
Service Planning Guide

For use by OSU community members to plan local service events

Center for Civic Engagement

The Center for Civic Engagement would like to thank you for your interest in planning service opportunities for your group in the Corvallis area. To assist you in this process, we have put together this planning guide which we intend for you to use “buffet-style”—pick and choose which pieces are most helpful and relevant to you!



For your use, we have broken it up into three primary sections:

- 1) **What do I need to know before I start planning my service?**
- 2) **How do I successfully plan my service project?**
- 3) **What do I do after my service project?**

Within each of these sections, we start you off with “**Think about this,**” an overarching question to direct your thinking. We then provide “**Guiding inspiration**” to spark your motivation and interest in the specific topic. Finally we have you “**Work it out**” using templates, worksheets, diagrams and examples to help you get to work on planning your project.

Feel free to take what you need from this planning guide and reach out to us if you need assistance, clarification or would like some additional resources to make your service project meaningful, impactful and a success! Here at the CCE we feel that all individuals planning service opportunities should at least read over Part B of Section 2, “Building Partnerships.” Community engagement and creating social change depends on maintaining positive and reciprocal relationships, so we encourage you all to think about how your service project impacts relationship development between you and the community.

Thanks for taking action to better your world and better yourself through community engagement!

Questions? Contact the CCE: cce@oregonstate.edu | 541-737-3041 | 206 Student Experience Center

What do I need to know before I start planning my service project?



A) Service and Change

1) Think about this-

- How does community service relate to long-term sustained community change?

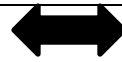
2) Guiding inspiration-

“If you have come here to help me, you are wasting our time. But if you have come because your liberation is bound up with mine, then let us work together.”

-Aboriginal activists group, Queensland, 1970s

3) Work it out-

- Work through the “Service and Change” diagram exercise (p. 4)



B) Building Partnerships

1) Think about this-

- How do we build mutually beneficial relationships with community organizations?
- How do we “work with” our community partners instead of “doing for” or “doing to” them through service projects?

2) Guiding inspiration-

“Nothing about us, without us, is for us.”

-South African disability rights and youth activists

3) Work it out-

- Complete the “Building Partnerships Fill in the Blank” exercise (p. 5)
- Review “Building Blocks of Successful Partnership” diagram (p. 5)

How do I successfully plan my service project?



A) Project Planning and Logistics

1) Think about this-

- How do we plan service projects that are beneficial for our group/ourselves and the community partner?

2) Guiding inspiration-

“A good plan is like a road map: it shows the final destination and usually the best way to get there.”

-H. Stanley Judd

3) Work it out-

- Review and use the “Service Project Timeline” for project planning (p. 6)
- Implement the “Contacting Community Partners” and “Project Logistics List” tools for planning (p. 7)



B) Volunteer Management

1) Think about this-

- What is the best way for us to recruit and retain volunteers for our project?

2) Guiding inspiration-

“Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it's the only thing that ever has.”

–Margaret Mead

3) Work it out-

- Craft your volunteer recruitment message using the “Volunteer Management: Marketing” exercises (p. 8)
- Register and confirm with your volunteers using our “Volunteer Management” communication templates (p. 9-10)

What do I do after my service project?



A) Appreciation

1) Think about this-

- How do we show appreciation and express gratitude to our fellow volunteers and community partners for helping make our event a success?

2) Guiding inspiration-

“Thankfulness is the beginning of gratitude. Gratitude is the completion of thankfulness. Thankfulness may consist merely of words. Gratitude is shown in acts.”
— Henri Frederic Amiel

3) Work it out-

- Review the “8 Rules of Recognition” (p. 11)
- Use your creativity and our templates for sending appreciation messages (p. 11)



B) Reflection

1) Think about this-

- How do we make meaning out of our experiences while serving with our community?

2) Guiding inspiration-

“We reflect to understand where we have been, what we have gained, and where we go from here.”
—Gerry Oullette

3) Work it out-

- Review our “Tips for a Successful Reflection Session” (p. 12)
- Develop a reflection plan using our suggested framing and check-out questions (p. 12)



C) Continued engagement

1) Think about this-

- How do we stay engaged and continue to learn about our community?

