worksheet as a reference before making your final decision. Plan on visiting one or more so you can compare prices, the actual space and any available amenities. Make an appointment to meet with the manager or events staff to tour the location and be prepared to provide them with the details of the event or project based on the answers to your questions above. Ask if there is any consideration given to not-for-profit organizations. Additionally, non-profit organizations are not required to pay taxes on purchases of items like refreshments in some states. Be sure to understand clearly what the fees include and any additional fees that could be incurred which will impact any decision-making. Inquire about any minimums for participants required if there is a per person price, and cut-off dates for providing final counts of participants to the venue.

Venue or special event managers can often provide referrals for additional services you may require like entertainment, caterers, photographers, etc. These referred service providers may in turn offer special rates for clients that use that venue.

Before signing a contract and putting down a deposit (if required), review with Committee Chair and Budget Chair to ensure it meets the needs of the event or project and the associated budget.

## Setting up an Event or Project in PALS

Successful projects and events, no matter the size, don't just happen. The success is dependent on many factors. One critical component includes having a comprehensive data management system to manage the key elements that make up a project or an event.

TelecomPioneers Headquarters offers an integrated data management system called the Pioneer Alliance Linkage System (PALS). PALS can assist you in managing projects and events throughout the following lifecycle:

- Pre-project or pre-event data management activities
- Day of project or event activities and logistics
- Post project or event activities

### Pre-project / Pre-event Management in PALS:

- Create the Project or Event in PALS *at least* one month prior to the opening of registration to include:
  - The Project or Event Name or Title
  - Description Details to promote the project or event to recruit volunteers, participants, and donors
  - Location details
  - Indication of who can volunteer or attend
  - Date and time details
  - Team leader or event coordinator information - for inquiries
  - Registration details
    - Online
    - Mail
    - Phone
    - Fax
    - Individuals
    - Groups
    - Teams
  - Enter committee chairs and members
  - Enter budget for income and expenses (internal use only)
- Identification of prospective volunteers or event participants for targeted recruitment strategies:
  - Interests
  - Skills and Talents
  - Donor history

## Implement recruitment strategies

- E-mail lists
- Telephone lists
- Mailing labels
- Record activities to member records (who was emailed, phoned, mailed and what the topic/content was)
- Open online search capabilities for Pioneers and the general public to view a list of volunteer opportunities and the specific details/needs for each project
- Provide a detailed and secure online registration process
- Provide a process to register via the mail, phone, or fax
- Manage cancellation or transfer of registration information
- Comprehensive project or event reporting capabilities
  - Labels
  - Rosters
  - Tickets
  - Confirmations
  - Detailed Status Reports
  - Transaction Listings
- Build volunteer, event attendance, and donor history for future recruitment and retention efforts
- Manage needed financial information in partnership with the Pioneer Accounting Center (PAC)

## To prepare for the day of Project or Event:

- Print volunteer roster
- Print registration list for check in
  - Detailed summary report

## Post Project or Event Data Management:

- Remind volunteers to report participation hours (this will happen automatically if a Pioneer has signed up for this notification in PALS)
- Thank volunteers for their time
- Mail Merge for sponsor thank-you letters
- Run reports to determine prize qualification
- Enter final income and expenses (internal use only)
- Send all monies to the PAC for processing
- Thank event participants
  - Recognition of top performers (individual and team)
- Send donor receipts

See appendix H for detailed steps on managing your event or project in PALS.

## Sponsorship & Corporate Partnerships

As companies (including our own sponsor companies and our international and national partners) invest more heavily in employee volunteer programs and community involvement, we should be searching for additional opportunities to strengthen those relationships through local activities. We need to think of sponsors as “partners” and develop multi-faceted relationships with them - cash sponsorship is only one of many partnership opportunities. Many corporate sponsors expand their involvement to include recruiting volunteers and event participants. Developing a multi-layered partnership deepens commitment to the Pioneers and better ensures continued, long-term involvement and support.

### Targeting Potential Sponsors:

- a. Sponsoring company - local contacts
- b. International and national partners - local contacts
- c. Telecommunications-related companies
- d. Sponsor company vendors
- e. Local Pioneer vendors

**Valuing the Opportunity: How do I know how much I should request for sponsorship of a project or event?**

### *Market Size*

Market size may determine the value of an opportunity to a sponsor, but so does perceived value. The items listed below should be considered when valuing your opportunity for sponsorship sale:

- Event recognition
- Media placement opportunities
- Product sampling/product display
- In-store/on-location pre-event activities

### Other local events

A critical factor in pricing your sponsorship package is being familiar with other sponsorship fees in your market territory. Investigate other sponsor levels through attendance at events and reviewing other community event materials and recognition items. You may also be able to tap your sponsor company marketing/public relations staff to assist you in evaluating your opportunity value.

*NOTE: Not all markets will command the same dollar level, but these are recommended target ranges and corresponding benefits.*

## **Top Tier Sponsor - \$10,000+**

The following is only a partial list of the possible value items that can be provided:

1. Logo inclusion on marketing collateral; you might also want to include sponsors at this level in your project/event title (i.e., Pins for Pioneers presented by Lincoln Financial)
2. Feature in all project/event mailings
3. Feature in email blasts & newsletters
4. Opportunity to sponsor components of the project/event (i.e. a specific meal)
5. Opportunity to distribute samples and/or materials at the project/event
6. Opportunity to feature product/merchandise in the prize structure, using incremental dollar levels to feature various products/models.
7. Identification in promotional spots (contingent upon having a TV and/or radio sponsor) most frequently given by sponsoring radio station 6-8 weeks prior to event.
8. Logo inclusion in all print PSAs as distributed.
9. Logo inclusion on web site with corresponding link to their web site
10. Opportunity to advertise as a sponsor of your event
11. Feature in all press releases, as well as special press release announcing sponsorship.
12. Featured recognition at post-event functions
13. Professional one-on-one support to aid in engaging corporate employees in the project/event

## **Mid-Tier Sponsor - \$5,000 - \$10,000**

1. Logo inclusion on marketing collateral
2. Inclusion in pre-project/event mailings
3. Opportunity to display signage at project/event
4. Opportunity to distribute sample product or materials at the project/event
5. Opportunity to feature product/merchandise in the prize structure, using incremental dollar levels to feature various products/models
6. Opportunity to advertise as a sponsor of the project/event
7. Mentions in all press releases, as well as special press release announcing sponsorship

8. Logo inclusion in all print PSAs as distributed
9. Logo inclusion on web site with corresponding link to their web site.
10. Mention at post-event functions
11. Professional one-on-one support to aid in engaging corporate employees in the project/event

**Lower Tier Sponsors - less than \$5,000:**

1. Logo inclusion on marketing collateral
2. Opportunity to display one banner on site at project/event (provided by sponsor)
3. Opportunity to distribute sample product and/or materials at project/event
4. Opportunity to feature product/merchandise in the prize structure, using incremental dollar levels to feature various products/models
5. Opportunity to advertise as a project/event sponsor
6. Mention in pre-project/event mailings
7. Mention at post-event functions
8. Professional one-on-one support to aid in engaging corporate employees in the project/event

**Product Sponsors (in-kind contributions):**

In-kind donations can help your budget bottom line and expense ratio when *budget-relieving* items are secured. You must remember, however, that the donation in question does not cost the donor what it would cost you to purchase it. A general rule of thumb is to value the in-kind sponsorship at half the retail cost. (This valuation is to be used for proposal development and for figuring benefits commensurate with a donation and should never be directly shared with a sponsor!) Supporters should be evaluated carefully to ensure equity among sponsors and that you never “give away the farm” for an in-kind donation.

1. Sponsor can provide product samples at the project/event
2. Sponsor can display a banner at the point where product is being sampled
3. Sponsor is thanked in day-of marketing collateral (i.e. programs)
4. Sponsor is included in pre-event marketing collateral
5. Sponsor is mentioned at post-event functions

The donation of advertising and promotion of your project/event is extremely valuable. Volunteer involvement and fund raising, tagging the Pioneers in sponsor advertising, promotion via sponsor website or other means, etc., should all be sought through the partnership agreement. Think creatively: “What can this partner do to raise awareness, help promote, enhance and recruit for your project/event?”

- A restaurant can do much more than donate food - tray liners, table tents and a banner in all area retail locations can translate to more participants and more revenue, not to mention increased notoriety for your event and the Pioneers organization
- Does the sponsor have an in-house printer? If they agree to print all collateral, this is direct budget relief and deepens sponsor involvement.

Think outside the box. Get to know your sponsor and explore their objectives. How can you create a win-win? What will help relieve budget expenses? Identify needs and find mutually beneficial ways to fill them.

## Targeting Media Sponsors

Factors to consider when choosing a media sponsor:

- The media sponsor's market should match the project/event market (i.e., choose radio stations that appeal to the same age as the people you want to participate in your project or event)
- Your media sponsor should commit in writing to a certain number of promotional spots - 6 per day for 4-6 weeks - and should also be willing to mention other sponsors in your promotional spots (i.e. "Come join the Pioneers at Pins for Pioneers, sponsored by AT&T")
- Your media sponsor should participate in pre-event activities
- Your media sponsor should assist with team recruitment
- Your media sponsor should participate in a highly visible manner on the day of the project/event

It is much more effective to get one station to be an "official media" sponsor with a guaranteed number of exposures than try to get PSA time on a number of stations

Advertising experts also tell us that it is more effective to promote one message repeatedly than to "rotate" 2 or 3 messages throughout the promotional period. Even if you get bored with hearing the same message over and over again, the general public must hear it repeatedly until it sinks in.

Try to avoid having your PSA played at three in the morning! Discuss the parameters of the air time ahead of time.

## Benefits to Media Sponsors:

Our projects/events offer great promotional opportunities for the media that costs them very little, provides exposure and a chance to directly reach their target market. Media sponsors want to support the activities of their listeners.

It is highly recommended that you confirm media sponsors 9-11 months in advance. Stations are constantly being approached to sponsor events, and the sooner you present your event the better your chances of success.

Remember, too, that your media sponsor(s) can lead you to new sponsors because they know which advertisers have an interest in doing events. They can also lead you to their sister stations in radio and/or television.

The benefits for a media sponsor include:

- Logo inclusion on all marketing collateral.
- Inclusion of logo on your Website (if applicable), and a link to their Website.
- Station's exclusive right to promote an event that will link the station's name and logo every time it is mentioned.
- Station's air personality to be in the limelight as honorary chairman or celebrity spokesperson.
- Pre-promotion events which allow the media station to participate, promote their involvement, and draw a crowd by being at the scene and doing live on-air remotes.
- Mentions in all press releases, as well as special press release announcing sponsorship.
- Media can participate in the project/event.
- Chance for the station to meet potential new advertisers (other sponsors).

## What Do We Want From Our Media Sponsors?

### Radio Sponsors

- Six to eight promotional spots daily for a 6-8 week period leading up to the event.) Spots should tell people how to get involved in the project/event and include both phone and website contact information.
- Agreement to promote over the air any pre-event promotions, such as registration sign-ups, etc. A station personality(s) should be available to attend the pre-promotion event.
- Availability of station air personalities to attend the event.
- Availability of station truck/van/personality to appear at the event.

### Television Sponsors

- Six to eight promotional spots daily for a 6-8 week period leading up to the event. (Spots should be filmed by the television station.)
- Availability of the station's truck/van/personality to appear at the project/event.

- Availability of the station's air personalities to attend pre-event promotions involving other event sponsors.
- Editorial coverage about the event or Pioneers activities in the area.

### How to Work With Your Sponsors:

Once you have obtained a sponsor, you cannot forget about them. You must keep them informed throughout the campaign. It is important to report on the results and excitement of the project/event, and to remind sponsors that they are part of a successful event as it is happening. As soon as a sponsor says yes, you should:

- Send a follow-up letter detailing everything you have agreed on.
- Add contact name to project/event mailing lists to assure that he/she gets all future mailings.
- Obtain good electronic versions of their logo for use in marketing collateral
- Begin working with the contact on employee involvement
- While some sponsor involvement will not be as widespread during the period preceding the event, others will want to do more to promote their sponsorship. Some may involve their PR departments in promoting the sponsorship and creating stories about the Pioneers community involvement. It is important to identify any potential opportunities that involve your sponsor, and to develop a plan for implementation.

Here are some ways to keep sponsors' informed and motivated:

- Send samples of materials as they come off the press.
- Send press clippings periodically, to maintain their level of interest and excitement.
- Send periodic updates on the project/event.
- Send copies of press releases about the event.
- Make periodic phone calls to update and address any concerns.
- As the day of the event nears, personally invite your sponsors to send representatives to the project/event. The following are some ways in which the sponsor can have a presence:
  - Introduce attendees during opening ceremonies and thank them for their participation.
  - Recognize sponsor's volunteers and participants.
  - Introduce them to any celebrities or VIPs who may be in attendance.
  - Make them aware of any signage, product sampling or any place where the sponsor will be visible.
  - Ensure those attending from your sponsoring companies have a good time.
  - Take an active role in serving lunch, greeting participants, participating in the project, etc.

### Sample Sponsorship Proposal Text:

Proposals are usually one of the last steps in pitching a company (see appendix I for a sample sponsorship proposal). Ideally, you've contacted the company, spoken with them, learned their objectives and if possible, have met and presented. Then you have the best information when you do your proposal. (See appendix J for a draft script for introducing the Power Up To Read program and appendix K for a sample of letter inviting participation in this program.)

Of course, it is not possible to do this with every company. Companies who don't want to meet with you often use the line "send me a proposal" as a smokescreen to cut short your call. Therefore, don't spend time writing lengthy proposals unless it is a prospect you've met/spoken with or who has shown real interest.

To generate new leads and develop many prospects approach sponsors the following way:

- Call a company to set a meeting. (use key volunteers and previous year event participants to gain entrance to the company)
- If you can't meet, send a pitch letter and follow-up with a call.
- If you get a meeting bring a presentation folder with materials and a short write-up.
- If you meet with the company, prepare a short write-up that can be used as a talking piece for your ideas and as a leave behind for the prospect and his or her boss/peers to read. (Bring several copies).
- Use this meeting as an opportunity to determine their objectives.
- Write your proposal after the meeting incorporating their objectives. Offer several different levels of sponsorship, from highest to lowest (e.g., Presenting, Associate, Product, Special Mention, etc.). After establishing the benefits you can offer, and after determining the benefits most desirable to your prospective sponsor, divide these benefits up among the different levels, making sure to include the most desirable benefits only in the upper levels. Indicate in your cover note that you will call to answer more questions.
- Your proposal needn't be lengthy. Use appealing graphics and bold type-face to help insure that it gets read.
- Keep in mind that no sponsor is sold on a proposal alone. You still have to articulate/"sell" the benefits of the event. The proposal should help you do this.

### Post Event Follow-Up:

Now is the time to blow them away with return on investment (ROI). A post-event report should be compiled immediately following the event (even if you have already sent some or all of this information in bits and pieces).

Every single item that had their name or logo should be compiled and put into a neat package, which should be hand-delivered to the sponsor.

A cover page(s) at the front of the book should include but not be limited to the following:

- Number of people who participated
- Statistics about sponsor participants/volunteers
- Number of samples of sponsors' product given out
- Amount of radio and television promotion sponsor received; the number of spots and estimated audience reached
- Amount of press coverage the event received
- A summation of the reaction to the event and their sponsorship by project/event attendees
- Photographs/slides from the event, showing signage and personnel from the sponsoring company

## Developing/Ordering Marketing Collateral

Marketing and communications are essential tools for nonprofit organizations. They can help you attract funding, serve more clients, and advance your mission. Marketing materials play an important role in promoting participation and visibility for your event or project.

Materials you may consider developing include:

- Brochure
- Flier
- Poster
- Acknowledgment/Confirmation Postcard
- Email template
- Press release

The success of these materials depends of the consistency of message, branding and targeted audience.

Start by determining your key message(s). Prospective participants will need to know the basics (when, where, what) but additionally should learn who the Pioneers are and why the event or project is being held. Once these key messages are developed, ensure they are consistently communicated across all materials.

Proper and consistent use of brand and logo is vital to increasing awareness and recognition of the Pioneers. Each Pioneer group is part of TelecomPioneers, the worldwide association for all Pioneers. This contributes to the strength of each Pioneer group. Branding enables each Pioneer group to maintain its own identity as part of the larger association. The TelecomPioneers website ([www.telecompioneers.org](http://www.telecompioneers.org)) provides branding guidelines for your reference on signature Pioneer colors, fonts and logo placement.

Your targeted audience will also determine the types and combination of materials you choose to develop. If your event or project is geared toward prospective members within your sponsoring company, your marketing will be guided by the communication vehicles made available by the company. These may include posters, posting of information on an intranet site and/or email. If your event or project is aimed at the larger community, brochures and press releases are communication tools that can help you reach a broader audience.

Publications and other printed materials can vary in scope, complexity and cost. For the design and production of printed material:

- Engage a graphic designer to manage the production process for you.
- Be clear about the production budget for each item.
- Prepare a brief for the writer, editor, designer, photographer and proof reader.
- Consider the audience and all possible uses for any piece of material

- Have a schedule for production and design (allow plenty of time as a rushed job can cost more).
- Avoid complex and therefore costly designs, where simple ones will do.
- Bear in mind that too many people involved in preparing and approving designs is laborious and can possibly increase cost.
- Designs should work in color or black and white formats if required.
- Ask to see a design mock-up and paper samples.
- Have final proofreading done by someone (a) known to be good at it, and (b) who has not been involved with preparation of the copy. Check phone numbers and dates repeatedly.

TelecomPioneers Headquarters has developed templates for promotional brochures, registration materials and posters for Pioneer bowl-a-thons in addition membership recruiting brochures. These can be accessed by all Pioneers free of charge via an online portal. The materials can be personalized with information specific to your event and printed locally. To access this portal, contact your Pioneer Chapter Manager. See appendix L, M and N for sample templates available.

Additionally, there are brochures and promotional materials that have been developed by TelecomPioneers Headquarters to market adoption of both Power Up To Read and Project Connect programs. See appendix O and P for sample brochures and appendix Q for a sample Power Up To Read poster.

## Promoting Participation

For first-time events or projects, promoting participation is an investment in building your audience for the future. Determining your target audience will influence your promotion strategies.

In addition to promoting through corporate and media sponsorships, and developing your marketing collateral, participation promotion involves some combination of the following strategies:

**Mail:** If you maintain a list of participants from past events or projects, do a mass mailing of an invitation, postcard or brochure.

**Email:** If you maintain an email list, send an electronic, abbreviated version of your marketing materials. If there is overlap between your mail and email lists, send communication both ways to reinforce the message. Keep messages short in your email(s) and provide a link to your website for more information and to register online.

**Personal Recruitment:** Employ each committee member and volunteer working on the event or project in recruiting by asking their personal contacts to support the Pioneers through their participation. Provide your committee and volunteers with facts and information about the Pioneers (see appendix R for a Pioneer fact sheet - add facts about your local Pioneers).

**Tele-recruiting if applicable:** If you have phone numbers for supporters and members, phone an invitation or a reminder to register.

**Personalized direct mail:** Send a personalized letter of invitation to prospective participants. Include a handwritten note or message if you know the prospect personally.

**Internet:** Promote the event on your website or through other free internet posting opportunities.

**Media:** Engage media sponsors to promote participation in the event or project through public service announcements, advertisements or a news story.

**Posters/deployment of marketing materials:** Place posters and fliers in the workplace or in establishments where prospects may visit.

**Appeal to niche audiences:** Target communication to audiences that may have an affinity for the event or project you are offering. For example, posting information about a bowl-a-thon in an alley that hosts league bowlers or targeting school volunteers for tutors for the Power Up To Read program.

Depending on the registration to your initial communication, plan a staged series of follow up communication to help you reach your goal for participation.

Incentives are great for motivating early registration. Consider a discounted fee for those who register early and be sure to provide a deadline. Discounts can also be extended to encourage multiple participation registrations.

If your event or project lends itself to a "team" structure, this is also a great way to expand the scope of your recruiting efforts. By recruiting "team captains" or "team leads" you can then ask each captain or lead to recruit team members from their own personal contacts.

## Enhancing Visibility through Publicity

There are many avenues to explore in increasing Pioneer visibility around a specific project or event.