2) Guiding inspiration-

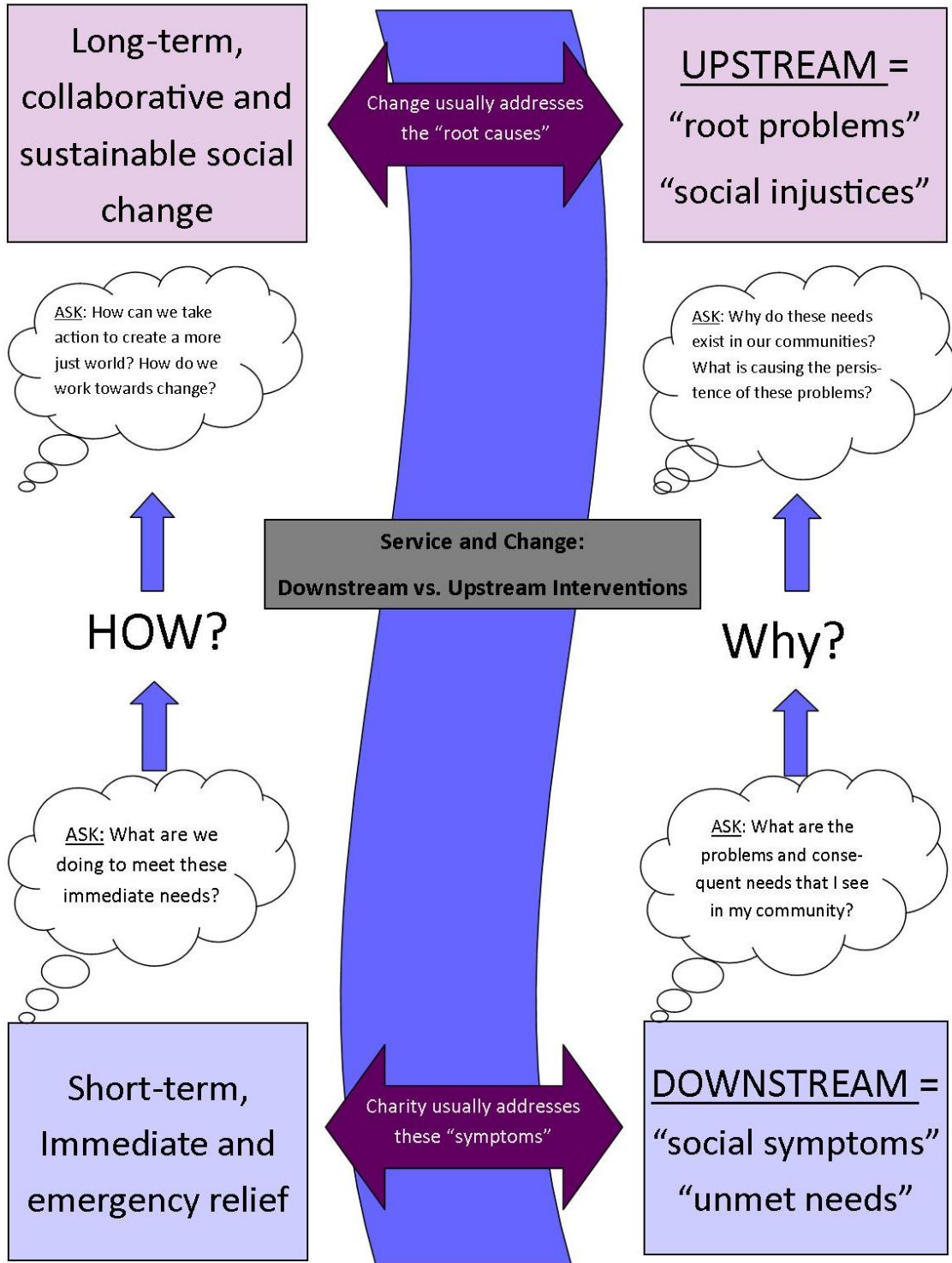
“Tell me and I forget. Teach me and I may remember. Involve me and I learn.”
—Benjamin Franklin

3) Work it out-

- Complete the “Engagement Assessment” exercise (p. 13)
- Track your service hours using the CCE “Hours Tracking Forms” (p. 13)

Service and Change

Work through the “Service and Change” diagram, starting “downstream” to see why we have unmet societal needs (on the right “riverbank”) and how we can help meet these needs and make change (on the left “riverbank”).