Even if you should secure a media sponsor, there are other opportunities in your community to garner additional press outside of an exclusive media sponsorship. You should have standard releases written for general use, including a press release and PSAs (both 10 and 30 seconds). These can be altered slightly depending on where you are sending them and who you know. Potential targets for additional publicity include:

There are several different areas of your local newspaper that may be interested in sharing information about your project or event. You can tailor your press release to the specific "slant." Determine the best fit for your story and choose one of the following sections:

Business: The connection to a sponsor company with the escalation of corporate volunteer programs may be an interesting "hook" for a business writer, who will also mention a specific project or event as part of the informational article.

Entertainment: Entertainment writers/reporters are a good target, especially if you have celebrities.

Society: Society editors are always interested in knowing who is where; if you have any prominent community members or local celebrities attending your event or project, the society editor might be interested.

Feature story (i.e. community member receives a ramp or local child receives H.O.T. trike): This is a great way to promote the Pioneers' mission while also including information regarding an upcoming project or event at the close of the article.

### **Community newspapers**

Community events/calendars: You should always be able to include a project or event in your local community paper in the community calendar of events.

**All local radio stations:** All radio stations are required to devote a percentage of air time to community service. While the public service announcements are not always run at peak times, most stations include random PSAs in programming, especially during non-peak hours.

**Engaging local sponsor company PR team:** Your sponsor company local PR team may be willing to help you procure a feature article or contact with the business writer of your city newspaper.

### **Engaging local sponsor company Communications team**

Internal communications

Intranet

Calendar of company events

## Public & Cable television

### Billboards

### Bus/Train side boards

### Web links (sponsors, sponsor company, family and friends employers, volunteer opportunity websites)

Even though there are many different types of press releases, all press releases (see appendix S for sample) should include the following components:

**Headline:** The headline, or press release title, should be attention-grabbing while still telling journalists the essence of the news contained in the release.

**Summary:** The summary should be a brief paragraph presenting more details about the actual news contained in the body of the press release. In online distribution, the summary is often displayed in listings with the headline.

**Dateline:** This will include the distribution date of the press release, followed by the hometown of the person or organization presenting the news, and finally followed by the start of the first body paragraph.

**Press Release Body:** The body of the release will go into further detail about the news. The who, what, when, where, and why questions should all be answered in the first paragraph if possible, followed by any quotes and supporting facts.

**Boilerplate:** A press release boilerplate is a paragraph after the press release body which gives general background (not usually directly related to the news angle) about the person, organization, or company issuing the press release.

**Call to Action:** Generally a one-sentence closer following the boilerplate of the news release, and starting with something like "For more information about TelecomPioneers or this news angle...".

**Contact Info:** Full contact information, or at least as much as possible, including a full contact name, phone number, and email address. A mailing address, fax number, and cell phone number can also be included.

**Closing:** To close a press release (to let the journalist know there are not additional pages), center ### or -30- at the bottom of the page.

Remember, it is always a good idea to share your publicity ideas with all committee members. Your best shot at getting good press is to know someone who knows someone!

## Recruiting and Retaining Pioneer Members

Every event or project you do has the potential to also act as a member recruitment opportunity. Prospective members will make decisions to join your group based on what they see and hear about your group. Therefore, recruiting is a year-long continual process.

Events and projects can offer an excellent opportunity to introduce prospective members to your group. Those targeted at internal audiences, including actively employed telecommunications employees or friends and family of Pioneers, your marketing will include messages about the benefits of being a Pioneer member. Prospective members will potentially participate if they are aware the event or project is to take place and if they are invited to participate. Recruitment is most successful when initiated by a Pioneer known to the prospective participant or when the event or project taking place is of special interest.

For active employees, making time to participate is a challenge. Consider events or projects that take place on the weekend or evenings and especially where families (particularly children) can also participate. Ask your sponsoring company to include information about your event or project in any internal employee communication, such as a newsletter or intranet sites. Ask if posters, fliers or table top signs can be displayed throughout the buildings, cafeteria and break rooms.

Providing an event or project that successfully provides fellowship, fulfills the Pioneer mission, and has measurable results will attract prospective members. Following through with an invitation to join and additional supporting reasons to join (see appendix T) will help prospective members take the next step to join. You might consider inviting local representation from a benefit partner (i.e. Liberty Mutual, Wells Fargo, U.S. Bank, etc.) to participate in the event or project and help generate awareness about the savings, discounts and special member opportunities available through Pioneer member benefit partners.

Re-engaging newly joined members soon after participation in an initial event or project is critical in retaining new members.

Always be prepared to discuss how prospective members can join your group.

Some additional helpful strategies follow:

- Remember that a personal contact is the most effective way to reach a prospective member.
- Inquire at your sponsoring company if you might make a brief introduction of your local Pioneer group if an opportunity exists (i.e. during new employee orientation or trainings).
- Always have membership information available at all events and projects. See appendix U for a sample member recruiting poster available from TelecomPioneers Headquarters.

- Make a personal commitment to follow up with any invitations extended. Make sure you personally greet new volunteers at the event or project and introduce them to others in the group.
- Have a membership drive in your chapter, club or council throughout the year based on your schedule of events or projects. If every Pioneer recruited one new member, we would double our membership!
- Understand prospective members may have different motivations to join the Pioneers. Some may seek leadership roles, while others may simply want to feel good doing something for their community.
- Provide flexibility in commitment and promote this. Let prospective members know they can volunteer with the Pioneers once a year, once a month or once a week depending on their personal commitments and schedule.
- When someone has expressed an interest in getting involved, immediately get them involved and give them a meaningful task to do. Create work "buddies" by pairing experienced members with new members so tasks can be delegated with support.
- Always take photos at events and projects of Pioneers in action that can be used to recruit prospective members.
- Make a list of all the benefits of being a Pioneer or simply use the membership application template available at TelecomPioneers Headquarters.
- Have your members wear their Pioneer buttons, t-shirts, hats at your events and projects to promote Pioneer visibility.
- Once you recruit a new Pioneer, make sure they are entered in PALS so they will receive a new member Welcome Package from TelecomPioneers Headquarters.

## Effectively Integrating the Pioneer Mission

### Understanding Why

Nonprofit organizations are discovering what corporations have long known: that brand clarity, advertising, marketing and public relations create success in securing funding and other forms of support (membership, project support, advocacy, etc.) from target audiences. The larger and more complex the nonprofit (such as TelecomPioneers), the more the need for brand management, effective marketing and positive public relations to ensure that all organizational voices promote a shared vision, use a common language, and consistently reinforce the mission of TelecomPioneers.

Everything you do is marketing: the voice of the volunteer, pre- and post-advertising, the atmosphere when people enter your event, greeting people when they arrive, the interaction between volunteers and event attendees, quality of print materials and your public relations and advertising.

Special fund-raising events such as a bowl-a-thon help to advance and promote TelecomPioneers' mission, raise public awareness of critical issues in the community, raise vital funds and acknowledge the contributions made by the Pioneers in the local community.

In these events, it's important for attendees to understand who we are, where we are going, what we value and what we are asking of them.

### Understanding the What

#### What do we need to convey?

- Our Mission
  - TelecomPioneers is a network of current and former telecom industry employees and their families who volunteer to address community needs. We represent our companies' and the industry's commitment to responsible corporate citizenship.
  - Focus on education
- Local volunteers are part of a national organization
  - TelecomPioneers is sponsored by AT&T, Qwest, Verizon, Aliant, etc.
  - New Outlook Pioneers is a self sponsored group.
  - Largest not-for-profit charity of volunteers in the world
- Funds raised benefit the local Pioneer project and the community
- Pioneers provide effective programs that are research-based and address community issues
- There are various opportunities to get involved

What do volunteers need to know to convey the message? (all volunteers at events and projects should be “trained” to respond to questions about the Pioneers’ mission and local projects):

- Mission Statement
- Pioneer Facts
- Local projects, stats on individuals served, hours spent volunteering, etc.
  - Can pull example from PALS
- Who we are, what we stand for, why it matters, and where we’re headed.
- How local units support overall organizational goals

Tips before you share the messages:

- Customize the message for the audience
- Provide high-quality handouts/print material
- Be clear in what you do and why
- Use balanced marketing approach (rational and emotional - appeal to emotions and follow up with statistics)
- Use your strengths and amplify them - what makes your product (project/volunteer organization) special?
- Get your mission noticed by what you do - grab attention

### Understanding How: Ways of Defining the Mission

Ways to share the message at your events:

1. Explain the challenge the project is trying to address
2. Explain the value of the program to the community (educators, parents, children)
3. Connect the educational programs to an educated and skilled future workforce
4. Invite elected officials to speak
5. Invite other non-profit partners and have their leadership and/or recipients to speak
6. Share the volunteer passion. Your volunteers are your representatives, and can be very effective in talking up your organization’s mission.
7. Show and advertise the results and objectives that your organization achieves.
8. Use surveys on the web or through direct mail to get feedback from your guests. Not only does it help in planning the next event, it shows your guests that you care about their needs and satisfaction with the event. This can be used as a trivia follow up to win a prize on knowledge of the mission, programs, services, and Pioneer accomplishments.
9. Marketing Sheet: concise, clearly written overview of the mission, programs, services and accomplishments, targeted to a specific audience.

## Market your message

- Invite the media (Remember: The more times positive mentions of your volunteer services/program appear in the media, the more the public will perceive your efforts in a positive light.)
- Make sure media talks to the recipients of your programs to learn their stories and how Pioneers have helped
- Use PSAs all the time for program announcements

## Call to Action

- Tell audience HOW to take action to support your program(s) - What do you want them to do? Volunteer time? Give money?
- Become a Pioneer
- Take advantage of Pioneer Programs
- Volunteer at Pioneer projects
- Spread the word
- Give money

## Understanding the How - Marketing Ideas:

### Brainstormed Sample Ideas:

1. Technological Marketing
  - a. Show program images on large screen - Powerpoint, slideshow, etc.
  - b. "Did you know?" Powerpoint presentation
    - i. Create "did you know?" sample fact sheet
  - c. Conduct a survey and publicize results (did they leave the event knowing what you wanted them to know?)
  - d. E-mail announcements, questions, surveys, etc.
  - e. Membership videos, commercials, project videos etc.
  - f. Radio & TV stations do public service announcements (PSAs) or community event announcements
  - g. Run ads over the event broadcasting system
  - h. Video tape an executive talking about the product to run at event or put on website
  - i. Self-made spoof video ad
  - j. Written testimonials: web page, PowerPoint
2. Face-to-Face Marketing
  - a. Use a sign-in sheet whenever you host an event or work a table. Ask people for their contact information to receive information about upcoming events and activities
  - b. Combine mission information with partners/sponsors information in handouts
  - c. Tabletop/Lobby/Window Display (showcase educational projects in area)

- d. Blow up print images to poster size - photos, etc.
  - e. Signs, flags, banners
  - f. Hand out business cards
  - g. Leave small messages on stamps, stickers, lapel pins, miniature booklets
  - h. Trivia with prizes
  - i. Announcements over PA system
  - j. Speakers - champions of TelecomPioneers or recipients of good works of Pioneers (No matter how big or small your event, having speakers who are knowledgeable, compelling, and memorable is one of the most important factors in its success.)
    - i. Company Executives
    - ii. Virtual connection to recipient of good work (people to champion the program)
    - iii. In-person testimonials
  - k. Demonstrations - seeing is believing
    - i. Leave free samples (bookmarks, books, test Power Up To Read un/pw to enter system, dictionaries, etc.)
  - l. Pre-event reception
3. Wear TelecomPioneers branded shirts, hats, vests, etc. at the event
  4. Outdoor Advertising
    - a. Billboards, murals
      - i. Signs, flags, banners, awnings (flags/banners are associated with special events)
    - b. Sidewalk chalk
    - c. Portable road signs (flashing arrow double sided sign, smaller yard signs)
      - i. Tell the reader what you do, not who you are. Example: "Are you looking for a tutor for your child? Volunteer tutor available. Call: 555-1234".
    - d. Transit advertising (Rent large truck/bus and cover with banner of logo/brand, magnetic signs, portable billboards)
    - e. Human - body billboard
  5. Outside of Event Advertising
    - a. Stuff educational program material (Power Up To Read brochures) in back-to-school backpacks, leave with Principal at map paintings, etc.
    - b. Leafleting/Literature Distribution/Flyers/Coupons (free playground map)
    - c. Users favorite reasons for using the program
  6. On-site post-event Marketing
    - a. Interactive activity/event/contest on site at event - on website after
      - i. Scavenger hunt (for information that builds a message about TelecomPioneers) can be individual or as a team.
      - ii. Trivia
      - iii. Gameshow quiz format (Jeopardy) after bowling for prizes
        1. Premiums/prizes
    - b. Word of Mouth Challenge - (payitforward)
    - c. Invite a team of teachers/students, program leaders after-school program participants to bowl
  7. Present an award (for community service)

## On-site Logistics

Be prepared.

No matter how much you plan, a few unexpected problems may arise and you might discover that you have a few last-minute details to resolve. Make sure you have the tools to solve any problems that might occur.

- Have volunteers on hand: One or two “runners” is always a good idea because some problems can only be resolved away from the event site.
- Telephone list: Bring telephone numbers with you for anyone you might need to contact during the event. Also, having the numbers of all of your volunteers would be useful if someone does not show up.
- Know your resources: In many cases, there will be a number of people who will be involved in your event. You need to make sure you know who they are and they know who you are.
- Have contingency funds built into your event budget to pay for those unexpected expenses.

Bring a “day of event” or project check list (see appendix V for a sample checklist) with you. In addition, it is helpful to have a timeline that can be shared with all volunteers. Committee members and volunteers should plan on arriving at the location several hours before the event for set-up, volunteer orientations and to manage any last-minute details. If the venue allows you to set up in advance of the day of the event, this can be helpful.

Details for the event will have been confirmed with the location manager or staff and any outside vendors throughout the planning process and reconfirmed the week and or days before the event. Be sure to bring any payments required for the day of event.

Hang any signage that will help identify the location of the event. Decorate; bring any prizes for drawings or contests.

Registration Committee members should set up in an area that is easy for participants to locate and navigate. Registration volunteers should be given clear instructions on how to check participants in, copies of the most up-to-date registration lists and information about whether on-site registrations will be accepted. Registration volunteers should also be equipped with the ability to accept money if that is permitted. If money is accepted at registration, designate a runner who will deliver the money to volunteers managing income from the event. Consider having one or more volunteers greet participants and help direct the flow to registration area.

Registration offers a great opportunity to promote a greater understanding of the organization, reinforce the reason for the event and recruit new members. Plan on having materials that help accomplish these objectives that can be handed out at registration to attendees at the close of the event. Gather email and mailing addresses for follow-up communication about future events or projects.

If you are offering prize incentives for fund-raising for your event, accurate record keeping will be paramount. Ask for registration fees to participate to be paid in advance of the event so you can ensure your event expenses are covered prior to the event. You can also require a minimum pledge amount. Pledges should be collected on the day of the event to allow participants the greatest amount of time to solicit and collect. Prize incentives should be incremental, starting with smaller prizes for a specified amount of pledges raised. Prizes can be cumulative from there for higher amounts of pledges raised. Fulfillment of prizes ideally should occur after the event to allow an additional 2-3 weeks for all pledges to be turned in (this will also accommodate those people who registered but were unable to attend). If this is not feasible, set up a process for fulfilling pledge incentive prizes at registration when participants turn in their pledges.

All money should be collected, counted and prepared for deposit in a secured area outside the traffic of the event. Whenever possible, a detailed accounting of who the money was received from along with the amount and payment method should be recorded. This will help when preparing the final reconciliation, acknowledgement and determining any incentive prizes following the event. Supplies for collecting money should include bank deposit bags for cash. Make sure at least two people count the money. If adding machines are used, have these individuals sign the adding machine tape. Have a plan in place to process/deposit all cash received in your bank account. Keep a record of what was taken to the bank.

Check in with your emcee. If there are specific messages they need to deliver, script their remarks. These should be provided to the announcer in advance. Ensure they are also clear on the timeline and flow of activities. Give the announcer any prize information and include remarks that provide a brief explanation of who the Pioneers are and the objective of the event or project to be shared with attendees.

All volunteers should be clear on who their point person or people are in case questions or unexpected issues arise. Provide breaks for volunteers and a place secluded from the event where they can rest. Set up refreshments in this break area. Ensure there is adequate coverage for volunteers during breaks.

If you engage sponsors, follow through with recognition. Be sure you have volunteers assigned to greet and direct and engage any sponsor attendees. Additionally, assign volunteers to any VIPs, celebrities or entertainment.

Make sure all elements and individuals required for your opening ceremony are in place at the proper time. An opening ceremony gives you an opportunity to set the tone of the event by welcoming your attendees, create an understanding of who the Pioneers are and the objective for the event and to thank sponsors and supporters.

At the close of the event, provide a brief survey to guests to gather feedback on the experience. Ask them to opt in to receiving information about upcoming Pioneer events and projects along with their preferred communication method (i.e. email, mail, phone, etc.).

After the event, be sure volunteers are on hand to pack up and if time allows debrief to gather initial impressions of the event.

Follow up with written thank-yous to the participants, volunteers and celebrities who contributed their time and energy, and sponsors who supported the event. Be sure to include information on the outcome of the event (i.e. how much money was raised, what will be done with the money, etc.)

Have each committee capture the steps they followed and outcomes in a historical document that can be used when planning the next event or project. The Budget Committee must reconcile all income and expenses to determine the financial results. Summarize all surveys and feedback. Share this information with your committee members so that they know the outcome of their efforts. Make a decision to plan to repeat the event or project. Be sure to recognize and thank your committee members for the role they played. See appendix W for simple ways to thank, acknowledge and recognize your committee members.

If you are planning an online project for children, the Children's Online Privacy Protection Act (COPPA) limits the ability of sites to offer services to those aged 13 and under without explicit parental consent. In connection with the Pioneer programs, Project Connect and Power Up To Read, Pioneer groups are encouraged to gather certain information at registration from participating children. TelecomPioneers Headquarters uses this information to evaluate program effectiveness and to ensure the program is targeted to the appropriate age(s) of participants.

Pursuant to 15 U.S.C. § 44 *et. seq.* and 16 C.F.R. § 312.2 *et. seq.*, TelecomPioneers is required to provide a notice regarding the collection of this information from children in connection with Project Connect and Power Up To Read. The notice documents what information TelecomPioneers is requesting of children, why TelecomPioneers is requesting the information and how parents may review and have their child's personal information deleted from TelecomPioneers' database upon request. Parents may also refuse to permit further collection or use of a child's information. Another important aspect of compliance with the Children's Online Privacy Protection Act is the parental consent letter. Parents should sign a consent form allowing TCP to collect the information from the child for participation in both of the programs. Pioneers should make a copy of the parental consent form, keep one for their records and send one copy to TelecomPioneers Headquarters (see appendix X for example).

## Evaluating an Event or Project

Evaluation is imperative for performance measurement and organizational effectiveness. As a nonprofit organization, TelecomPioneers has a specific mission and measuring the impact of our efforts can play a crucial role in our decision-making moving forward.

There are two evaluations that must take place.

The first is feedback from your event or project participants. In soliciting feedback in the form of a simple survey (see appendix Y) or follow up email that invites participants to provide their thoughts, you are able to use this information to help assess whether your original goals for the event or project were met.

Having a formal evaluation helps you avoid “jumping to cause” and “group think.” “Jumping to cause” refers to the tendency of event participants, staff, and volunteers to decide, without going through any formal evaluation procedure, what worked and what didn’t. “Group think” occurs when everyone goes along with the prevailing conclusion because of the power or influence of the person who puts that conclusion forward. Even though members of the group might disagree with the conclusions reached or the directions taken, they collectively repress their objections because of the respect they have for those who are putting the conclusions forward. This negates the evaluation process, which is equally dependent on outside perspective, as well as inside expertise.

Methods for evaluating your event or project include the G.R.O.W. method and S.W.O.T. analysis.

The four-step-method for campaign evaluation uses the acronym G.R.O.W. that stands for Gather the data, Review the data, Open the process and Write it down.

Gather data from anyone who is willing to give you feedback on your event or project. Collect data from participants as referenced in the beginning of this section, sponsors and volunteers.

Have your committee members review the information you have collected. Opening up the process is a multi-tiered approach to help improve your events and projects.

Review your budget, filling in all actuals.

Looking at all of the data, did your event or project accomplish one or more of the following goals?

- Focus on the Pioneer mission
- Recruit new Pioneer members to ensure the legacy of Pioneering continues
- Increase visibility for the volunteer work Pioneers do
- Generated financial support to further the Pioneer mission

Write it all down. Writing everything down enables you to improve the event or project moving forward and creates a historical record for future use. Include the following with your written event or project review:

- Timeline
- Description of event or project, goals and process
- Summary of recommendations
- List of participants involved in the process
- Samples of printed material

The S.W.O.T. analysis is another useful tool in your evaluation process. S.W.O.T. stands for Strengths, Weaknesses, Opportunities and Threats.

- Strengths - What are the overall strengths of the event or project?
- Weaknesses - Identify areas for improvement. What weaknesses exist? How will weaknesses be addressed so they can be strengthened in the future?
- Opportunities - What areas offer an opportunity for your event or project to exceed expectations in the future?
- Threats - Are there are other organizations doing the same event or project? If so, does this create competition? What can you learn from their event or projects?

Using the G.R.O.W method and S.W.O.T analysis will give you the foundation you need to build a successful event or project.

# APPENDIX

Screening Process for Choosing Community Partners

**First Screen - Potential Partner Business Evaluation:**

Please provide information in response to each of the following items.

- 1) Industry good standing/reputation
  - a. Commercial businesses should have an acceptable rating through either Standard & Poors or Dunn & Bradstreet
  - b. Should be checked for specific consumer/donor complaints and outstanding issues (through an entity such as the Better Business Bureau)
- 2) Financial viability/annual budget
  - a. Financial statements for most recent complete year should be provided - proposed partner must be financially viable
- 3) ADA/EEO policies and the Canadian equivalent in place

**Second Screen - Tie in to Pioneer Business Goals/Objectives:**

- 1) Provide a tangible membership benefit (0-25 points)
  - a. Will this partnership include a benefit to Pioneers?
  - b. Is the benefit one that Pioneers will embrace and will be a "good deal" for the Pioneers?
- 2) Recruitment opportunities (0-25 points)
  - a. Does this partnership provide opportunities to enhance membership recruitment?
- 3) Replicable across groups/locations (0-15 points)
  - a. Does this partnership have the ability to grow across communities, the U.S. and Canada?
- 4) Membership Marketing/Financial Benefit (0-15 points)
  - a. Will the partner assist in marketing the benefit to the Pioneer membership?
  - b. Is there a revenue sharing opportunity?
- 5) Other engagement potential (0-10 points)
  - a. Are there other possibilities for Pioneers to engage with this partner? For example, does a potential commercial partner have a Foundation that would consider granting monies for Pioneer projects and programs?
- 6) Create enthusiasm/excitement for Pioneering (0-10 points)
  - a. Is there a sense of excitement around the partnership that will translate well to the volunteers and communities?

### **Third Screen - Resources Required to Implement Partnership:**

In order to commit to a partner, the TelecomPioneers partnering entity (i.e., headquarters, group, chapter, club or council) must be able to show that it has identified the required resources to successfully implement the partnership and either the identified resources are already in place or there is a viable plan to acquire the resources required.

- 1) Human
  - a. TelecomPioneers headquarters staff
  - b. Sponsor companies
  - c. Chapter/club/council leadership
  - d. Volunteers
  - e. Members at Large
- 2) Monetary/Financial
  - a. A formal budget for any potential partnership opportunity must be completed and approved prior to the approval of any partnership agreement
- 3) Other Tangible Resources

Any partnership requiring financial resources in excess of 5% of annual operating budget must be subject to RFP process.

Any partnership contract/agreement must be reviewed and executed by TelecomPioneers headquarters - Pioneer units (groups, chapters, clubs and councils) are not authorized to enter into any legally binding agreement.

Event Chair Volunteer Job Description Sample

**Volunteer Position:** Pioneer Event Chair

**Position Summary:**

Provide leadership to the <insert name> Pioneer Chapter/Club/Council in the planning, execution and evaluation of <insert event or project> consistent with Pioneer best practices and mission. Ensures that <insert event or project> is executed with the goal of <insert goal statement>.

**Responsible To:**

- Chapter/Club/Council President
- Chapter/Club/Council Executive Board

**Primary Responsibilities:**

- Recruits volunteers to plan and implement all aspects of event or project
- Provides an orientation and arranges for any necessary training of all project volunteers
- Mentors Co-Chair so that they may Chair the following year
- Works with individual committees to develop plans, monitor progress and recognize achievement
- Holds regular progress meetings with all committees
- Ensures budget compliance
- Over sees day of event logistics unless delegated
- Ensures volunteers are recognized following the event

**Position Requirements:**

- Must be a Pioneer member in good standing
- Must be able to commit from planning through evaluation
- Must be knowledgeable of Pioneer best practices

### TelecomPioneers Mission & Vision Statements

#### Mission Statement

TelecomPioneers is a network of current and former telecom industry employees and their families who volunteer to address community needs. We represent our companies' and the industry's commitment to responsible corporate citizenship.

#### Vision Statement

We are the recognized world-class leader in volunteerism. We are respected and valued by our members, our corporations, the global community and the telecom industry. We are committed to the diversity and personal growth of our members, the success of our companies and to improving the quality of life in our communities.

#### **INCLUSIVE**

TelecomPioneers is a diverse organization, which values differences and demonstrates respect for human dignity. We recognize that people with different backgrounds, age, gender, ethnicity, sexual orientation, skills, beliefs, attitudes and experiences bring fresh ideas and perceptions. We encourage and harness these differences to make our services to our members, sponsors and communities relevant and approachable. We attempt to draw upon the widest possible range of views and experiences, so that we can listen to, and meet the changing needs of our stakeholders.

#### **RELEVANT**

The community service work of Pioneers is relevant to meeting the needs of our communities, our members and their families, our sponsors and our community partners. Pioneers share fellowship experiences and enhance our quality of life. We also offer today's employees opportunities to lead and to participate as team members with fellow employees. We succeed by making every project an opportunity for fellowship and fun. We serve our countries as leaders in volunteerism.

#### **COMPASSIONATE**

TelecomPioneers are sensitive, thoughtful and helpful people who show compassion by providing fellowship, being responsive to our members, and by responding with understanding to critical needs in our communities.

#### **TRUSTWORTHY**

TelecomPioneers are a dependable and reliable volunteer force that operates with the highest level of integrity. We can be depended upon by our communities to respond to critical needs.

#### **EXCELLENCE**

As leaders in volunteerism, the TelecomPioneers strive for excellence in all our community

activities and relationships. We are passionate about creating effective, quality volunteer projects that are organized to support community needs. We achieve excellence through partnerships with our sponsors, other organizations, and our members. TelecomPioneers are not only people who care but are also people who make a difference.

#### **OPEN COMMUNICATION**

We are a member-driven organization that listens to and responds to the needs of our members, communities and sponsors. We strive to have communications that reflect the mission and values of the organization. We share ideas, best practices, and information with each other.

#### **FINANCIALLY ACCOUNTABLE**

We rely on revenues from various sources to enable us to meet the needs of others. We manage the financial affairs of the organization to maximize the value of every dollar while adhering to the highest standards of financial accountability and integrity.



### **2008 PUTR/PC Goals and Objectives for TelecomPioneers Chapters/Councils/Clubs**

1. Recruit Chapter PUTR Coordinator
2. Register for an online training provided by HQ
3. Schedule an online demonstration for unit meetings (Chapter/Council/Club levels)
4. Familiarize yourself in advance – go online
5. Determine locations to use PUTR/PC
6. PUTR – Each chapter to commit to supporting one school
7. PC – Each chapter to commit to one of the following:
  - a. Host a tournament – statewide or between local groups
  - b. Market in a booth at local conference
  - c. Introduce at school or after school program for *Job Shadow Day*, or *Career Day*
  - d. Use it to support *Take Your Child to Work Day*

*Power Up To Read* and *Project Connect* are both projects eligible to be supported by the **Foundation Fund and Dodds Fund Grants** awarded by TelecomPioneers. Applications are due to your Awards Committee Member on or before October 15th.

Remember, if you are looking for a **Telecom Challenge** project to complete, *Project Connect/Job Shadow Day* and/or a *Project Connect Online Tournament* would be eligible for this coveted award!

Sample Event or Project Timeline

12 Months Prior to Event or Project

Select event or project  
Appoint Event Chair and Co-Chair  
Establish the budget (expense and income)  
Recruit Committees  
Select location  
Develop timeline

9 Months Prior

Initial Committee meeting begin

7 to 6 Months Prior

Begin monthly committee meetings (each committee to report on progress against timeline/milestones set)  
Reconcile budget (to keep close tabs on what is being spent)  
Send proposals for sponsor support  
Write press releases

5 Months Prior

Begin registration process  
Distribute press releases to newspapers, radio and TV stations  
Follow up on sponsor requests for support  
Develop marketing materials and/or invitation to participate  
Continue monthly meetings of committees  
Review budget with committee chairs

4 Months Prior

Visit event or project venue  
Order supplies or decorations  
Finalize logistics  
Continue monthly meetings of committees  
Review budget with committee chairs to check where expenses and income are

3 Months Prior

Start bi-weekly committee meetings  
Review budget with committee chairs  
Distribute second round of press releases  
Progress report to sponsors  
Get volunteers committed for day of the event or project  
Send marketing materials and/or invitations to the printer  
Review any final logistical considerations (food, entertainment, prizes, etc.)

### 2 Months Prior

Continue bi-weekly committee meetings  
Review budget with committee chairs  
Post/Mail promotional materials and/or invitations to the event or project  
Confirm any additional final logistical considerations (food, entertainment, prizes, etc.)

### 1 Month to 2 Weeks Prior

Continue collecting registrations for the event or project  
Send confirmations for registrations  
Reconcile budget and make any necessary advance payments

### 1 Month to 2 Weeks Prior

Volunteer coordinator should meet with each committee to determine needs  
Design signs for sponsors  
Confirm sponsor attendance  
Distribute a final round of press releases  
Confirm menus and beverages  
Be sure all rentals have been requested

### Week Prior

Call each committee member to check status  
Confirm volunteers - tell them where to be and when  
Confirm catering  
Confirm entertainment  
Confirm arrival times for all involved

### Day Prior

Print guest or registration list for check in  
Generate checks for entertainment and catering if required  
Deliver any signage or supplies to the event or project location  
Be sure any necessary equipment is delivered early in case there any problems

### Day Of

Arrive for set up (decorations, etc.)  
Work in shifts  
Be sure everything is in place in advance of start time  
Have volunteer coordinator lead volunteers  
Manage flow of event using timeline  
Do a walk through to ensure everything and everyone is in place prior to start time  
Optional - Distribute feedback card to guests/participants

## Post-Event or Project Follow Up

Reconcile budget

- Collect any outstanding money or pledges

- Mail or deliver all expenses from event

Send thank you notes to all committee members and volunteers

Send any prizes

Send a report to all sponsors with a thank-you

Send follow-up communication to all attendees thanking them for their participation and encouraging their continued support or participation

Collect all articles or press clippings

Meet with committees 2 to 5 days after for evaluation

- Discuss all successes and challenges of event or project

- Offer solutions for challenges

- Offer explanations as to why certain things did and did not work

- Evaluate whether the event or project served its purpose

- Decide whether you will do it again

Save all notes and compile a notebook for reference for future chairs

- Include budgets to actuals, planning notes, press releases, sample letters for sponsors, sample invitations and marketing materials



## Appendix G

### Sample Event or Project Budget

#### Expected Event Income

Item	Project Income	Actual Income	Variance
Sponsorships			
Contributions			
Event Registrations (multiply minimum number of attendees you anticipate by cost of registration)			
<b>Total Income</b>			

#### Expected Event Expenses

Item	Projected Expense	Actual Expenses	Budget Variance
Venue			
Marketing Materials			
Printing			
Postage			
Refreshments			
Prize Incentives			
Entertainment			
Event Prizes			
<b>Total Expenses</b>			

#### Expected Event Net Income

Total Actual Income	
Total Actual Expenses	
(Subtract expenses from income)	
<b>Total Net Income</b>	

Track in-kind gifts separately.

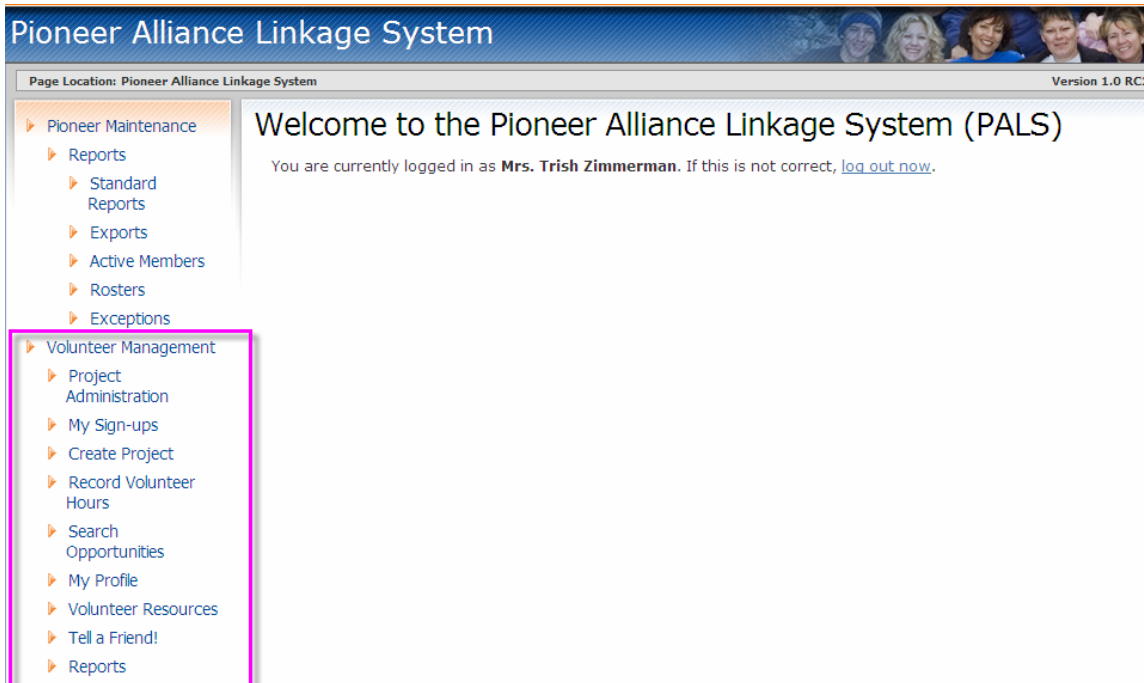
### Using PALS (Pioneer Alliance Linkage System)

The Volunteer Management area of functionality within PALS is available to all Pioneers and the general public to provide the following features and abilities:

- ***Search PALS*** to view a list of volunteer project opportunities and the specific details/needs for each project
- ***Sign up for volunteer projects*** with a one-click registration process
- ***Tell your family and friends*** about projects you have signed up for (via e-mail from PALS) and encourage them to volunteer as well
- ***Create volunteer projects*** in PALS as a volunteer project team leader and submit the project for review and approval. The review and approval process will be completed by specific individuals designated as volunteer project administrators within your group (in other words, your projects are not reviewed and approved/denied by TelecomPioneers headquarters staff) – ***to review this information refer to page 27***
- ***Create and edit your personal volunteer profile*** to indicate your specific interests, skills and talents, availability, and any other relevant details you would like to provide about yourself. You control how much or how little you would like to be known about yourself and what you can bring to projects as a volunteer
- ***Sign-up for e-mail notifications*** when new projects are approved, where the interests or skills and talents needed for the project match those in your volunteer profile
- ***Track projects you have signed up for*** whether those projects have yet to occur or projects that you volunteered for in the past
- ***Easily report hours worked*** for any project you have volunteered for. Volunteer project team leaders have the additional ability to enter hours for all volunteers who worked on a project for which they are the team leader
- ***Report hours worked*** for any volunteer scenario to which you have given your time that isn't tied to a defined project within PALS
- ***Run reports*** to output specific details regarding volunteer projects (available to individuals at a specific level of system access – defined by each group)
- ***Access volunteer resources online*** to assist with frequently asked questions

### Access

To access PALS Volunteer Management functionality, you can click any of the links in the left navigation panel that fall under the “Volunteer Management” heading to perform a specific type of activity within the system.



*PALS Welcome Screen*

## **Link Definitions**

- ***Project Administration*** is a link that will only be available to specific users with the appropriate user permissions. This will allow those individuals to review projects submitted with their group to either approve or deny the project. Approved projects become available in PALS to be located in searches and can be signed up for. Denied projects can be discussed between the project administrator and the project team leader for further steps.
- ***My Sign Ups*** displays all projects you have ever signed up for in PALS. You can report hours for projects as well as cancel your registration for projects in this area of the system.

- **Create Project** takes you to the screens where you can enter a new volunteer project into PALS and submit that project to your group project administrator for their review and approval.
- **Record Volunteer Hours** is where you can click to report hours worked for any volunteer project in the system that you have signed up for, or report hours for volunteer work that you have done independently.
- **Search Opportunities** allows you to search for available volunteer projects in PALS that you can then sign up to volunteer for.
- **My Profile** is where you can enter (and edit) your specific volunteer interests, your skills and talents, your availability and any other relevant information that you may wish to share as part of your profile.
- **Volunteer Resources** displays links to various topics of online help.
- **Tell a Friend** gives you the ability to send an e-mail (from PALS) to family and friends to encourage them to visit the PALS site and to become a volunteer.
- **Reports** are available to end-users with the appropriate permissions in PALS (who has access is determined by each Pioneer group).

**Please note:** you can also click on the “Volunteer Management” link as well. Doing so will refresh your screen and provide an additional set of links that provide the ability to navigate to each of the above defined areas of the system. It’s your preference how you want to navigate amongst the various areas within PALS Volunteer Management.



**PALS Welcome Screen after clicking on the “Volunteer Management” link**

## Logging in to PALS - a Checklist

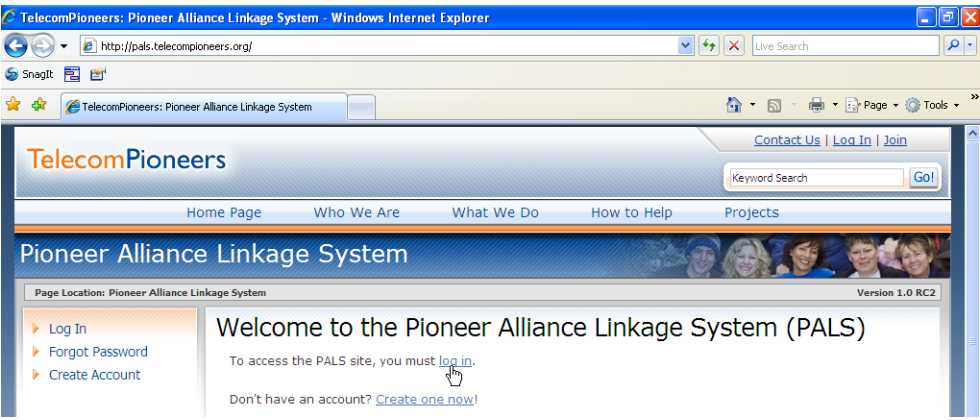
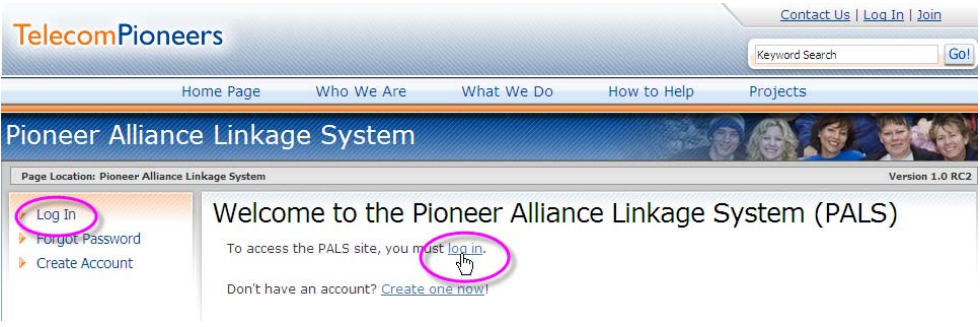
In order to use the features and functions of PALS Volunteer Management, you do need to have a username and password for the PALS system.