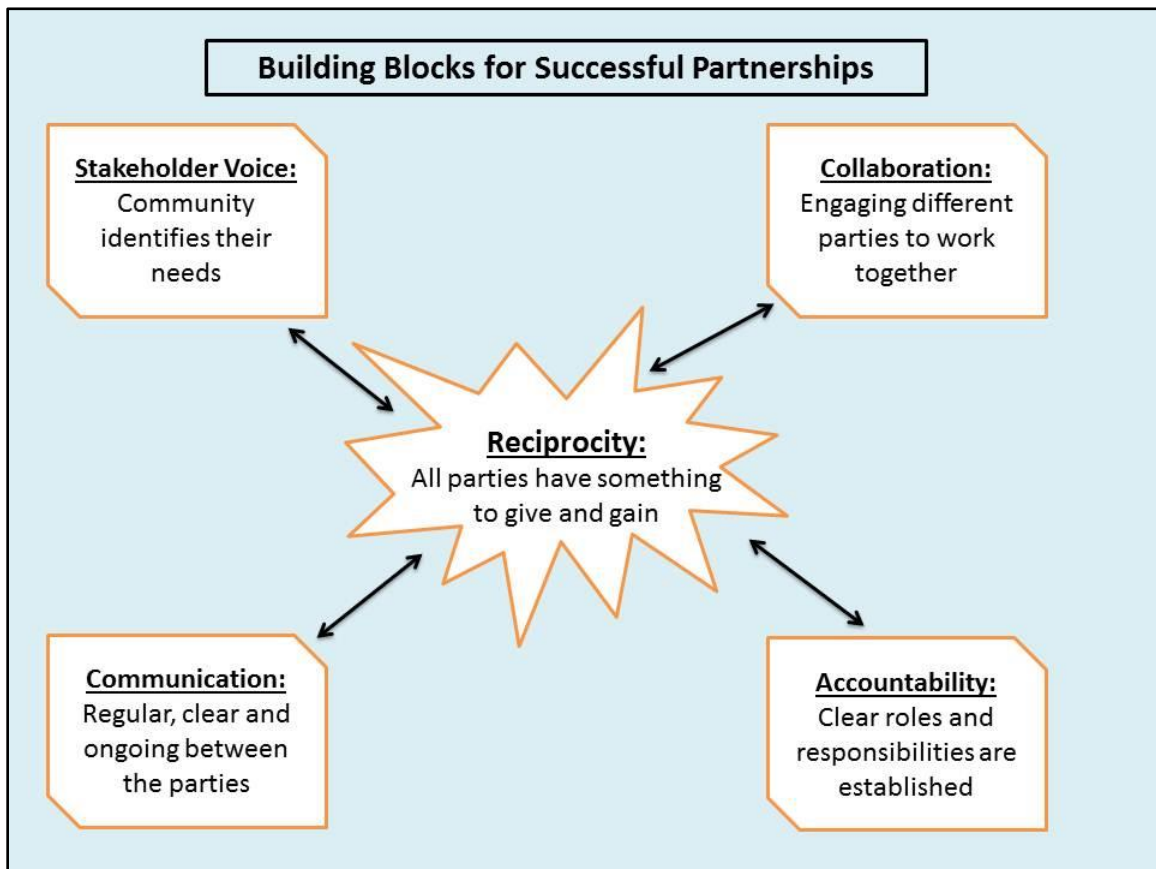
Building Partnerships

To ensure you engage in reciprocal partnerships, work through the “FILL IN THE BLANK” exercise to identify how your goals through service will best meet the goals of the community organization.