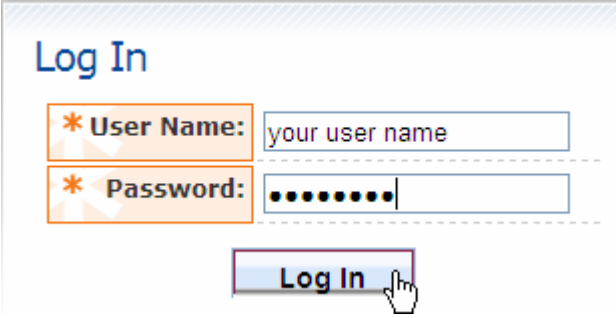
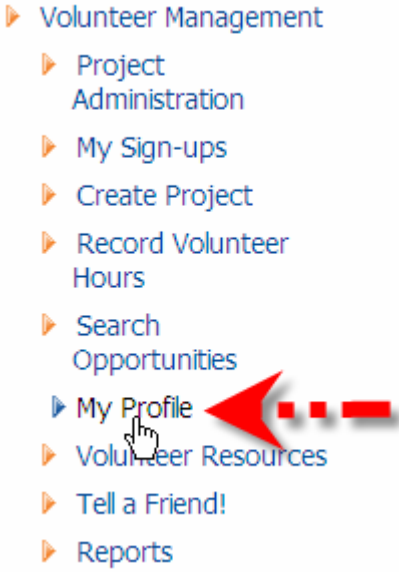
Please review the following list to determine if you have a username and password that you can use or how to get one if you don't:

1. ***If you are a Pioneer member*** and are currently able to log into either Power Up To Read or Project Connect – you can use the same username and password for these applications to log into PALS.
2. ***If you are a Pioneer member*** and have a username and password for either Power Up To Read or Project Connect (or PALS for that matter) but you have forgotten your password, you can click the “Forgot Password” link at the PALS Welcome Screen. You will be asked to provide your e-mail address where your password will be e-mailed to you. The trick to this is that the e-mail address you provide must match the e-mail address on file for you on your PALS record.
3. ***After completing Step 2***, once you receive your password via e-mail, use this password to log in to PALS. After you have logged in, you can click the “Change Password” link in PALS to change the e-mailed password to a password of your choice.
4. ***If you are a Pioneer member*** but have never used PALS, Power Up To Read, or Project Connect and you know that you don't have a username and password, please submit a request for a username and password to the TelecomPioneers helpdesk at <http://telecompioneers.helpdeskconnect.com>. A username and password will be sent to you within 24 hours.
5. ***If you are not a Pioneer member***, you can create your own account in PALS by clicking the “Create Account” link at the PALS Welcome screen. At the time you create your own account, you will also set up your own username and password.
6. ***If none of these scenarios is relevant***, please submit a helpdesk ticket to the URL in step 4 above for assistance.

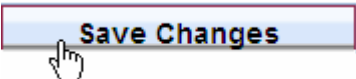
## Getting Started – Creating your Volunteer Profile

Every Pioneer member is encouraged to create a volunteer profile for themselves in PALS. The profile you create represents what you are interested in volunteering for, what skills and talents you can offer to volunteer projects, and what your availability is to volunteer. You can add additional information if you would like, and can sign up for e-mail notifications for different types of activities within the system.

Step	Action
1.	<p>Open your Internet browser and type in the PALS URL: <a href="http://pals.telecompioneers.org">http://pals.telecompioneers.org</a> to reach the PALS “Welcome” page.</p> 
2.	<p>Click either the “Log In” link in the left navigation panel, or click the “log in” link in the middle of the screen.</p> 

Step	Action
3.	<p data-bbox="245 380 899 411">Log in to PALS with your username and password.</p> 
4.	<p data-bbox="245 842 1240 905">After logging in, click the “My Profile” link in the left navigation panel to get started.</p> 

Step	Action																																																
5.	<p>Click the checkboxes that represent your volunteer interests.</p> <div data-bbox="245 411 1146 737" style="border: 1px solid #ccc; padding: 10px;"> <p>Volunteer Profile: Mrs. Trish Zimmerman</p> <p><b>Interests</b></p> <p>Please check all that apply</p> <table border="0"> <tr> <td><input checked="" type="checkbox"/> Administrative Support</td> <td><input type="checkbox"/> Health/Wellness</td> </tr> <tr> <td><input checked="" type="checkbox"/> Arts/Culture</td> <td><input checked="" type="checkbox"/> Humanitarian/Disaster Relief</td> </tr> <tr> <td><input type="checkbox"/> Child Welfare</td> <td><input type="checkbox"/> Military</td> </tr> <tr> <td><input type="checkbox"/> Disadvantaged/Underprivileged</td> <td><input type="checkbox"/> Pioneer Leadership</td> </tr> <tr> <td><input type="checkbox"/> Education/Literacy</td> <td><input checked="" type="checkbox"/> Special Events</td> </tr> <tr> <td><input type="checkbox"/> Environmental</td> <td><input checked="" type="checkbox"/> Technical/PC</td> </tr> <tr> <td><input type="checkbox"/> Fundraising</td> <td></td> </tr> </table> </div>	<input checked="" type="checkbox"/> Administrative Support	<input type="checkbox"/> Health/Wellness	<input checked="" type="checkbox"/> Arts/Culture	<input checked="" type="checkbox"/> Humanitarian/Disaster Relief	<input type="checkbox"/> Child Welfare	<input type="checkbox"/> Military	<input type="checkbox"/> Disadvantaged/Underprivileged	<input type="checkbox"/> Pioneer Leadership	<input type="checkbox"/> Education/Literacy	<input checked="" type="checkbox"/> Special Events	<input type="checkbox"/> Environmental	<input checked="" type="checkbox"/> Technical/PC	<input type="checkbox"/> Fundraising																																			
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6.	<p>Click the checkboxes that represent your skills and talents.</p> <div data-bbox="245 873 1219 1356" style="border: 1px solid #ccc; padding: 10px;"> <p><b>Skills and Talents</b></p> <p>Please check all that apply</p> <table border="0"> <tr> <td><input type="checkbox"/> Accounting</td> <td><input checked="" type="checkbox"/> Data Entry</td> <td><input checked="" type="checkbox"/> Organizational</td> <td><input type="checkbox"/> Social Events</td> </tr> <tr> <td><input checked="" type="checkbox"/> Administrative</td> <td><input checked="" type="checkbox"/> Editing</td> <td><input type="checkbox"/> Painting</td> <td><input type="checkbox"/> Sports</td> </tr> <tr> <td><input type="checkbox"/> Artist</td> <td><input type="checkbox"/> Electrical</td> <td><input type="checkbox"/> Photography</td> <td><input type="checkbox"/> Telephone</td> </tr> <tr> <td><input type="checkbox"/> Bi-Lingual</td> <td><input type="checkbox"/> First Aid</td> <td><input type="checkbox"/> Plumbing</td> <td><input type="checkbox"/> Theater</td> </tr> <tr> <td><input type="checkbox"/> Carpentry</td> <td><input type="checkbox"/> Fitness/Excercise</td> <td><input checked="" type="checkbox"/> Power Point</td> <td><input checked="" type="checkbox"/> Training</td> </tr> <tr> <td><input type="checkbox"/> Ceramics</td> <td><input checked="" type="checkbox"/> Gardening</td> <td><input type="checkbox"/> Project Leadership</td> <td><input type="checkbox"/> Transportation</td> </tr> <tr> <td><input type="checkbox"/> Clerical/Secretary</td> <td><input type="checkbox"/> Gopher</td> <td><input checked="" type="checkbox"/> Public Speaking</td> <td><input type="checkbox"/> Tutoring</td> </tr> <tr> <td><input type="checkbox"/> Clown</td> <td><input type="checkbox"/> Graphics</td> <td><input type="checkbox"/> Quilting</td> <td><input checked="" type="checkbox"/> Volunteer Management</td> </tr> <tr> <td><input checked="" type="checkbox"/> Computer</td> <td><input type="checkbox"/> Knitting</td> <td><input checked="" type="checkbox"/> Reading</td> <td><input type="checkbox"/> Wallpaper/Painting</td> </tr> <tr> <td><input type="checkbox"/> Cooking/Baking</td> <td><input type="checkbox"/> Leadership</td> <td><input type="checkbox"/> Sewing</td> <td><input type="checkbox"/> Web Design</td> </tr> <tr> <td><input type="checkbox"/> CPR</td> <td><input type="checkbox"/> Music</td> <td><input type="checkbox"/> Signing</td> <td><input checked="" type="checkbox"/> Writing</td> </tr> <tr> <td><input type="checkbox"/> Crafts</td> <td><input type="checkbox"/> Nutrition/Health</td> <td></td> <td></td> </tr> </table> </div>	<input type="checkbox"/> Accounting	<input checked="" type="checkbox"/> Data Entry	<input checked="" type="checkbox"/> Organizational	<input type="checkbox"/> Social Events	<input checked="" type="checkbox"/> Administrative	<input checked="" type="checkbox"/> Editing	<input type="checkbox"/> Painting	<input type="checkbox"/> Sports	<input type="checkbox"/> Artist	<input type="checkbox"/> Electrical	<input type="checkbox"/> Photography	<input type="checkbox"/> Telephone	<input type="checkbox"/> Bi-Lingual	<input type="checkbox"/> First Aid	<input type="checkbox"/> Plumbing	<input type="checkbox"/> Theater	<input type="checkbox"/> Carpentry	<input type="checkbox"/> Fitness/Excercise	<input checked="" type="checkbox"/> Power Point	<input checked="" type="checkbox"/> Training	<input type="checkbox"/> Ceramics	<input checked="" type="checkbox"/> Gardening	<input type="checkbox"/> Project Leadership	<input type="checkbox"/> Transportation	<input type="checkbox"/> Clerical/Secretary	<input type="checkbox"/> Gopher	<input checked="" type="checkbox"/> Public Speaking	<input type="checkbox"/> Tutoring	<input type="checkbox"/> Clown	<input type="checkbox"/> Graphics	<input type="checkbox"/> Quilting	<input checked="" type="checkbox"/> Volunteer Management	<input checked="" type="checkbox"/> Computer	<input type="checkbox"/> Knitting	<input checked="" type="checkbox"/> Reading	<input type="checkbox"/> Wallpaper/Painting	<input type="checkbox"/> Cooking/Baking	<input type="checkbox"/> Leadership	<input type="checkbox"/> Sewing	<input type="checkbox"/> Web Design	<input type="checkbox"/> CPR	<input type="checkbox"/> Music	<input type="checkbox"/> Signing	<input checked="" type="checkbox"/> Writing	<input type="checkbox"/> Crafts	<input type="checkbox"/> Nutrition/Health		
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<input type="checkbox"/> Crafts	<input type="checkbox"/> Nutrition/Health																																																
7.	<p>Click the checkboxes that represent your availability to volunteer.</p> <div data-bbox="245 1472 1097 1755" style="border: 1px solid #ccc; padding: 10px;"> <p><b>Availability</b></p> <p>When are you typically available? (please check all that apply)</p> <table border="0"> <tr> <td><input type="checkbox"/> Weekday Mornings</td> <td><input checked="" type="checkbox"/> Weekend Mornings</td> </tr> <tr> <td><input type="checkbox"/> Weekday Afternoons</td> <td><input checked="" type="checkbox"/> Weekend Afternoons</td> </tr> <tr> <td><input type="checkbox"/> Weekday Evenings</td> <td><input type="checkbox"/> Weekend Evenings</td> </tr> </table> </div>	<input type="checkbox"/> Weekday Mornings	<input checked="" type="checkbox"/> Weekend Mornings	<input type="checkbox"/> Weekday Afternoons	<input checked="" type="checkbox"/> Weekend Afternoons	<input type="checkbox"/> Weekday Evenings	<input type="checkbox"/> Weekend Evenings																																										
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Step	Action
8.	<p>Enter any additional information that you wish to share about yourself and what you can bring to volunteering. You can also use this space to indicate special needs if applicable.</p> <p><b>Volunteer Comments</b></p> <p>Please indicate any comments that might be beneficial to the project manager.</p> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 10px;"> <p>I've had 25 years experience in public speaking.</p> </div>
9.	<p>Click the check boxes to sign up for e-mail communications, if applicable. <i>Please note that e-mails will be sent to the e-mail address on your record in PALS.</i></p> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 10px;"> <p><b>Communications</b></p> <p><input checked="" type="checkbox"/> E-mail me when a new project in my Chapter, Club, or Council matches my Interests, Skills and Talents, or Availability.</p> <p><input checked="" type="checkbox"/> E-mail me a reminder the day before I have a volunteer commitment.</p> <p><input checked="" type="checkbox"/> E-mail me a reminder to record my hours after a volunteer project has concluded.</p> </div>
10.	<p>Once you have filled in the details for your volunteer profile, click the &lt;Save Changes&gt; button at the bottom of the screen.</p> <div style="text-align: center; margin: 10px 0;">  </div> <p>PALS will confirm that your profile has been saved. You can edit your profile at any time by repeating steps 1-10. <i>To remove an item from your profile, simply uncheck the box or delete the text.</i></p> <div style="margin-top: 20px;"> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 10px;"> <p><b>Volunteer Profile: Mrs. Trish Zimmerman</b></p> </div> <div style="border: 1px solid #ccc; padding: 5px; background-color: #ffe4c4;"> <p><b>Changes Saved!</b></p> <p>Your changes to your volunteer profile have been saved.</p> </div> </div>

## Search PALS for Volunteer Opportunities

One of the key, exciting features that PALS offers is the ability to search the system to identify volunteer projects that are available for you to sign up for and participate in. This section illustrates how to search for and sign up for volunteer projects.

Step	Action
1.	<p>After logging into PALS, click the “Search Opportunities” link in the left navigation panel.</p> <ul style="list-style-type: none"><li>▶ Volunteer Management<ul style="list-style-type: none"><li>▶ Project Administration</li><li>▶ My Sign-ups</li><li>▶ Create Project</li><li>▶ Record Volunteer Hours</li><li>▶ Search Opportunities </li><li>▶ My Profile</li><li>▶ Volunteer Resources</li><li>▶ Tell a Friend!</li><li>▶ Reports</li></ul></li></ul>

Step	Action
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2. Fill out the fields on the screen with the criteria you feel is appropriate for the type of volunteer projects you are seeking.

You can enter a value in each of the fields or leave the fields blank. *At a minimum* it is recommended that you enter at least a date range (Project Dates) and an Organization. The more detail you enter, the more finite your search results will be.

**Search Volunteer Opportunities**

Project Category: [Dropdown]

Project Type: [Dropdown]

Non-Profit Partner: [Dropdown]

Who Can Volunteer?  Kids  Teens  Adults  Seniors  Groups  Anyone

Project Dates: On or After [10/16/2007] and On or Before [11/16/2007]

Project Location: City [Text], State/Province [Dropdown], Zip/Postal Code [Text]

Organization: Company [All Companies]

[Search]

- **Project Category** – select an appropriate category (or leave blank)
- **Project Type** – select a project type (or leave blank)
- **Non-Profit Partner** – if you are seeking projects in the system that are in partnership with a specific non-profit organization, select that organization in this list (or leave blank)
- **Who Can Volunteer?** – select one or more options as appropriate (or leave blank)
- **Project Dates** – enter a range of dates for the timeframe within which you wish to volunteer your time
- **Project Location** – filter the volunteer projects by narrowing down the location by entering in a City, State/Province, and Zip/Postal Code (or leave these fields blank)
- **Organization** – Select the Pioneer group you wish to volunteer with/for (i.e. AT&T, Qwest, New Outlook, Verizon, Canada)
- **Click the <Search> button** to activate the search for projects in PALS that meet your search criteria.

Step	Action
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3. The results of your search will display (assuming there are projects in PALS that meet your search criteria). If your search turns up zero matches, you can search again by repeating the process in Step 2 with different search criteria.

To see the details of any of the projects that appear in your search results, click on the title of the project to open it.

### Search Results



Your search returned **19** result(s):

- ▶ A Message by Massage
- ▶ Active, but Time Slots Not Yet Passed
- ▶ birthday party
- ▶ **Cell Phone Collection**
- ▶ Keith's Test Project

 [Tell a Friend About This Project!](#)

<b>Title</b>	Cell Phone Collection
<b>Dates</b>	August 31, 2007 — September 1, 2007
<b>Category</b>	Life Enrichment/Health & Human Services
<b>Type</b>	In Person
<b>Description</b>	Collect cell phones
<b>Project Lead</b>	<a href="#">KEITH POUNDS</a>
<b>Non-Profit Partner</b>	Catholic Charities USA
<b>Project Location</b>	GA Dome
<b>Address</b>	22 Vick Way Atlanta, GA 30000
<b>Who Can Volunteer?</b>	Anyone
<b>Interests</b>	Health/Wellness
<b>Skills and Talents</b>	Organizational

Time Slot(s)

Description	Start	End	Slots Remaining	
Registration 	Aug. 31, 9:00 AM	Aug. 31, 9:30 AM	9	You are already signed up for this time slot.
Count Phones 	Sep. 1, 9:00 AM	Sep. 1, 11:30 AM	10	Volunteer

Step	Action
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4. Review the details of the projects. On this screen, you have the ability to:
- Send an e-mail to the volunteer Project Lead
  - Send e-mails to friends and family to tell them about this specific project and encourage them to sign up too
  - See more details (if available) about the timeslots by placing your cursor over the “question mark” by the description in the “Time Slots” area of the screen

[Tell a Friend About This Project!](#)

<b>Title</b>	Cell Phone Collection
<b>Dates</b>	August 31, 2007 – September 1, 2007
<b>Category</b>	Life Enrichment/Health & Human Services
<b>Type</b>	In Person
<b>Description</b>	Collect cell phones
<b>Project Lead</b>	<a href="#">KEITH POUNDS</a>
<b>Non-Profit Partner</b>	Catholic Charities USA
<b>Project Location</b>	GA Dome
<b>Address</b>	22 Vick Way Atlanta, GA 30000
<b>Who Can Volunteer?</b>	Anyone
<b>Interests</b>	Health/Wellness
<b>Skills and Talents</b>	Organizational

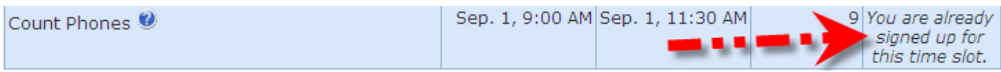
**Time Slot(s)**

Description	Start	End	Slots Remaining	
Registration ⓘ		9:30 AM	9	You are already signed up for this time slot.
Count Phones ⓘ	Sep. 1, 9:00 AM	Sep. 1, 11:30 AM	10	<b>Volunteer</b>

5. To volunteer for a project, for a specific time slot, simply click the <Volunteer> button for the appropriate time slot.

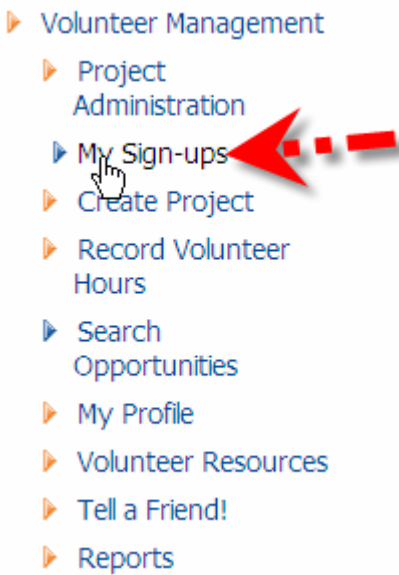
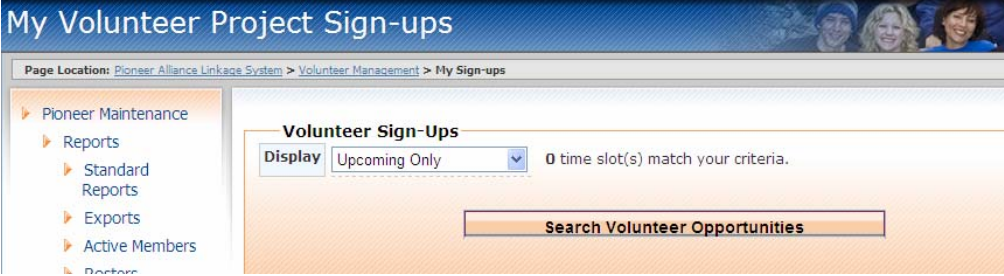
**Time Slot(s)**

Description	Start	End	Slots Remaining	
Registration ⓘ	Aug. 31, 9:00 AM	Aug. 31, 9:30 AM	9	You are already signed up for this time slot.
Count Phones ⓘ	Sep. 1, 9:00 AM	Sep. 1, 11:30 AM	10	<b>Volunteer</b>

Step	Action
6.	<p>After you click the &lt;Volunteer&gt; button, your selection is saved and a message will display indicating that you have signed up for that time slot for that volunteer project.</p>  <p>To review other projects in your search results, repeat steps 3 and 4 above. To sign up for additional projects and/or timeslots, repeat step 5.</p>

## Review Projects You have Signed Up For

At any time you can review the volunteer projects that you have signed up for whether that project has already taken place or the project is coming up at a future date.

Step	Action
1.	<p>Click the “My Sign Ups” link.</p>  <p>▶ Volunteer Management</p> <p>▶ Project Administration</p> <p>▶ My Sign-ups</p> <p>▶ Create Project</p> <p>▶ Record Volunteer Hours</p> <p>▶ Search Opportunities</p> <p>▶ My Profile</p> <p>▶ Volunteer Resources</p> <p>▶ Tell a Friend!</p> <p>▶ Reports</p> <p>This will direct you to the “My Volunteer Project Sign Ups” screen.</p> 

Step	Action
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- Click the drop down for the “Display” field to select the types of volunteer projects you wish to see on this screen.



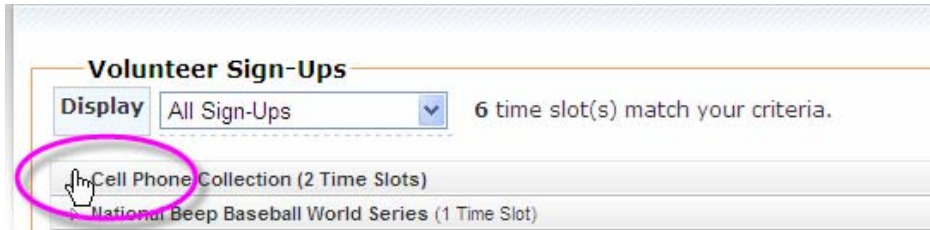
- **Upcoming Only** displays projects that you have signed up to volunteer for that take place at a date in the future.
- **Within the last 90 days** displays projects that you have signed up to volunteer for that took place in the last 90 days.
- **Within the last 180 days** displays projects that you have signed up to volunteer for that took place in the last 180 days.
- **Within the last year** displays projects that you have signed up to volunteer for that took place in the last year.
- **All Sign-Ups** will display everything you have signed up to volunteer for.

After you have made your selection any projects that fall into the timeframe you selected will display.



Step	Action
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3. You can view the details of these projects by clicking on the project title.



<b>Title</b>	Cell Phone Collection
<b>Dates</b>	August 31, 2007 — September 1, 2007
<b>Category</b>	Life Enrichment/Health & Human Services
<b>Type</b>	In Person
<b>Description</b>	Collect cell phones
<b>Project Lead</b>	<a href="#">KEITH POUNDS</a>
<b>Non-Profit Partner</b>	Catholic Charities USA
<b>Project Location</b>	GA Dome
<b>Address</b>	22 Vick Way Atlanta, GA 30000
<b>Who Can Volunteer?</b>	Anyone
<b>Interests</b>	Health/Wellness
<b>Skills and Talents</b>	Organizational

Time Slot(s)

Description	Start	End	Hours Reported
Registration	Aug. 31, 9:00 AM	Aug. 31, 9:30 AM	0
Count Phones	Sep. 1, 9:00 AM	Sep. 1, 11:30 AM	0

[Report Hours](#)

**Note:** You have the ability to report your volunteer hours worked for the project after you have opened the detail view.

Step	Action
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4. To report hours for the timeslot(s) that you worked, click the <Report Hours> button.

The screenshot shows a table with the following structure:

Time Slot(s)		End	Hours Reported
Registration		10 AM	0
Count Phones	Sep. 1, 9:00 AM	Sep. 1, 11:30 AM	0

A callout box with a blue border and white background contains the text: "No hours have been reported yet". Below the table, a button labeled "Report Hours" is highlighted with a mouse cursor.

5. Enter the number of participation hours worked in the "Hours Reported" field. When finished, click the <Submit Hours> button.

The screenshot shows a form titled "Report Hours Volunteered for Cell Phone Collection". It contains the following text:

All time slots for this project that you have signed up for are listed below. Please enter your hours worked for each time slot.

If you worked a time slot that is not listed below, please click on the "Add Time Slot" button and sign up for it now by using the [Search Opportunities page](#).

The form includes a table with the following structure:

Time Slot/Description	Hours Worked
Registration, Aug 31, 9:00 AM - A Bring phones	<input type="text" value="1"/>
Count Phones, Sep 01, 9:00 AM - Sep 01, 11:30 AM Count total number of phones.	<input type="text" value="2"/>

A callout box with a blue border and white background contains the text: "Enter the appropriate number of participation hours". Below the table, a button labeled "Submit Hours" is circled in pink and has a mouse cursor pointing to it.

PALS will display a message confirming that your hours have been successfully saved.

The screenshot shows a confirmation message box with the following text:

**Report Hours Volunteered for Cell Phone Collection**

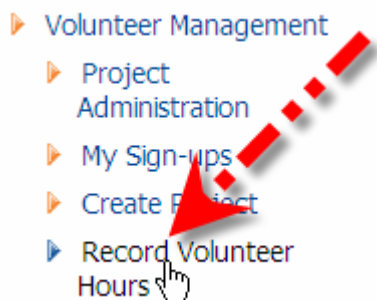
**Data Saved!**  
Your hours have been successfully saved!

## Reporting Your Volunteer Participation Hours

As illustrated in the previous section participation hours can be reported when viewing the “My Sign Ups” screens. Volunteer projects that you have participated in can either be projects that you located via a search in PALS and signed up to participate in or you may also volunteer independently for causes or projects that do not exist in PALS. The process detailed below facilitates reporting volunteer hours for either scenario.

Step	Action
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1. Click the “Report Volunteer Hours” link.



This will direct you to the “Report Volunteer Hours” screen. *Note that the screen has two distinct sections.* The section entitled “Volunteer Management Projects” will display projects that exist in PALS that you signed up to participate in.

The section entitled “Other Volunteer Projects” is where you will define those volunteer hours you worked independently, where the cause or project does not exist in PALS.

A screenshot of the 'Report Volunteer Hours' screen. It is divided into two main sections: 'Volunteer Management Projects' and 'Other Volunteer Projects'. The 'Volunteer Management Projects' section shows a message: 'You do not have any Volunteer Management projects with unreported hours.' A callout box points to this section with the text: 'Hours volunteered where the project exists in PALS, and can be searched for and signed up for in PALS.' The 'Other Volunteer Projects' section contains instructions: 'Use this area to view, edit and report your volunteer hours that are NOT associated with an existing volunteer project in the PALS system. For example, if you worked eight hours at a local soup kitchen, report those hours here to get credit for your time.' Below this are two project entries: 'Soup Kitchen' and 'Trish's Independent Project Hours'. A callout box points to this section with the text: 'Hours volunteered independently, where the cause or project does not exist in PALS.' At the bottom of the screen is a button labeled 'Enter Other Volunteer Project Details'.

Step	Action
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- To report hours for volunteer projects that are in PALS, click the appropriate project name in the section entitled “Volunteer Management Projects.” This will expand the details of that specific project.

**Volunteer Management Projects**

The following are projects you have signed up for via the Volunteer Management application. These projects have passed, but have not been closed by the project administrator. You may continue to report and/or change your hours as necessary until the project administrator has closed the project.

- ▷ [ATS Test \(1 Time Slot\)](#)
- ▷ [2007 National Book Festival \(2 Time Slots\)](#)

As illustrated below, the details of the project are displayed, and the timeslots that have been registered for/worked.

▼ 2007 National Book Festival (2 Time Slots)

<b>Title</b>	2007 National Book Festival		
<b>Dates</b>	September 29, 2007		
<b>Category</b>	Education		
<b>Type</b>	In Person		
<b>Description</b>	Volunteers are needed to work at the AT&T booth to wear the 'Dipper' costume, take pictures of children and their families with 'Dipper', hand out bookmarks and reading certificates.		
<b>Project Lead</b>	<a href="#">AT&amp;T Trainer</a>		
<b>Project Location</b>	The National Mall		
<b>Address</b>	Jefferson & Madison Streets Washington, DC 20019		
<b>Who Can Volunteer?</b>	Teens, Adults, Seniors		

**Time Slot(s)**



Description	Start	End	Hours Reported
Work the AT&T Booth	Sep. 29, 9:30 AM	Sep. 29, 12:00 PM	0
Work the AT&T Booth	Sep. 29, 12:00 PM	Sep. 29, 3:00 PM	0

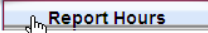
**Report Hours**

Step	Action
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3. Click the <Report Hours> button at the bottom of the screen.

Time Slot(s)

Description	Start	End	Hours Reported
Work the AT&T Booth 	Sep. 29, 9:30 AM	Sep. 29, 12:00 PM	0
Work the AT&T Booth 	Sep. 29, 12:00 PM	Sep. 29, 3:00 PM	0

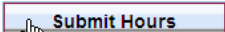


4. Enter the appropriate number of hours for each of the timeslots you worked at that specific project. Click the <Submit Hours> button once the hours details have been entered.

**Report Hours Volunteered for 2007 National Book Festival**  
 All time slots for this project that you have signed up for are listed below. Please enter your hours worked for each time slot.

If you worked a time slot that is not listed here, you may search for that time slot and sign up for it now by using the [Search Opportunities page](#).

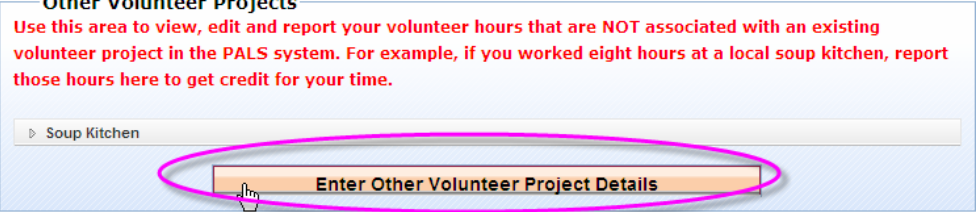
Time Slot/Description	Hours Worked
Work the AT&T Booth, Sep 29, 9:30 AM - Sep 29, 12:00 PM	<input type="text" value="5"/>
Work the AT&T Booth, Sep 29, 12:00 PM - Sep 29, 3:00 PM	<input type="text" value="2"/>



Once the hours are saved, PALS will display a confirmation message at the top of the screen.

**Data Saved!**  
 Your hours have been successfully saved!

## Reporting Volunteer Participation Hours – Project does not exist in PALS

Step	Action
1.	<p>The first step is to add the details for when and where you volunteered your time. Click the &lt;Enter Other Volunteer Project Details&gt; button.</p> <p><b>Other Volunteer Projects</b> Use this area to view, edit and report your volunteer hours that are NOT associated with an existing volunteer project in the PALS system. For example, if you worked eight hours at a local soup kitchen, report those hours here to get credit for your time.</p>  <p>The screenshot shows a web interface with a light blue background. At the top, there is a header 'Other Volunteer Projects' in bold. Below it is a red text instruction: 'Use this area to view, edit and report your volunteer hours that are NOT associated with an existing volunteer project in the PALS system. For example, if you worked eight hours at a local soup kitchen, report those hours here to get credit for your time.' Below the text is a search bar containing 'Soup Kitchen'. Below the search bar is a button labeled 'Enter Other Volunteer Project Details'. The button is highlighted with a pink oval, and a mouse cursor is pointing at it.</p>

**Step****Action**

2. Enter the details on the screen that now displays. Note that all the fields are required. After entering in all the details, click the <Save and Continue to Report Hours> button at the bottom of the screen.

The screenshot shows the TelecomPioneers website interface. At the top, there is a navigation bar with links for 'Contact Us', 'Log Out', and 'Join'. Below this is a search bar with a 'Go!' button. The main navigation menu includes 'Home Page', 'Who We Are', 'What We Do', 'How to Help', and 'Projects'. The page title is 'Enter or Edit Other Volunteer Project Details'. The breadcrumb trail reads: 'Page Location: Pioneer Alliance Linkage System > Volunteer Management > Report Volunteer Hours > Enter or Edit Other Volunteer Project Details'. The version number is 'Version 1.0 RC2'. On the left, there is a sidebar menu with categories like 'Pioneer Maintenance', 'Volunteer Management', and 'Log Out'. The main content area is titled 'Other Volunteer Project Details' and contains a form with the following fields:

- Project Title**: A text input field.
- Project Description**: A rich text editor with a toolbar.
- Charity/School/Organization**: A text input field.
- Project Location**: A text input field with a note: 'e.g., Georgia Dome, George Washington High School, etc.'.
- Address**: Two stacked text input fields.
- City, State/Province, Zip**: A dropdown menu for 'State' (currently showing 'Alabama') and a text input for 'City'.
- Start Date**: A date picker.
- End Date**: A date picker.

At the bottom of the form is a button labeled 'Save and Continue to 'Report Hours''. The footer contains the TelecomPioneers logo and contact information: P.O. Box 13888, Denver, CO 80201-3888, Phone: 303-571-1200, 1-800-872-5995, Fax: 303-972-0520, info@telecompioneers.org.

Step	Action
------	--------

3. Click into the “Hours Worked” field and enter the appropriate number of hours worked. When that is complete, click the <Save Volunteer Hours> button.

**Hours**  
You may use this space to record not only your own hours, but those of other volunteers for whom you have been asked to report.

Volunteer	E-mail	City/State	Hours Worked
Mrs. Trish Zimmerman	triciazee@msn.com	North Platte, NE	3

4. If you also need to enter hours for other individuals (either Pioneer members or non-members) who also volunteered for the same situation or cause, you can click the <Add Another Volunteer> button to report their hours as well.

**Hours**  
You may use this space to record not only your own hours, but those of other volunteers for whom you have been asked to report.

Volunteer	E-mail	City/State	Hours Worked
Mrs. Trish Zimmerman	triciazee@msn.com	North Platte, NE	3.00

5. Search for the other individual(s) on the “Search for a Volunteer” screen. Enter as much detail as possible in the fields displayed below. After entering your search criteria, click the <Search> button.

**Search for a Volunteer**

Step	Action
------	--------

6. If records in PALS are present that match your search criteria, those record will display on the search results screen. To select an existing record, click on the name information to select that record.

Search for a Volunteer

Volunteer	E-mail	City, State/Province
Ms. Carissa L. Pavlica		Thornton , CO

7. If no matching records are found, you can then click the <Add Volunteer> button at the bottom of the screen to add that person to PALS and then record their hours.

**Add a New Volunteer**

8. Enter the individual's information and click the <Submit> button when done.

Add a New Volunteer

**Contact Information**

\* Name Corrie Zimmerman

Phone

\* E-mail corrie@comcast.net

**Address**

Address 816 S Elm St

City North Platte

State/Province NE

Zip/Postal Code 69101-1234

Country United States

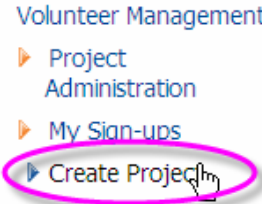
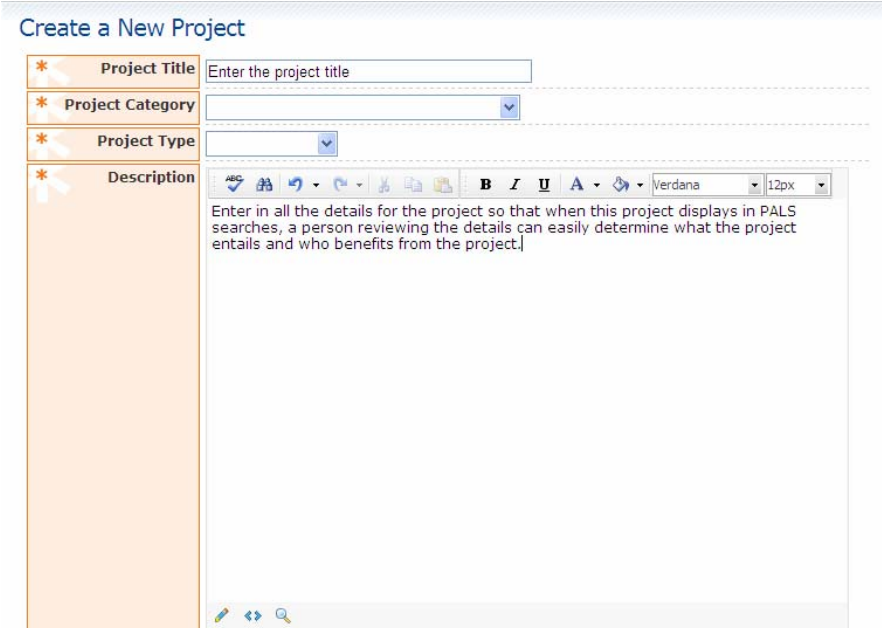
**Submit**

Step	Action												
<p>9.</p>	<p>Click into the “Hours Worked” field for that individual and enter the appropriate number of hours. When done, click the &lt;Save Volunteer Hours&gt; button.</p> <div data-bbox="243 646 1263 915"> <p><b>Hours</b></p> <p>You may use this space to record not only your own hours, but those of other volunteers for whom you have been asked to report.</p> <table border="1"> <thead> <tr> <th>Volunteer</th> <th>E-mail</th> <th>City/State</th> <th>Hours Worked</th> </tr> </thead> <tbody> <tr> <td>Corrie Zimmerman</td> <td>corrie@comcast.net</td> <td>North Platte, NE</td> <td><input type="text" value="5"/></td> </tr> <tr> <td>Mrs. Trish Zimmerman</td> <td>triciazee@msn.com</td> <td>North Platte, NE</td> <td><input type="text" value="0.00"/></td> </tr> </tbody> </table> <p style="text-align: center;"> <input type="button" value="Add Another Volunteer"/> </p> <p style="text-align: center;"> <input type="button" value="Save Volunteer Hours"/> </p> </div>	Volunteer	E-mail	City/State	Hours Worked	Corrie Zimmerman	corrie@comcast.net	North Platte, NE	<input type="text" value="5"/>	Mrs. Trish Zimmerman	triciazee@msn.com	North Platte, NE	<input type="text" value="0.00"/>
Volunteer	E-mail	City/State	Hours Worked										
Corrie Zimmerman	corrie@comcast.net	North Platte, NE	<input type="text" value="5"/>										
Mrs. Trish Zimmerman	triciazee@msn.com	North Platte, NE	<input type="text" value="0.00"/>										
<p>10.</p>	<p>Repeat steps 4-9 to add additional volunteers and report their hours.</p>												

## Create Volunteer Projects in PALS

Any Pioneer member can create volunteer projects in PALS. All projects will undergo a review process by the appropriate individual designated for project review within a specific Chapter, Council, or Club. Once a project is approved, that project will then be searchable in PALS and individuals can sign up to volunteer for that project as well.

The details below illustrate the process to create volunteer projects in PALS.

Step	Action
1.	<p>Click the “Create Project” link in the left navigation panel.</p>  <p>The screenshot shows a vertical navigation menu with four items: 'Volunteer Management', 'Project Administration', 'My Sign-ups', and 'Create Project'. The 'Create Project' item is circled in red, and a mouse cursor is pointing at it.</p>
2.	<p>Enter in the project details. Note that certain fields on this screen are indicated as required with an asterisk (*).</p>  <p>The screenshot shows the 'Create a New Project' form. It has four required fields: 'Project Title' (text input), 'Project Category' (dropdown), 'Project Type' (dropdown), and 'Description' (rich text editor). The 'Description' field contains the text: 'Enter in all the details for the project so that when this project displays in PALS searches, a person reviewing the details can easily determine what the project entails and who benefits from the project.'</p>

Step	Action
------	--------

When you complete the detail entry, click the <Save and Continue> button at the bottom of the screen.