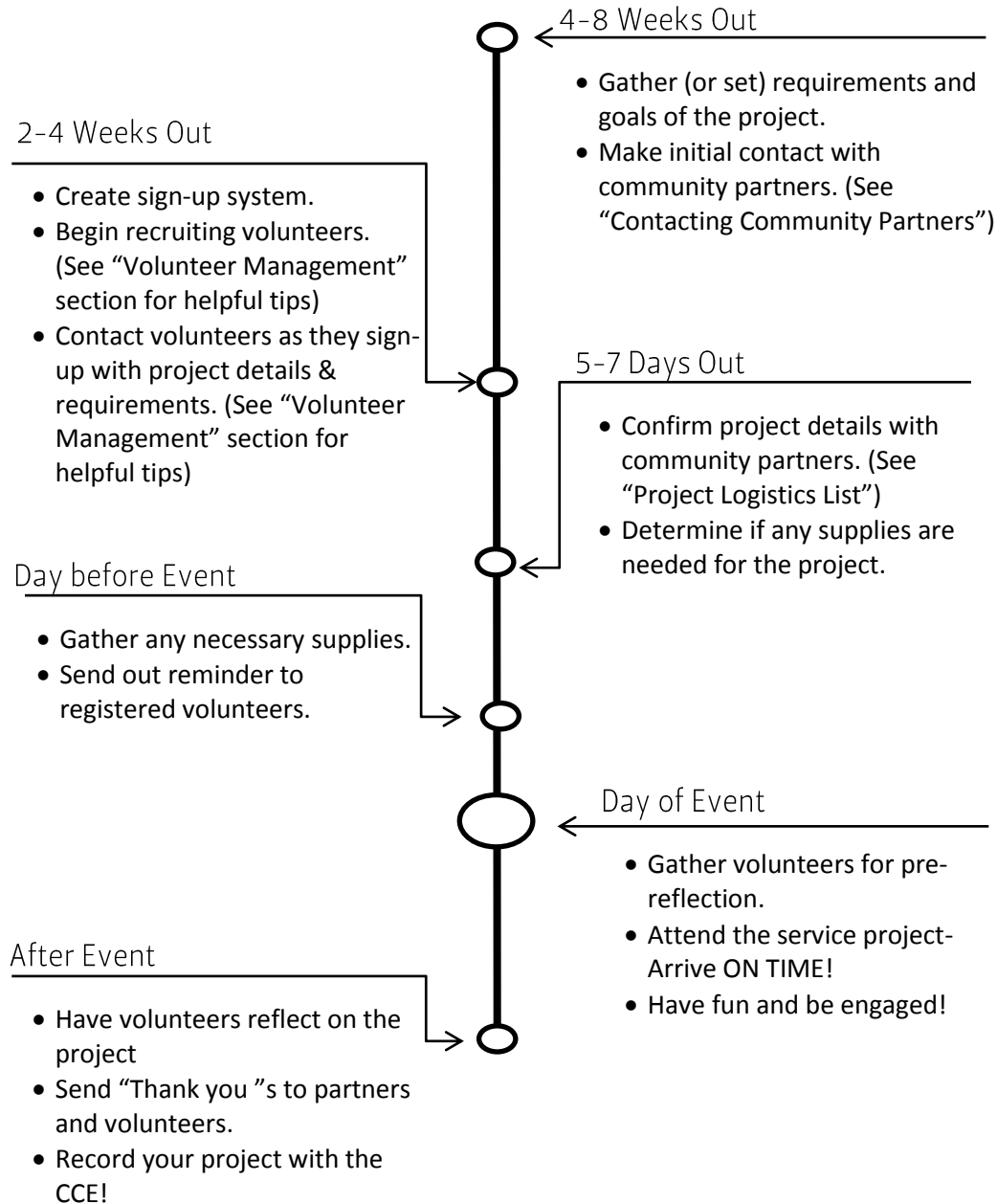
FILL IN THE BLANK

By working with _____ [Community Based Organization] _____, I can gain _____ [noun(s)] _____ by giving _____ [noun(s)] _____. To ensure my service is helpful to _____ [Community Based Organization] _____, I need to ask them what their needs are. To ensure my service is _____ [adjective(s)] _____ to me, I need _____ [what do you need?] _____. One goal _____ [Community Based Organization] _____ has is _____ [organizational goal] _____. This goal is important to me because it relates to my goal of _____ [your goal] _____. Through my service with _____ [Community Based Organization] _____, I will learn about _____ [noun(s)] _____, and have _____ [adjective(s)] _____ experiences, and share what I learned with _____ [person(s)/people] _____.

Review the “**Building Blocks for Successful Partnerships**” to see what values should be present when building new relationships with community organizations.



Service Event Planning Timeline



Use the above timeline to plan your service event. In the following sections you will find helpful tips and templates for contacting community partners about service opportunities. Suggestions for volunteer recruitment and management can be found in the "Volunteer Management" section of the handbook.

Contacting Community Partners

Things to consider when choosing a community partner:

- Number of people to accommodate (How many people will be serving from your group? If your group is larger, can you break up into smaller groups for different projects?)
- Type of service (What type of project will you be doing?)
- Meaningful and contextualized service (Will volunteers be aware of how the project connects to larger social issues, and feel like their work makes an impact?)
- Volunteer requirements, capabilities, and/or limitations (What is required from volunteers in order to serve with the organization? Is your group able to meet those requirements? Does anyone in your group have physical limitations that would impact the service opportunity you seek?)

Initial contact:

- A. Begin with an email, as this is most partners' preferred mode of communication, and the easiest way to communicate the requirements. Be sure your email is courteous and detailed.
- B. Include the following logistical details: Preferred date and time, estimated number of participants and a brief description of the volunteer group (Who are you? Why are you serving?)
- C. Contact the CCE for help identifying organizations that may best fit your group's needs or if you would like contact information for a specific site.

Following Up:

- A. Larger organizations receive many of these requests on a weekly basis, and often times a phone call will help to get their attention if you have not heard back after your initial email.
- B. If you don't hear from an organization in 5-7 days, contact a new partner for an opportunity.

Project Logistics List

Community Organization Name:	
Site/Organization Information:	
Project Activity/Description:	
Supplies/Equipment that will be provided:	
Supplies/Equipment for you to bring:	
Attire and Items for Participants to Wear/Bring:	
Campus Departure Time:	
Estimated Return Time:	
Service Project Time/Length:	
Site Contact Name and phone number:	
Site Address:	
Transportation: walking, driving, biking or public transportation.	
Participants: capacity of volunteers, minimum expected/maximum that can be accommodated, minimum age requirement?	
Requirements: what do volunteers need to do in order to serve?	

Volunteer Management

(See the "Service Project Timeline" for details on when to market, recruit and confirm with registered volunteers)

1) Marketing (Adapted from HandsOn Network, "Crafting a Volunteer Recruitment Message")

a) Craft your recruitment message- Make it interesting, enticing and brief!

Be sure to address the following questions in your recruitment message for potential volunteers:

- What is the need?
- Can this project help with that need?
- Is this a project the volunteer can contribute to?
- What are the benefits for volunteering?
- What are the next steps for volunteer to get involved?

b) Read the example message and answer the accompanying questions.

Example:

Come out and help Tasty Soup Kitchen on Saturday, May 25th from 11am-1pm. Serving over 1,500 meals a month, Tasty needs some extra hands in the kitchen to help with food prep and meal service. Join in and serve a meal with your fellow students and neighbors helping our community members get a hot meal. Interested in signing up? Please email teamserve@awesome.net with your name and contact information by Wednesday, May 22nd. See you all at Tasty's!

Questions:

- Were all 5 recruitment message questions answered?
- What was good about this recruitment message? What may be missing from this message?
- Do you see ways to improvement the message?

c) Now, craft your own message!