**Non-Profit Partner**

Other:

\* **Visibility**

Public  Private
 

**Note:** Public projects will be available for sign-up from anyone in the system. Private projects will only be visible to individuals in the same company, chapter, council, or club as you.

\* **Project Location**  
e.g., Georgia Dome, George Washington High School, etc.

\* **Address**

\* **City, State/Province, Zip**

**Who Can Volunteer?**

Kids  Teens  Adults  Seniors  Groups  Anyone

**Interests**  
Interests will be used to help match potential volunteers. Please choose at least one interest that applies to this project.

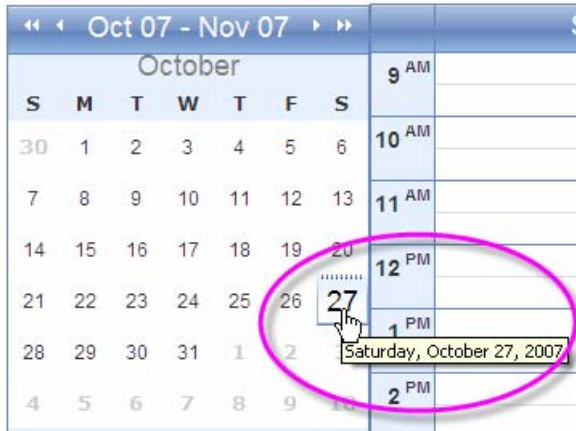
<input type="checkbox"/> Administrative Support	<input type="checkbox"/> Health/Wellness
<input type="checkbox"/> Arts/Culture	<input type="checkbox"/> Humanitarian/Disaster Relief
<input type="checkbox"/> Child Welfare	<input type="checkbox"/> Military
<input type="checkbox"/> Disadvantaged/Underprivileged	<input type="checkbox"/> Pioneer Leadership
<input type="checkbox"/> Education/Literacy	<input type="checkbox"/> Special Events
<input type="checkbox"/> Environmental	<input type="checkbox"/> Technical/PC
<input type="checkbox"/> Fundraising	

**Skills and Talents**  
Skills and Talents will be used to help match potential volunteers. Please choose at least one skill/talent that applies to this project.

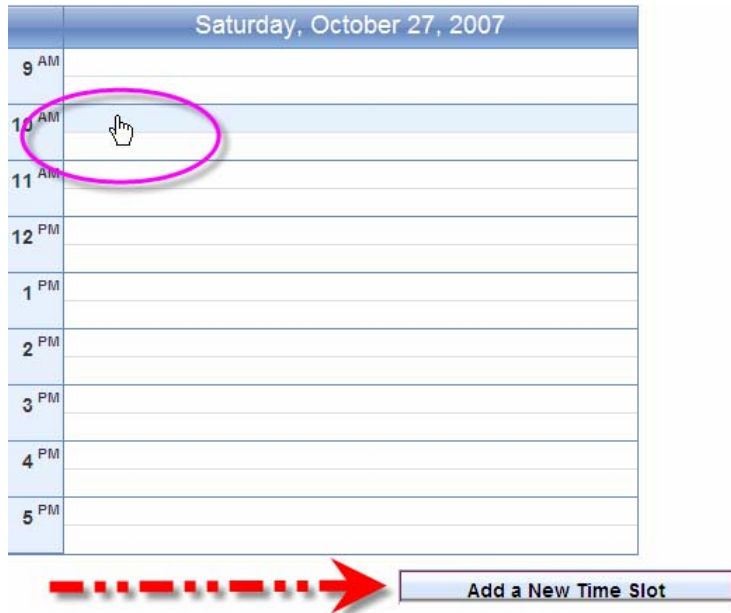
<input type="checkbox"/> Accounting	<input type="checkbox"/> Crafts	<input type="checkbox"/> Music	<input type="checkbox"/> Signing
<input type="checkbox"/> Administrative	<input type="checkbox"/> Data Entry	<input type="checkbox"/> Nutrition/Health	<input type="checkbox"/> Social Events
<input type="checkbox"/> Artist	<input type="checkbox"/> Editing	<input type="checkbox"/> Organizational	<input type="checkbox"/> Sports
<input type="checkbox"/> Bi-Lingual	<input type="checkbox"/> Electrical	<input type="checkbox"/> Painting	<input type="checkbox"/> Telephone
<input type="checkbox"/> Carpentry	<input type="checkbox"/> First Aid	<input type="checkbox"/> Photography	<input type="checkbox"/> Theater
<input type="checkbox"/> Ceramics	<input type="checkbox"/> Fitness/Exercise	<input type="checkbox"/> Plumbing	<input type="checkbox"/> Training
<input type="checkbox"/> Clerical/Secretary	<input type="checkbox"/> Gardening	<input type="checkbox"/> Power Point	<input type="checkbox"/> Transportation
<input type="checkbox"/> Clown	<input type="checkbox"/> Gopher	<input type="checkbox"/> Project Leadership	<input type="checkbox"/> Tutoring
<input type="checkbox"/> Computer	<input type="checkbox"/> Graphics	<input type="checkbox"/> Public Speaking	<input type="checkbox"/> Volunteer Management
<input type="checkbox"/> Cooking/Baking	<input type="checkbox"/> Handyman	<input type="checkbox"/> Quilting	<input type="checkbox"/> Wallpaper/Painting
<input type="checkbox"/> Cosmetology	<input type="checkbox"/> Knitting	<input type="checkbox"/> Reading	<input type="checkbox"/> Web Design
<input type="checkbox"/> CPR	<input type="checkbox"/> Leadership	<input type="checkbox"/> Sewing	<input type="checkbox"/> Writing

Step	Action
------	--------

3. To add the volunteer timeslots to the project, click the date of the project first.



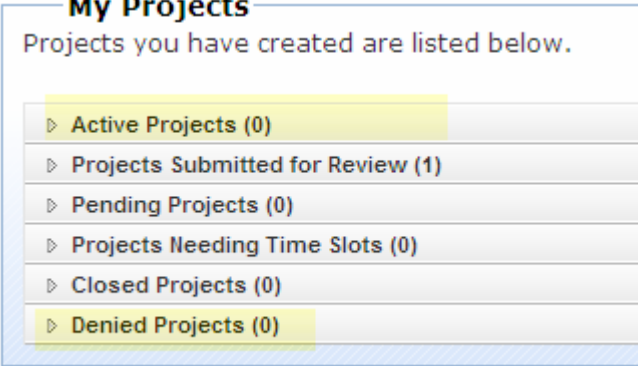
4. To add the time(s) for the project along with any details about what volunteer activities will be happening at that time, either click on the time in the calendar grid area, or click the <Add a New Time Slot> button.



Step	Action
------	--------

5. Enter the details for that specific timeslot and click the <Save> button when done.

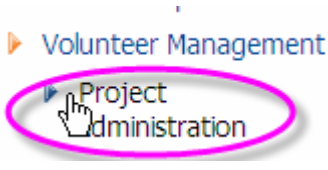
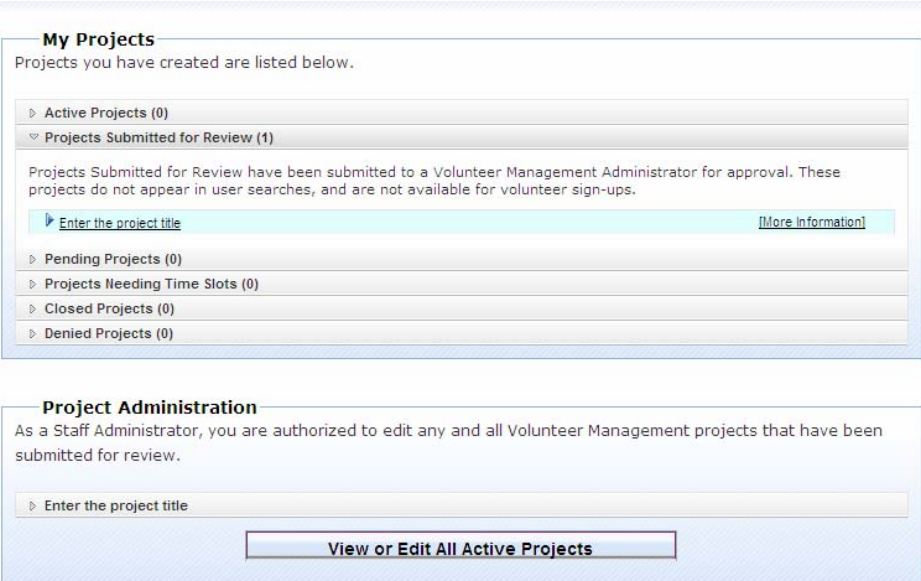
6. Repeat steps 4 and 5 to complete the details of the volunteer project you are creating. When you have finished submit the project for review by clicking the <Submit for Review> button.

Step	Action
7.	<p>When the project has been reviewed by the appropriate project administrator, depending on the outcome of the review the project will either appear in the “Active Projects” or “Denied Projects” category on the “Volunteer Project Administration” screen in PALS.</p> <p>Projects that are approved and moved (automatically by PALS) to the “Active Projects” category can then be searched for and located in PALS and individuals can begin to sign up to volunteer for that project.</p> <p>Denied projects will never show up in the PALS system unless some action takes them from the “Denied” status to the “Active” status.</p> <p><i>You will receive an e-mail from PALS that indicates the status of your project immediately upon that project being approved or denied.</i></p> 

## Project Administration

This area of PALS allows you to manage projects that you have created as the project team leader and easily see what categories your projects appear in. Additionally, you can view who has signed up for your projects, you can send those individuals e-mails, and you can report hours for your projects.

***\*\*If you are a volunteer project administrator, you will also have additional capabilities in this area of PALS that allows for the approval or denial of projects that are created and submitted in PALS by volunteer project team leaders\*\****

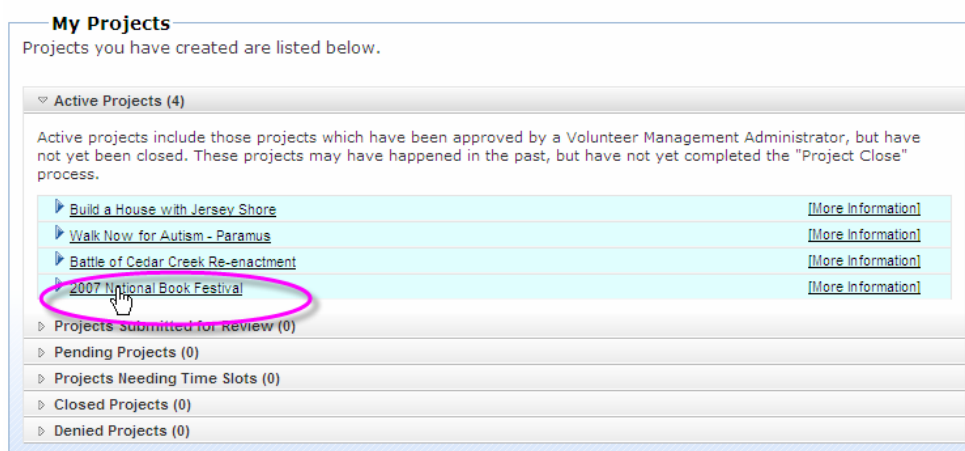
Step	Action
1.	<p>To access “Project Administration” click the link in the left navigation panel.</p> 
2.	<p>The screen will display the various categories with your projects outlined.</p> 

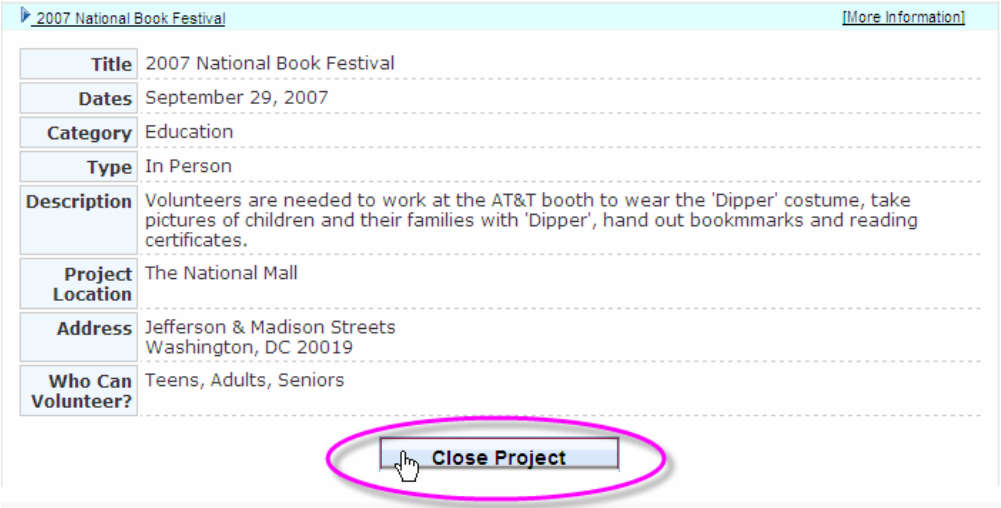
Step	Action
------	--------

Projects listed in the “My Projects” section of the screen are organized as follows:

- **Active Projects** – these are projects that you have created in PALS where you are the project lead. Active projects can be searched for and located in PALS and individuals can sign up to volunteer at these projects.
- **Projects Submitted for Review** – these projects have been created in PALS by you where you are the project lead. They are in a “review” status and therefore can’t be searched for in PALS until such time they are approved.
- **Pending Projects** - these projects have all the information entered, they just haven’t yet been submitted for review.
- **Projects Needing Time Slots** – these projects have the initial details in PALS but the time slot information has not yet been entered.
- **Closed Projects** – these projects have been fully reported and have been officially closed. Closed projects can not have further edits made to them.
- **Denied Projects** – the volunteer project administrator for your group has denied the project. Denied projects can’t be searched for in PALS.

3. To view the project details more fully, click on the project title to expand to the detail view.



Step	Action																
4.	<p>The initial details of the project display. To see who is signed up to volunteer, to report hours, to send an e-mail to volunteers, click the &lt;Close Project&gt; button.</p>  <p>The screenshot shows a project details page for the '2007 National Book Festival'. At the top left is a breadcrumb trail '&gt; 2007 National Book Festival' and at the top right is a link '[More information]'. Below this is a table of project details:</p> <table border="1"> <tr> <td><b>Title</b></td> <td>2007 National Book Festival</td> </tr> <tr> <td><b>Dates</b></td> <td>September 29, 2007</td> </tr> <tr> <td><b>Category</b></td> <td>Education</td> </tr> <tr> <td><b>Type</b></td> <td>In Person</td> </tr> <tr> <td><b>Description?</b></td> <td>Volunteers are needed to work at the AT&amp;T booth to wear the 'Dipper' costume, take pictures of children and their families with 'Dipper', hand out bookmarks and reading certificates.</td> </tr> <tr> <td><b>Project Location</b></td> <td>The National Mall</td> </tr> <tr> <td><b>Address</b></td> <td>Jefferson &amp; Madison Streets Washington, DC 20019</td> </tr> <tr> <td><b>Who Can Volunteer?</b></td> <td>Teens, Adults, Seniors</td> </tr> </table> <p>At the bottom of the page, there is a button labeled 'Close Project' with a mouse cursor pointing to it. The button is highlighted with a pink oval.</p>	<b>Title</b>	2007 National Book Festival	<b>Dates</b>	September 29, 2007	<b>Category</b>	Education	<b>Type</b>	In Person	<b>Description?</b>	Volunteers are needed to work at the AT&T booth to wear the 'Dipper' costume, take pictures of children and their families with 'Dipper', hand out bookmarks and reading certificates.	<b>Project Location</b>	The National Mall	<b>Address</b>	Jefferson & Madison Streets Washington, DC 20019	<b>Who Can Volunteer?</b>	Teens, Adults, Seniors
<b>Title</b>	2007 National Book Festival																
<b>Dates</b>	September 29, 2007																
<b>Category</b>	Education																
<b>Type</b>	In Person																
<b>Description?</b>	Volunteers are needed to work at the AT&T booth to wear the 'Dipper' costume, take pictures of children and their families with 'Dipper', hand out bookmarks and reading certificates.																
<b>Project Location</b>	The National Mall																
<b>Address</b>	Jefferson & Madison Streets Washington, DC 20019																
<b>Who Can Volunteer?</b>	Teens, Adults, Seniors																
5.	<p>Many different entries can be made once you click the &lt;Close Project&gt; button as detailed below.</p>																

# Close a Volunteer Project

Page Location: Pioneer Alliance Linkage System > Volunteer Management > Project Administration > Close a Project Version 1.0 RC2

- ▶ Pioneer Maintenance
  - ▶ Reports
    - ▶ Standard Reports
    - ▶ Exports
    - ▶ Active Members
    - ▶ Rosters
    - ▶ Exceptions
- ▶ Volunteer Management
  - ▶ Project Administration
  - ▶ My Sign-ins
  - ▶ Volunteer Management
    - ▶ Project Administration
    - ▶ My Sign-ins
    - ▶ Opportunities
    - ▶ My Profile
    - ▶ Volunteer Resources
    - ▶ Tell a Friend!
    - ▶ Reports
    - ▶ Log Out
    - ▶ Change Password

## Close 2007 National Book

### Hours

#### Individual Hours

The following is a roster of all volunteers who have signed up for this project and the hours they have reported. You may edit these hours as appropriate.

Volunteer	City, State/Province	Hours Reported
AT&T Trainer		0
Mrs. Trish Zimmerman	North Platte, NE	2

Volunteer	City, State/Province	Hours Reported
AT&T Trainer		0
Mrs. Trish Zimmerman	North Platte, NE	2
Mrs. Trish Zimmerman	triciazee@msn.com North Platte, NE	2

Pioneers who have signed up to volunteer for this project are listed. When they report their hours for the project this page is updated to reflect what they have reported. As the project team leader you can also enter their individual hours on their behalf.

Project leaders can also add individuals who worked for the project where those individuals did not sign up via PALS.

### Bulk Hours

Often times it is not possible or practical to completely account for time worked on a project. In some cases, the hours necessary to provide the correct overall total for the project may be entered in the field below. Please DO NOT duplicate hours between the itemized hours above and the bulk hours below.

Hours

### Units

Enter the number and type of units completed below.

Number of Units

Type of Units

e.g., "Students helped", "Books repaired", "Kits distributed", "Boxes made", "Ramps constructed", "Demonstrations presented", etc.

Appropriate units for the volunteer project can be entered by the project leader

### Post Activity Follow-up E-mail

A post activity, or follow-up e-mail is a nice way to thank your volunteers for a project gone well. Click the button below to send one now.



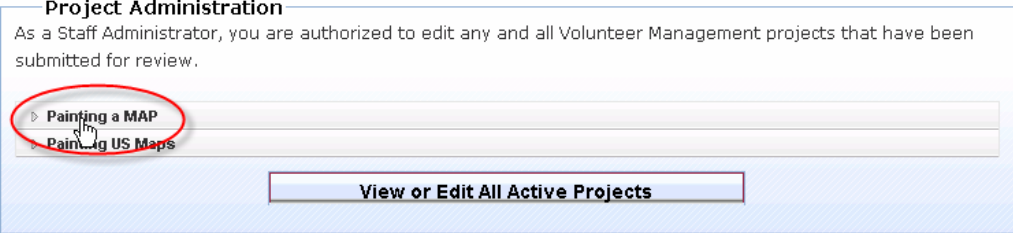
An e-mail can be sent to all volunteers

### Close Project

**Once a project has been closed, it cannot be edited; hours cannot be reported, and units cannot be adjusted. Please be certain you are ready to close this project before clicking the button below.**

## Volunteer Project Administration

Specific individuals within your group will be responsible for reviewing projects that have been created in PALS. This review process is to ensure that the projects meet the guidelines for Pioneer volunteer projects. *The following steps are illustrated for those individuals who will act as Volunteer Project Administrators.*

Step	Action
1.	<p>After logging in to PALS, click the “Project Administration” link.</p> 
2.	<p>Projects pending your review are located in the section entitled “Project Administration.”</p> 
3.	<p>To open the project details, click a project title.</p> 

Step	Action
------	--------

4. Once the project details are open, you can review all the information that has been submitted for that specific project.

You have the ability to:

- Edit the project details, if needed
- Edit the project timeslots, if needed
- Approve the project if it meets with project guidelines. When you click “Approve Project” an e-mail is sent to the individual who submitted the project in PALS indicating that the project has been approved. Approved projects become active in PALS, meaning they are searchable and volunteers can begin to sign up to participate in that project.
- Deny the project if it does not meet with project guidelines. When you click “Deny Project” an e-mail is sent to the individual who submitted the project in PALS indicating that the project has been denied.

**Project Administration**  
 As a Staff Administrator, you are authorized to edit any and all Volunteer Management projects that have been submitted for review.

▼ Painting a MAP

<b>Title</b>	Painting a MAP
<b>Dates</b>	May 9, 2008
<b>Category</b>	Education
<b>Type</b>	In Person
<b>Description</b>	Volunteers are needed to paint a map of the United States on the Playground at Davis Elementary School. Paint and supplies will be provided.
<b>Project Lead</b>	<a href="#">AT&amp;T Trainer</a>
<b>Non-Profit Partner</b>	Dallas School District
<b>Project Location</b>	Davis Elementary School
<b>Address</b>	101 Main Street Somerset, NJ 08873
<b>Who Can Volunteer?</b>	Teens, Adults, Seniors

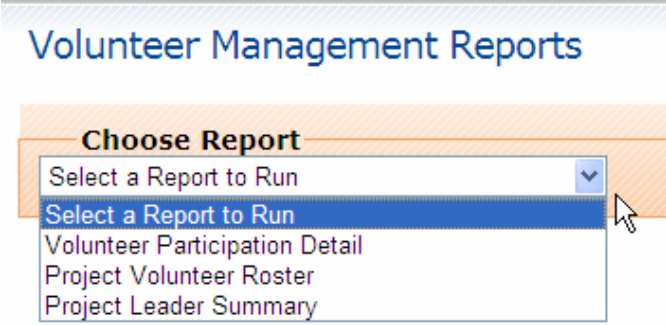
[Time Slots](#)


Description	Start	End	Min Vols	Max Vols	Current Vols
Painting a MAP	May 09, 9:00 AM	May 09, 3:30 PM	10	14	0

## Volunteer Management Reports

PALS end-users *with the appropriate user roles and permissions* will have the ability to run reports to track volunteer project activities.

The details to run these reports is illustrated below.

Step	Action
1.	<p>Click the “Reports” link in the left navigation panel.</p> <ul style="list-style-type: none"><li>▶ Volunteer Management<ul style="list-style-type: none"><li>▶ Project Administration</li><li>▶ My Sign-ups</li><li>▶ Create Project</li><li>▶ Report Volunteer Hours</li><li>▶ Search Opportunities</li><li>▶ My Profile</li><li>▶ Volunteer Resources</li><li>▶ Tell a Friend!</li><li>▶ <b>Reports</b></li></ul></li></ul>
2.	<p>Select a report to run.</p>  <p>The screenshot shows the 'Volunteer Management Reports' page. Below the title is a 'Choose Report' section with a dropdown menu. The dropdown menu is open, showing the following options: 'Select a Report to Run', 'Volunteer Participation Detail', 'Project Volunteer Roster', and 'Project Leader Summary'. A mouse cursor is pointing at the dropdown menu.</p>

Step	Action										
3.	<p data-bbox="240 520 1156 562">Enter the appropriate report criteria and click the &lt;Run Report&gt; button.</p> <div data-bbox="256 621 1195 873"><p data-bbox="293 621 428 642"><b>Report Filters</b></p><table border="1" data-bbox="289 653 1195 873"><tr><td data-bbox="289 653 451 730"><b>Project Dates</b></td><td data-bbox="451 653 662 688">From <input data-bbox="500 653 662 688" type="text"/></td></tr><tr><td></td><td data-bbox="451 688 662 730">To <input data-bbox="500 688 662 730" type="text"/></td></tr><tr><td data-bbox="289 730 451 766"><b>Project Title</b></td><td data-bbox="451 730 1195 766"><input data-bbox="451 730 1195 766" type="text"/></td></tr><tr><td data-bbox="289 766 451 802"><b>Project ID</b></td><td data-bbox="451 766 1195 802"><input data-bbox="451 766 1195 802" type="text"/></td></tr><tr><td data-bbox="289 802 451 873"><b>Non-Profit Partner</b></td><td data-bbox="451 802 1195 873"><input data-bbox="451 802 1195 873" type="text"/></td></tr></table></div> <p data-bbox="634 888 816 919"><b>Run Report</b> </p>	<b>Project Dates</b>	From <input data-bbox="500 653 662 688" type="text"/>		To <input data-bbox="500 688 662 730" type="text"/>	<b>Project Title</b>	<input data-bbox="451 730 1195 766" type="text"/>	<b>Project ID</b>	<input data-bbox="451 766 1195 802" type="text"/>	<b>Non-Profit Partner</b>	<input data-bbox="451 802 1195 873" type="text"/>
<b>Project Dates</b>	From <input data-bbox="500 653 662 688" type="text"/>										
	To <input data-bbox="500 688 662 730" type="text"/>										
<b>Project Title</b>	<input data-bbox="451 730 1195 766" type="text"/>										
<b>Project ID</b>	<input data-bbox="451 766 1195 802" type="text"/>										
<b>Non-Profit Partner</b>	<input data-bbox="451 802 1195 873" type="text"/>										
4.	<p data-bbox="240 961 1179 1035">The finished report can then be exported to an Excel spreadsheet or to an Adobe .pdf document.</p>										

### PALS Volunteer Management E-mails

PALS Scenario	E-mail is sent to
A project is approved in PALS that matches up to a Pioneer's Profile of Interests or Skills and Talents	Any Pioneer in PALS with matching interests, skills and talents on their profile
A volunteer commitment is tomorrow	Any Pioneer who signs up to be reminded of a volunteer project they have committed to and that project is "tomorrow" in their volunteer profile
Report Volunteer Hours – volunteer project date(s) is in the past	Any Pioneer who signs up to be reminded to report their hours as part of their volunteer profile
A volunteer project has been created and submitted for review in PALS	The volunteer project administrator receives notification of the new project and can log in to PALS to review and approve or deny
A volunteer project has been approved or denied	The Pioneer who created and submitted the project is notified of the results (approved or denied)
A volunteer cancels their participation	The project lead receives notification that a volunteer has cancelled
A volunteer reports their hours for a project that is in PALS	The project lead receives notification that a volunteer has reported their hours in PALS and for what project
Tell a Friend	Anybody can choose to send up to 10 e-mails to friends and family to notify them of a specific volunteer project and encourage them to participate
Tell a Friend	Anybody can choose to send up to 10 e-mails to friends and family to let them know about the overall website

Sample Sponsorship Proposal

Date

Inside Address

Dear:

TelecomPioneers is pleased to submit this sponsorship proposal for your review in conjunction with the 2007 Annual Meeting to be held February 15-17 at the Disneyland Hotel in Anaheim, California.

For more than 95 years, TelecomPioneers have been positively impacting lives across the United States and Canada. We serve as leaders in volunteerism. Millions of volunteer hours have been donated to make our communities better places in which to live and do business. To this end, TelecomPioneers enjoys a rich history of "answering the call of those in need" from health & human services projects to educational and environmental programs.

Your support of the 2007 Annual Meeting will help TelecomPioneers expand our mission for being passionate about creating effective, quality volunteer projects. It will also provide you the opportunity to reach a diverse and dedicated membership of 620,000 active and retired telecom professionals.

I will contact you shortly to answer questions and provide additional information. In the meantime, you are welcome to contact me at your convenience.

Sincerely,

Anne Hlad  
Special Projects  
TelecomPioneers  
Direct 303.571.9290  
Fax 303.572.0520  
E-mail [ahlad@telecompioneers.org](mailto:ahlad@telecompioneers.org)  
Website [www.telecompioneers.org](http://www.telecompioneers.org)

Enc.

**THE OPPORTUNITY**

Founded in 1911, TelecomPioneers is the world's largest corporate volunteer organization. A dedicated group of more than 620,000 volunteers, our members are current and retired telecommunications employees from AT&T, Verizon, Qwest, Bell Alliant, SaskTel, Frontier, Cincinnati Bell and Telcordia. Pioneers are committed to serving their communities throughout the United States, Canada and beyond. Partnering with TelecomPioneers gives your organization an avenue to impact local communities across the US and Canada, as we bring initiatives in education, life enrichment/health & human services, environmental issues and other areas directly to those communities through our continuous volunteer effort by members of all ages and backgrounds.

**THE EVENT**

Each year leaders from a broad cross section of TelecomPioneers chapters, clubs and councils gather to network and share ideas and best practices at the Annual Meeting.

**This year's theme is P:I:3 or Pioneers Initiative Three.** The three areas of emphasis are: Education, Technology and Membership. The meeting, now in its 80<sup>th</sup> year, features an EXPO area for sponsors and exhibitors, general business sessions, break out sessions and social functions to facilitate fellowship.

**WHO ATTENDS?**

Telecommunications professionals and industry retirees with disposable income.

Expected attendance: 800\*

*\*This number represents chapter, club and council leadership, e.g., Presidents, Vice Presidents, etc. Following the Annual Meeting, these leaders share the messages and lessons learned with their volunteers in the field, which has the potential to expose your brand to more than 600,000 TelecomPioneers members.*

**BENEFITS OF SPONSORSHIP**

- Increased sponsor brand visibility
- Greater prospect awareness
- Lead generation
- Product introduction or reinforcement
- Meaningful access to decision-makers
- Ability to demonstrate your role as an industry leader

**SPECIAL FEATURES**

- Desirable meeting location in the heart of Disneyland
- Accommodations will be offered to sponsors at negotiated Annual Meeting rate
- **Pioneerland EXPO** featuring TechTown, Corporate Village, Marketplace and Town Square exhibit areas
- Hooray for Hollywood opening night extravaganza in the Pioneerland EXPO
- Special evening events for sponsors on Friday and Saturday

**For more information about TelecomPioneers, please visit us at [www.telecompioneers.org](http://www.telecompioneers.org)**

GOLD SPONSOR

INVESTMENT: \$10,000

*Return on Investment:**Recognition*

- Your name and/or logo displayed on TelecomPioneers website: www.telecompioneers.org
- Your name and/or logo displayed in pre-convention marketing materials
- Your name and/or logo projected on large screens prior to the keynote events
- Your name and/or logo displayed on "Thank You" signs
- Speaker announcements during business sessions

*Hospitality*

- Invitation for two (2) to attend Thursday evening Chairman's Dinner at the Golden Vine Winery inside Disney's California Adventure
- Invitation for two (2) to attend Saturday evening California Beach Party closing banquet

**Added Value**

- Opportunity to create and implement a Saturday 1.5 hour workshop break out session
- Pioneerland EXPO booth
- Conference Bag Inserts  
*You send us 3,000 inserts – they can be a brochure or promotional item – and we put them in each of the conference bags and distribute them to Annual Meeting attendees*

*Meeting Package*

- Two (2) complimentary full ANNUAL MEETING registrations
- Invitation to Friday and Saturday morning breakfast events
- Invitation to Friday and Saturday lunch events
- Invitation to Friday and Saturday coffee breaks

**Post Annual Meeting exposure to TCP constituency**

- TelecomPioneers website presence, e.g., logo, feature article
- Inclusion in:
  - \*Newsletter
  - \* Annual Report

**Please feel free to inquire about additional opportunities for package customization beyond what is contained in this proposal.**

Script for Introducing a Project**Program Overview Script**

This sample script can be used for a personal or telephone conversation. Alternative wording for telephone conversations are given in parentheses. Italics indicate personalization options and areas where action is required.

**Pioneer:**

Thank you for taking time to see me (talk to me) today! I'm *name* and I represent *name of local chapter/council/club*. We are the local chapter/council/club of TelecomPioneers.

**School Official:**

Who are the Pioneers?

**Pioneer:**

TelecomPioneers are the largest industry-related volunteer organization in the world.

We are also known as “the education volunteers.” *Briefly describe TelecomPioneers and mention projects your chapter/council/club has been involved with the school that’s/he may know about – Playground Maps, ABAM, etc.*

**School Official:**

Oh yes, I’ve heard of those projects. What do you have for us today?

**Pioneer:**

I’d like to tell you about TelecomPioneers’ new community service literacy program for 4th and 5th graders called **Power Up to Read**.

This fun and engaging multimedia reading program has rich learning and access supports to meet the needs of diverse children, including those with disabilities.

**Power Up to Read** will help students:

- Improve reading comprehension
- Build enthusiasm for reading
- Develop essential technology skills

Power Up to Read has user-friendly interface and step-by-step supports that make it easy for students, tutors, and parents to get started right away.

**School Official:**

What all is included in the program?

**Pioneer:**

The free program includes:

- Full-color print and digital books that blend literature and science content aligned to current standards;
  - A complete tutor guide;
  - Printable take-home materials to encourage young readers;
  - Easy-to-use options to assist tutors;
- Interactive, multilingual features based on the latest reading research—these include animated coaches,

story retelling activities, and multimedia glossaries;

- Universal design to meet the individual needs of tutors and students, including those with disabilities;
- Progress-monitoring supports, such as online worklogs, to keep track of student successes; and
- Support from TelecomPioneers.

**School Official:**

It sounds wonderful. May I see the program?

**Pioneer:**

I'd be happy to arrange a demonstration for you. Or, if you'd like, we can go online and look at the program right now. [www.telecompioneers.org](http://www.telecompioneers.org).

**[[Guide the official through the process of accessing the program.]]**

**School Official:**

Tell me about the tutor guide.

**Pioneer:**

TelecomPioneers provides a separate tutor guide with each program. The guide, like the program itself, was developed by CAST, an international leader in education research and practice. It walks tutors and parents step by step through the program.

The guide includes easy-to-understand guidance not only in technical aspects of the program but in proven teaching strategies, such as reciprocal teaching. The digital resources are give tutors lots of options and support.

**School Official:**

This looks like a wonderful program! Did you say it is free? What's the catch?

**Pioneer:**

TelecomPioneers is a nonprofit organization. Our goal is to get this innovative literacy program into the hands of as many 4th and 5th-grade children as possible. For this reason, the program is free! The Pioneers serve as the "arms and legs" in ordering and distributing the program. They might even present a lesson or play the games with the children upon delivery.

**School Official:**

Wow, this sounds wonderful! How do we get started?

**Pioneer:**

If you are interested in receiving this program for your school, just tell us who on your staff will act as our contact. Once our Pioneer group orders the program, I'll provide that person with the complete *Power Up to Read* package.

We can set a date for the Pioneers to present the program. We would like to make that a very special event by inviting parents, school officials, the media, and others in the community to come and learn more about this innovative program. Get contact information and set up a date for the presentation. Give your contact information.

**School Official:**

Thank you for visiting with me about this.


**Pioneer:**

We are so happy to be working with your school to make this program available to your students. We want the children to know that we, as a community, really care about them and their future. Thank you for your time. I look forward to talking with you again soon!

[Pioneers – Finalize all details before ordering!]

.

**Bowl-a-thon Brochure & Registration Form**




**Pins for Pioneers Bowl-A-Thon**

**Pledge Sheet**





Date of Bowl-a-thon: <Day, Month XX, XXXX>  
 Location of Bowl-a-thon: <Alley Name, Address, City, ST>  
 Name: \_\_\_\_\_ Bowler's ID: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Pioneer Chapter/Council/Club: \_\_\_\_\_ Team Captain: \_\_\_\_\_  
 Team Name: \_\_\_\_\_

Pledge Sponsor	
Name _____	Address _____ City _____ State _____ Zip _____ Pledge: \$ _____ <input type="checkbox"/>
Name _____	Address _____ City _____ State _____ Zip _____ Pledge: \$ _____ <input type="checkbox"/>
Name _____	Address _____ City _____ State _____ Zip _____ Pledge: \$ _____ <input type="checkbox"/>
Name _____	Address _____ City _____ State _____ Zip _____ Pledge: \$ _____ <input type="checkbox"/>
Name _____	Address _____ City _____ State _____ Zip _____ Pledge: \$ _____ <input type="checkbox"/>
Name _____	Address _____ City _____ State _____ Zip _____ Pledge: \$ _____ <input type="checkbox"/>
Name _____	Address _____ City _____ State _____ Zip _____ Pledge: \$ _____ <input type="checkbox"/>



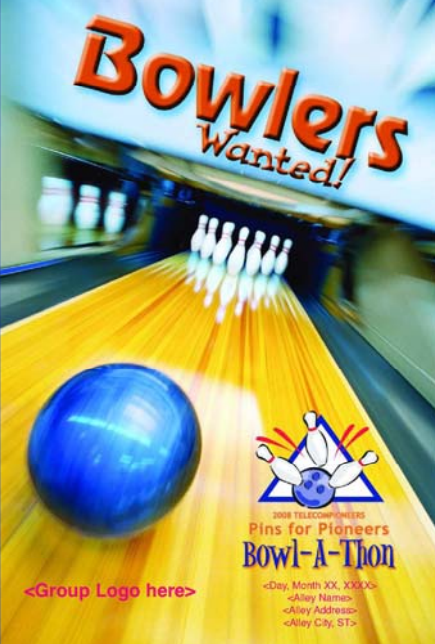
**Prizes**  
(Inclusive of registration fee)

You'll receive the following prizes for fund raising. All gifts are cumulative.


-  <for a Pins for Pioneers Lapel Pin>
-  <for a Pins for Pioneers T-shirt>
-  <for a Pins for Pioneers Cap>
-  <for an Exclusive Pins for Pioneers Bowling Shirt>

Plus on-site prizes for the team that collectively raises the most pledges and a prize for the individual Pioneers that raises the most pledges.

<Group Logo here>



**Bowlers Wanted!**



2008 TELECOMMUNICATIONS  
**Pins for Pioneers Bowl-A-Thon**

<Day, Month XX, XXXX>  
 <Alley Name>  
 <Alley Address>  
 <Alley City, ST>

<Group Logo here>

**Be a Kingpin for Pioneers!**

**What is the Pins for Pioneers Bowl-A-Thon?**  
 Pins for Pioneers is a fun, community event that supports <Group Name>, the largest not-for-profit charity of volunteers in the world comprised primarily of current employees and retirees of the telecommunications industry. More than 620,000 Pioneers in the U.S. and Canada volunteer millions of hours annually to make our communities better places to live and work.

**What do the funds raised benefit?**  
 Funds raised benefit your local Pioneers in your bowl-a-thon's city or town. Your participation or pledge will help your Pioneers continue to serve your local community as educators, tutors and mentors, supporters of seniors, our military troops and veterans, the disabled and the less fortunate and as the backbone of relief efforts in times of disaster.

**How to Join the Action Frame by Frame!**

**How do I register?**  
 Simply fill in the enclosed registration form and return to <Sponsoring Club/Chapter/Council/Group, Address, City, ST, Zip> in the envelope provided.

**What does the bowler registration fee of \$20 cover?**  
 The \$20 non-refundable registration fee for bowlers includes one hour of bowling and rental of a ball and bowling shoes. (You are encouraged to bring your own ball and shoes if you have them!)

**Can I register with a team?**  
 Yes! We encourage bowlers to recruit a team. Teams should be comprised of no more than 5 players. Simply indicate your team name and captain on your registration form and encourage the rest of your team to do the same when they register.

**What if I don't have a team?**  
 We will assign you to a team. Just indicate that you would like to be assigned to a team on your registration form.

**Do you have to be a Pioneer to bowl?**  
 No. Everyone is welcome to bowl. Invite your children, grandchildren, families, friends and work colleagues to join you in a game and share in the Pioneer spirit!

**How will I know my lane assignment and confirmed time to bowl?**  
 A registration confirmation will be sent to you prior to the event with your time to bowl. Every effort will be made to accommodate the preferred time you have indicated on your registration form. Lane assignments will be given when you check in at the event.

**How early should I arrive for my bowling time?**  
 Plan on arriving 20-30 minutes prior to your assigned bowling time so you can check in, hand in your pledges, and get your ball, shoes and lane assignment.