2) Registration

- a) Interested volunteers should sign-up for the project prior to the day of the event.
 - Registering volunteers allows for you to easily communicate information about the project
 - Registering volunteers increases the likelihood of people following through with their agreement to attend the project
- b) Registration Options: Registering participants can be done using paper sign-up sheets on a community bulletin board or using one of the following online tools.
 - Volunteer Sign-up: <http://volunteersignup.org/>
 - Event Brite: <https://www.eventbrite.com/>
 - SignUp.com: <http://signup.com/volunteerspot/index>
 - Sign Up Genius: <http://www.signupgenius.com/Nonprofits/>
- c) Collect the following information from the volunteers when they register.

First and Last Name:

Email:

Contact Phone Number: (for last minute updates or changes made to the project)



Organizing service events for your group requires that you be aware and responsive to your group's needs. While planning the project be aware of any potential safety risks and take the necessary steps to minimize these dangers and risks. If applicable, you may need to follow up with registered volunteers to collect the following information for safety and risk management reasons: (These are not required in order to be eligible for participation)

Allergies/dietary restrictions:

Physical limitations: (any limitations that may impact the volunteer's ability to participate in the project)

3) Confirmation

- a) Immediately following sign-ups for the event, be sure to send out a confirmation email with the details of the project and contact information for the project organizer. Use the following template for sending confirmation messages to registered volunteers.

Confirmation Email Worksheet

(Adapted from HandOn Network, "Project Information Worksheet")

Hello!

Thank you so much for signing-up to volunteer for PROJECT NAME with ORGANIZATION NAME. We have a fantastic project planned! Below are the details for the project that we will be doing on DATE. Please review the information and contact me with any questions or concerns you may have. ORGANIZER'S CONTACT INFORMATION.

Date:

Time (Arrival time for project):

Location (site address):

Project Description:

What to wear (clothing requirements):

What to bring (anything required to have at the site):

Forms (forms for volunteering, if needed by community organization):

Thanks again for volunteering with us! We look forward to seeing you for PROJECT NAME.

- b) Use the following template for sending reminder messages to registered volunteers the day before the event.

Reminder Email Worksheet

Hello!

Just wanted to remind you that you have signed-up to volunteer for PROJECT NAME with ORGANIZATION'S NAME. Please contact me, ORGANIZER'S CONTACT INFORMATION, with any questions or concerns. Thanks again for volunteering with us! We look forward to seeing you tomorrow!

Time (Arrival time for project):

Location (site address):

What to wear (clothing requirements):

What to bring (anything required to have at the site):

Forms (forms for volunteering, if needed by community organization):

- c) Prepare the volunteers for thoughtful and respectful community entry. Share the CCE's webpage and resources on "[Considerations and Tips for Entering a Community Site](http://sli.oregonstate.edu/cce/communityentrytips)" in one of the confirmation emails. (<http://sli.oregonstate.edu/cce/communityentrytips>).



Appreciation

When you finish your project take the time to recognize and appreciate both the community partner organization and your volunteers. Showing honest and direct appreciation is necessary for building positive partnerships and relationships.

When giving appreciation, follow the **8 Rules of Recognition**.

8 Rules of Recognition

1. Give it frequently
2. Give it honestly
3. Give it using a variety of methods
4. Give it to the person, not the work
5. Give it appropriately to the achievement
6. Give it consistently
7. Give it in a timely way
8. Give it for what you want more of

From "The Volunteer Management Handbook" by S. McCurley & R. Lynch, 2011

1) For Community Partners:

Send a Thank You Card or Email

- a. A hand-signed thank-you card is best, but a thank-you email also works!
- b. Write a short personal note and have your volunteers sign-it (if hand written). You can use the following template text:

Community Partner Thank You Template

Dear SITE REPRESENTATIVE,

Thank you for partnering with YOUR GROUP to provide the EVENT NAME service opportunity! We hope that ORGANIZATION NAME found our work to be beneficial. Our volunteers felt good about what they were able to accomplish, and many learned something about ISSUE THE ORGANIZATION SEEKS TO ADDRESS along the way. Thank you again for accommodating our group; we look forward to partnering with ORGANIZATION NAME again in the future!