**How many pledge sponsors should I get?**  
 As many as you can! Strive to collect at least \$50 in pledges to qualify you to receive the prize listed in this brochure. There are prize incentives for higher levels of funds raised as well.

**When will I receive my prize?**  
 Prizes will be mailed to you following the event.

**When should I collect my pledges?**  
 It is easiest to collect your pledge when the pledge sponsor signs your pledge form. Please plan on collecting all pledges prior to the event so you can turn these in when you check in at the bowl-a-thon.

**How can pledges be paid?**  
 Pledges may be made in cash or check made payable to <Your Charitable Foundation Name here>.

**Have a question not listed here?**  
 Visit <Your bowl-a-thon website here> or call the Pioneer Resource Center toll free at 800-976-1914.

Name _____	Address _____	City _____	State _____	Zip _____	Pledge: \$ _____	<input type="checkbox"/>
Name _____	Address _____	City _____	State _____	Zip _____	Pledge: \$ _____	<input type="checkbox"/>
Name _____	Address _____	City _____	State _____	Zip _____	Pledge: \$ _____	<input type="checkbox"/>
Name _____	Address _____	City _____	State _____	Zip _____	Pledge: \$ _____	<input type="checkbox"/>
Name _____	Address _____	City _____	State _____	Zip _____	Pledge: \$ _____	<input type="checkbox"/>
Name _____	Address _____	City _____	State _____	Zip _____	Pledge: \$ _____	<input type="checkbox"/>
Name _____	Address _____	City _____	State _____	Zip _____	Pledge: \$ _____	<input type="checkbox"/>
Name _____	Address _____	City _____	State _____	Zip _____	Pledge: \$ _____	<input type="checkbox"/>
Name _____	Address _____	City _____	State _____	Zip _____	Pledge: \$ _____	<input type="checkbox"/>
Name _____	Address _____	City _____	State _____	Zip _____	Pledge: \$ _____	<input type="checkbox"/>
Total Pledge Sponsors: _____					Total Pledges: \$ _____	

Pioneers collect all pledges in advance and turn in with this form when checking in at the event. Pledges may be paid by cash or by check made payable to <Your Charitable Foundation Name here>.

FROM: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



PLACE  
YOUR  
FIRST CLASS  
POSTAGE  
HERE



TelecomPioneers  
Pins for Pioneers Bowl-A-Thon  
<Address>  
<City, ST, Zip+4>

KEYLINE FPO

FRONT

### Pins for Pioneers Registration Form

Date of Bowl-a-thon <Day, Month XX, XXXX> \_\_\_\_\_

Location of Bowl-a-thon <Bowling Alley Name, Address, City, ST>> \_\_\_\_\_

Bowler's Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Daytime Telephone ( ) \_\_\_\_\_ Email (optional) \_\_\_\_\_

Company \_\_\_\_\_ Pioneer Chapter/Council/Club \_\_\_\_\_

Team Name \_\_\_\_\_ Team Captain \_\_\_\_\_

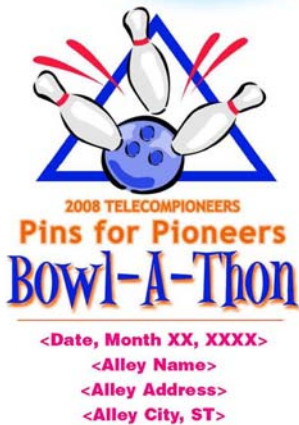
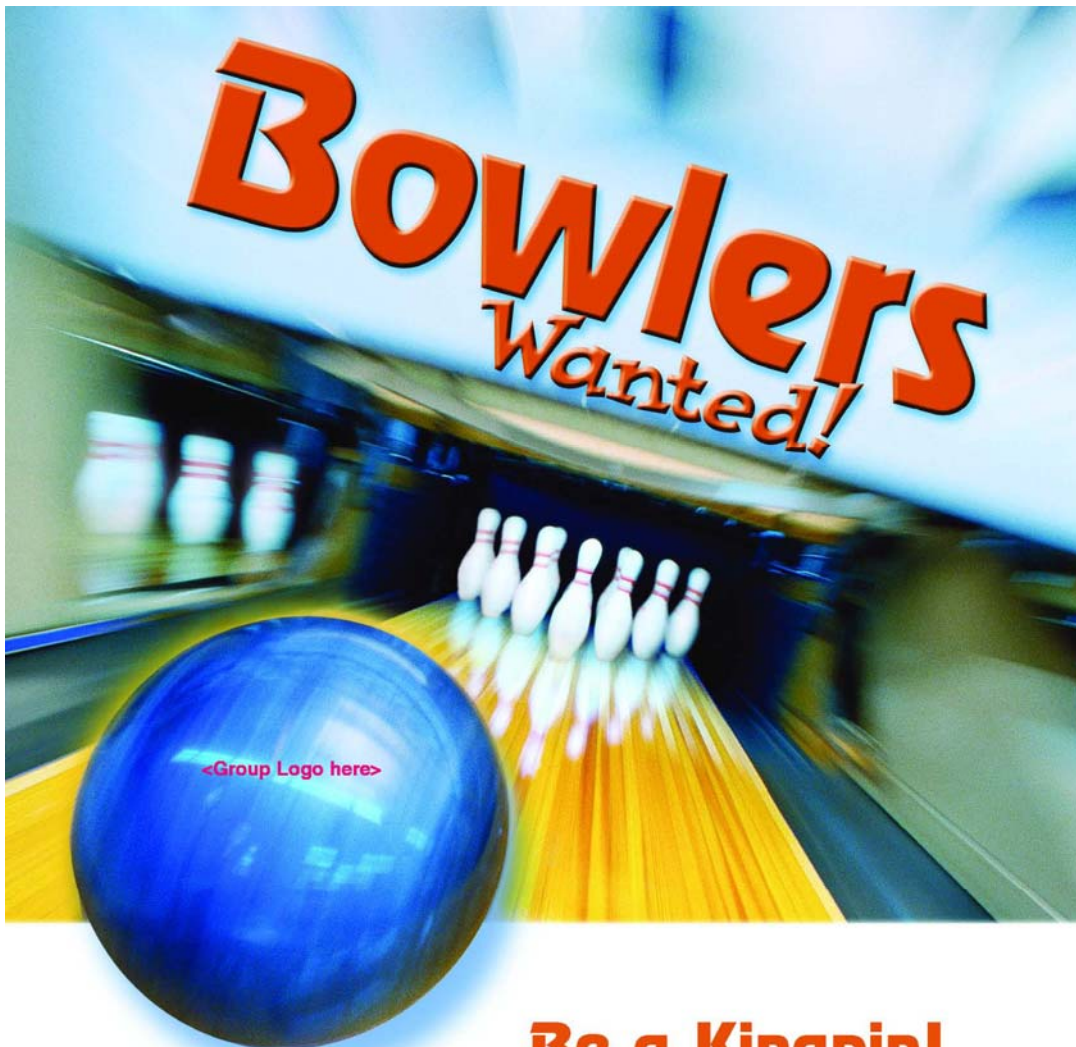
Please assign me to a team.       I am a team Captain.

I wish to bowl at (check a box to indicate your preferred time):  10-11 am    11:30 am-12:30 pm    1-2 pm    2:30-3:30 pm

A check for my \$20 registration fee is enclosed. (made payable to <Charitable Foundation Name here>>)  
For credit card, see reverse.

For more information visit <bowl-a-thon website here.>>

Bowl-a-thon Poster



## Be a Kingpin!

Bowl or make a pledge and you'll help your  
<Group defined text here> continue to serve  
your community as tutors and mentors, supporters  
of seniors, our military troops, veterans, and the disabled  
and as the backbone of relief efforts in times of disaster.

To join the action frame by frame, visit  
<Your website and phone number here>.

Join in a game and share the Pioneer spirit!

## Membership Brochure

### WHAT DO THE PIONEERS DO?

Pioneers volunteer to improve the quality of life in the communities where we live and work.

We identify critical needs and then address those needs through a wide variety of community service projects. Whether we are improving literacy as tutors, helping preserve the environment, or responding with help when disaster strikes by rebuilding a home – no need is too big or small. That's what Pioneer spirit is all about.

For nearly a century, Pioneers have dedicated millions of hours of time and energy giving back to our communities. And as long as there is a need, Pioneers will be there to answer the call for help in every way imaginable.

AT&T Pioneers are committed to the diversity and personal growth of our members and making a difference in our communities.



### WHY SHOULD I JOIN THE PIONEERS?

1. Pioneering provides an opportunity to improve the quality of life in your local community. You can see firsthand the difference you are making!
2. Pioneering offers projects that you can participate in with your entire family and volunteering helps the young people in your life learn about helping others.
3. Pioneers can choose projects to suit a variety of interests – from literacy to protecting the environment to helping people with disabilities-but all are focused on making our communities better places to live and work!
4. Pioneering offers you the flexibility to determine your own commitment based upon your own schedule. You can volunteer once a week, once a month or once a year.
5. Pioneering is a great way to support your company's commitment to the community.
6. Pioneer membership has its privileges! Member benefits include discounts on purchases, entertainment, insurance and travel as well as credit card rewards, a newsletter and much more! Visit [www.telecompioneers.org](http://www.telecompioneers.org) for a complete listing of member benefits.
7. Volunteering as a Pioneer gives you the opportunity to strengthen valuable skills in areas such as organization, planning and leadership.
8. Pioneer projects enable you to network and bond with your colleagues as you volunteer together in the spirit of giving.
9. By volunteering as a Pioneer, you continue a long legacy (nearly 100 years!) of answering the call of those in need.
10. It's personally rewarding and fun to be a Pioneer!

AT&T  
Pioneers



## MAKE A DIFFERENCE

*Become an AT&T Pioneer!*



### WHO ARE WE?

AT&T Pioneers are part of TelecomPioneers — the world's largest public charity comprised of industry-related volunteers. Founded in 1911, the Pioneers have grown from 734 original members which included Alexander Graham Bell to a diverse group of 620,000 active and retired employees from telecommunications companies throughout the United States and Canada.

**CAN I INVOLVE MY FAMILY IN PIONEERING?**

Yes! Spouses, partners, children and friends are all welcome to volunteer with you on Pioneer projects. We recognize that your free time is valuable and so we offer family-friendly volunteer opportunities that enable you to spend quality time with your loved ones while making a difference. Working side-by-side together helps build strong family bonds as well as healthy communities.



**WHO CAN JOIN?**

Any active or retired employee of AT&T.

**WHEN CAN I JOIN?**

You are eligible to become a Pioneer on the day you begin your employment with AT&T. New employees, as well as those with many years of company service, join each day.

**HOW MUCH DOES IT COST TO BE A MEMBER?**

Annual dues are \$15 and includes membership in the AT&T Pioneers and TelecomPioneers – the world-wide headquarters for all Pioneers groups. Your dues will help fund the Pioneers' charitable work in the community.

**HOW CAN I JOIN?**

Simply send the completed form to the address below.

**AT&T Pioneers**

**AT&T PIONEERS**  
 722 N BROADWAY, 13TH FLR.  
 MILWAUKEE, WI 53202  
 PHONE: 800-770-5353  
 FAX: 888-851-1190  
 www.attpioneers.org

**MEMBERSHIP ENROLLMENT**

Name: \_\_\_\_\_  
 Nickname/Preferred Name: \_\_\_\_\_  
 Date of Birth: \_\_\_\_\_  
 Home Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State/Province: \_\_\_\_\_  
 Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_  
 Home Phone: (\_\_\_\_) \_\_\_\_\_  
 Home Email: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Company Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State/Province: \_\_\_\_\_  
 Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_  
 Company Email: \_\_\_\_\_  
 Chapter/Council/Club (if known): \_\_\_\_\_  
 Recruited by: \_\_\_\_\_

**Please check your areas of interest:**

- ADMINISTRATIVE/ SUPPORT
- ARTS/CULTURE
- CHILD WELFARE
- DISADVANTAGED/ UNDERPRIVILEGED
- EDUCATION/LITERACY
- ENVIRONMENTAL
- FUNDRAISING
- HEALTH/ WELLNESS
- HUMANITARIAN/ DISASTER RELIEF
- MILITARY
- PIONEER LEADERSHIP
- SPECIAL EVENTS
- TECHNICAL/PC

**Annual Dues: \$15.00**

Annual dues help offset the cost of organizational activities including community service projects. Please sign the following authorization and dues will be automatically deducted from your paycheck once a year.

*This is to authorize AT&T Inc. and any AT&T subsidiary or entity by which I may hereafter be employed to make payroll deductions of \$15 once a year for the payment of TelecomPioneer dues effective with this authorization and continuing until canceled by written notice.*

Signature \_\_\_\_\_ Date \_\_\_\_\_

**GENERAL INFORMATION**

*Pioneer dues are not tax deductible as a charitable contribution for federal tax purposes and are non-refundable. If for any reason the annual dues deduction is not made at the normal time, the deduction will be made in a subsequent pay period. If you have questions regarding your Pioneer membership, please visit [www.attpioneers.org](http://www.attpioneers.org)*

### TelecomPioneers Fact Sheet

- TelecomPioneers, formerly known as Telephone Pioneers, was founded in 1911 and has grown from 794 original members which included Alexander Graham Bell to a diverse group of 620,000 members in 82 chapters throughout the U.S. and Canada
- TelecomPioneers is the world's largest industry-related charitable non-profit volunteer organization
- TelecomPioneers is an organization primarily comprised of current employees and retirees of the telecommunications industry
- In 2002, the Pioneers made the switch from 501c (10) association status to 501c (3) public charity status. The switch was made in response to the need to broaden the base of support for our volunteer efforts and ensure that the legacy of Pioneering continue for future generations.
- As a 501c (3) charity, contributions to TelecomPioneers are tax deductible to the extent allowed by law.
- Pioneers are “hands-on” volunteers who share their time and their talents to improve the quality of life in their communities
- Pioneers annually donate between 18 million and 20 million hours in volunteer time - the recognized equivalent of more then \$330\* million of service
- Pioneers support a broad platform of community programs, such as:
  - **Education:** Project Connect, Power Up To Read, various in-class projects including teacher support and providing school supplies
  - **Environment:** Community (parks and beaches) clean-up; playground restoration; boardwalks through natural areas
  - **Health and Human Services:** Support of Red Cross, holiday meals
  - **Life Enrichment:** Support of troops, support of youth safety programs
- Pioneers are:
  - educators, tutors and mentors
  - supporters of seniors, the disabled, and the less fortunate
  - often the backbone of relief efforts in times of disaster

- Pioneers have a focus on education that includes the creation of two programs for children:
  - Project Connect
    - A series of 7 web-based games that combine a fun, gaming experience with educational content related to the products, services, and technology of the telecommunications industry.
  - Power Up To Read
    - An engaging multimedia reading program designed to help students at all levels to improve reading comprehension

\* Based on \$18.77 per volunteer hour as set by the *Independent Sector*

10 Reasons to Become a Pioneer

**Why Should I Join the Pioneers?**

1. Pioneering provides an opportunity to improve the quality of life in your local community. You can see firsthand the difference you are making!
2. Pioneering offers projects that you can participate in with your entire family and volunteering helps the young people in your life learn about helping others.
3. Pioneers can choose projects to suit a variety of interests - from literacy to protecting the environment to helping people with disabilities - but all are focused on making our communities better places to live and work!
4. Pioneering offers you the flexibility to determine your own commitment based upon your own schedule. You can volunteer once a month or once a year.
5. Pioneering is a great way to support your commitment to the community.
6. Pioneer membership has privileges! Member benefits include discounts on purchases, entertainment, insurance and travel as well as credit card rewards, a newsletter, and much more! Visit [www.telecompioneers.org](http://www.telecompioneers.org) for a complete listing of benefits.
7. Volunteering as a Pioneer gives you the opportunity to strengthen valuable skills in areas such as organization, planning and leadership.
8. Pioneer projects enable you to network and bond with your colleagues as you volunteer together in the spirit of giving.
9. By volunteering as a Pioneer, you continue a long legacy (nearly 100 years!) of answering the call of those in need.
10. It's personally rewarding and fun to be a Pioneer!

Join Poster

## MAKE A DIFFERENCE



JOIN THE  
VERIZON PIONEERS



# TODAY...

*...and you'll find that Membership has its privileges!*

As a Verizon Pioneer, not only will you help make our communities better places to live and work, your \$15 annual dues will entitle you to special opportunities, discounts and savings including:

- 12% discount on Dell desktop and notebook computers
- Home financing and savings and deposit products through the Pioneers Financial Center.
- Preferred rates on Hertz rental cars and 10% off room rates at Choice Hotels

*and much, much more...*

## HOW TO JOIN:



Sample Event Checklist

*Event Day*

- \_\_\_ \_\_\_ Arrive early
- \_\_\_ \_\_\_ Unpack equipment, supplies and make sure nothing is missing
- \_\_\_ \_\_\_ Check in with management at location
- \_\_\_ \_\_\_ Be sure all VIPs are in place and have scripts
- \_\_\_ \_\_\_ Reconfirm refreshments
- \_\_\_ \_\_\_ Go over all the final details with setup staff
- \_\_\_ \_\_\_ Decorate
- \_\_\_ \_\_\_ Check with volunteers to make sure all tasks are covered
- \_\_\_ \_\_\_ Setup registration area
- \_\_\_ \_\_\_ Set up secured area to manage any money
- \_\_\_ \_\_\_ Create a display for prizes
- \_\_\_ \_\_\_ Check sound/light equipment and staging before rehearsal
- \_\_\_ \_\_\_ Hold final run through

Ways to Thank & Acknowledge Fellow Volunteers

Smile  
Ask for a report  
Send a birthday card  
Plan social occasions (picnics, lunches)  
Provide training/learning opportunities  
Accommodate personal interests and preferences  
Keep challenging them  
Greet by name  
Track their time  
Provide pre-service training  
Help develop self-confidence  
Remember the names of their spouse and children  
Ask for feedback. Listen.  
Give additional responsibility  
Let them participate in planning  
Enable to grow on the job  
Enable to grow out of the job  
Send newsworthy information to the media  
Set an example in how you volunteer yourself  
Honor their preferences  
Create pleasant surroundings  
Take time to talk  
Celebrate outstanding projects and achievements  
Nominate for volunteer awards  
Carefully match volunteer with job  
Praise them to their friends  
Provide substantive in-service training  
Provide useful tools in good working condition  
Promote a "Volunteer-of-the-Month" program  
Plan a "Recognition Edition" of your newsletter  
Adequately orientate  
Let sit in on a board meeting  
Give award for extraordinary achievements  
Fully indoctrinate regarding the organization  
Be familiar with the details of assignments  
Say "Thank You "

Sample Feedback Survey

*Pins for Pioneers Bowl-a-thon*

Fill in Date

**Thanks for Your Participation and Feedback!**

(1) On a scale from 1-5, with 1 being did not enjoy and 5 being greatly enjoyed, tell us if you enjoyed participating in this event? (please circle one)

1                      2                      3                      4                      5

(2) If you are not a Pioneer, following this event do you have a better understanding of who the Pioneers are and what they do? (please circle one)

Yes                      No

(3) Would you attend a future Pioneer Bowl-a-thon? (please circle one)

Yes                      No

(4) Would you like additional information about

\_\_\_\_\_ Participating in a local Pioneer community project

\_\_\_\_\_ Becoming a Pioneer

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

(5) Do you have additional suggestions or feedback? (please share below)

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## TelecomPioneers Headquarters Contacts

For information or assistance with fund raising, affinity partnerships, events, or membership recruitment contact:

NancyJo Houk, Vice President of Development  
[nhouk@telecompioneers.org](mailto:nhouk@telecompioneers.org) 303-571-9252

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For information or assistance with PALS contact:

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For information on Power Up To Read contact:

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For information on Pioneer branding contact:

Bill Maroney, Director of Communications  
[bmaroney@telecompioneers.org](mailto:bmaroney@telecompioneers.org) 303-571-9272

For information on budgeting and financial standards for public charities contact:

Pioneer Accounting Center 1-888-477-3351

For general Pioneer member inquiries contact:

Pioneer Member Resource Center  
[info@telecompioneers.org](mailto:info@telecompioneers.org) 1-800-976-1914