- c. Complete and send the cards/email promptly after the event (3-5 days at most)

2) For Volunteers:

Send a Thank You Card or Email

- a. A thank-you email will probably work best for your volunteers!
- b. Write a short personal note to summarize the work accomplished. You can use the following template text:

Volunteer Thank You Template

Hello Volunteers!

We would like to extend a huge thank you for your participation in the EVENT!!! Your efforts had a huge impact. We had NUMBER of volunteers from the YOUR GROUP who served a total of HOURS service hours (number of participants x hours worked) at the EVENT on DATE! While at ORGANIZATION NAME, we were able to accomplish SUMMARY OF WORK COMPLETED.

Thank you again for taking the time to apply your abilities to bettering our community! There is still much work to be done, and we hope that you will continue to learn about our community's needs and how you might be able to help meet them. We hope to see you soon at our upcoming events!

Reflection

Reflection is a process in which people **make connections** and **find meaning**, and is a crucial part of community service. After concluding your project, it is important to engage your group in reflection to discuss your group's experiences.

Review the following tips to ensure your reflection session is successful! Included are some sample reflection questions that can be used before, during and after your service project. For a more information on facilitating reflection during service projects, see the CCE's "Reflection Facilitation Handbook."

Tips for Successful Reflection Sessions

An effective reflection activity should...

- Have an outcome in mind
- Be appropriate for the group
- Happen before, during and after the service experience
- Be directly linked to the project and experiences
- Dispel stereotypes, address negative experiences, increase appreciation for community needs, and increase commitment to service
- Be facilitated in a way that maximizes participation, creativity, and learning.

Sample Service Project Reflection Questions and Prompts

Framing Questions:

- 1) Why did you sign up for this experience?
- 2) What motivates you or creates your desire to engage in your community?
- 3) What do you hope to gain or learn?
- 4) What do you know about the agency and/or issue area we're working with today?

Check-Out Questions:

- 1) What did you accomplish/get done today? (**What?**)
- 2) How did you feel about the project today?
- 3) What did you learn or gain, if anything, from the service project? What did you learn about yourself? About the community agency/issue being addressed?
- 4) Why was this project important? (**So what?**)
- 5) What impact did your work have for the organization? For the larger community?
- 6) Did anything surprise you about the service experience? If so, what/why?
- 7) Did the service work address the root cause of the social issue being addressed? Why/why not? (See "Action Continuum" on page 5 for reference)
- 8) Are there any actions you want to take or things you want to explore/learn more about as a result of today's project? (**Now what?**)

Other Reflection Structure Suggestions:

- Rose/Bud/Thorn (something enjoyed or positive/an opportunity to learn more/something challenging)
- Sunshine/Lemon/Light bulb (something positive/something challenging/something new learned)

Continued Engagement

There are many ways to stay engaged here at OSU. Take the engagement assessment to determine how connected you are with potential community engagement opportunities!

Engagement Assessment

- 1) Have you signed up for the [CCE listserv](#) to receive weekly updates about engagement opportunities both on and off campus?
 - Yes!
 - No, but I want to join!

- 2) Have you liked the [CCE on Facebook](#)?
 - Yes!
 - No, but I want to join!

- 3) I am interested in finding engagement opportunities but do not know where to begin. To find opportunities I could...
 - a. Join the [CCE listserv](#).
 - b. Visit the [CCE website](#).
 - c. Like the [CCE on Facebook](#).
 - d. Follow [CCE on Twitter](#).
 - e. Schedule a consultation with CCE staff by emailing cce@oregonstate.edu.
 - f. Drop into the CCE office and chat with the friendly CCE staff in SEC 206.
 - g. All of the above!

Track your engagement hours with the CCE! Keep accurate records using our [hours tracking forms](http://sli.oregonstate.edu/cce/civic-engagement-hour-tracking). (<http://sli.oregonstate.edu/cce/civic-engagement-hour-tracking>).

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