

USAging Conference - July 2024:

Venture into Volunteering - One solution to recruitment, collaboration, and engagement

Venture into Volunteering - Event Calendar of Tasks to Complete

<p>June (5 months)</p>	<ul style="list-style-type: none"> ○ Marketing: Meet with graphic designer to update/edit logo, sign, and bookmark ○ Partnership: <ul style="list-style-type: none"> ○ Develop new partnerships – what’s needed for success? <ul style="list-style-type: none"> ▪ Venue partner – find local event to partner with that has similar demographics ○ Confirm partnership with Library, Park and local volunteer center ○ Send logo and copy for publications. ○ Vendors: <ul style="list-style-type: none"> ○ Develop strategy/process for pay to participate/raffle prize provided to register ○ Prepare registration and process for signing up to table at event ○ Vendors: Initial email to past vendors announcing event
<p>July (4 months)</p>	<ul style="list-style-type: none"> ○ Marketing: Send logo and wording to retiree associations (teacher, federal works) and faith communities for Sept. and Oct editions, print and online. ○ Webpage: Create list of orgs and webpages and descriptions for ViV landing page
<p>August (3 months)</p>	<ul style="list-style-type: none"> ○ Volunteers: Email Outreach volunteers to see who will be willing to pass out grip cards and flyers ○ Marketing: <ul style="list-style-type: none"> ○ Reached out to local news publications to confirm inclusion in in October (and possibly Sept) newsletter/editions ○ Signs and bookmarks sent to Parks and Libraries; Use volunteer to distribute to local community (coffee shops, book stores, and shops with bulletin boards) ○ Reach out to local older adult learning community to advertise event ○ Public access video recording with partners ○ Email vendors to promote event to their networks (newsletters, social media, and volunteers.) ○ Notify Elected Officials – request event be included in their newsletters, consider if appropriate inviting to attend event and possibly speak. ○ Internal Promotion: Notify Director of Agency that event is happening.
<p>September (2 months)</p>	<ul style="list-style-type: none"> ○ Marketing: <ul style="list-style-type: none"> ○ Research and compile list of locations to distribute flyers. Recruit volunteers to complete distribution. (coffee shops, bakeries, veteran agencies, faith communities, libraries, RecCenters, Community Centers, Senior Centers) ○ Create Facebook ViV event, Post on Facebook 2x- 3rd week and 4th week ○ Announce event at other meetings this month. ○ Email vendors reminding them to use social media toolkit ○ Create Scrolling Banner for Volunteer Management System home page ○ See if there are any community podcasts to be interviewed on to promote event. ○ Staffing <ul style="list-style-type: none"> ○ Recruit volunteers for day of event – support greeting agencies and participants, staffing agency table, etc.

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Month of Event	<ul style="list-style-type: none">○ Marketing:<ul style="list-style-type: none">○ Get message out on NextDoor.○ Post on Facebook 2-3x.○ See if local Weekender publication can include event○ Promote to current volunteers to promote to their networks (neighbors, colleagues, fellow volunteers, faith communities, gym, etc.)○ Prepare:<ul style="list-style-type: none">○ Materials for our vendor table○ Thank you – bags (water, candy and note) to be given at registration to vendors○ Post event media coverage plan
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Sample - Call for organizations to participate in event:

Back by popular demand: Venture into Volunteering Fair, April 12, 2018, 10 am-noon at Unitarian Universalist Congregation of Fairfax, 2709 Hunter Mill Road, Oakton, Virginia. The Venture's committee is so excited to extend an invitation to your organization to join us in welcoming boomers, retirees and older adults into the "volunteer community". We will accept the first 25 agencies that RSVP by March 15, 2018, to join us on this recruitment adventure. Please RSVP to trina.mayhan-webb@fairfaxcounty.gov

The fair will begin promptly at 10 am. Refreshments will be provided throughout the morning. This beautiful, unique facility will have a variety of table sizes. We can offer 3ft single tables, 8ft sharing a table, or 10ft round tables. Tables will be first come, first serve. Each table will have one chair unless otherwise requested. Organizations should bring their own creative coverings. Table request fill up fast as this fair is highly attended and nationally recognized.

The Venture into Volunteering poster is attached. Please feel free to add this to your agency newsletter or media outlet (whether you participate or not). If you need copies, we'll be happy to mail them for distribution in the community for maximum participation. We also request agencies provide door prizes should your budget allow. Door prizes should be made available by April 12th at the event. Please include your donation intent in your rsvp. If you are unable to participate but would like your materials on the "waitlisted" table, please let us know.

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Partner assignments:

Volunteer Center

- bingo cards
- projector and slide show/extension cord
- volunteers to help (2 for set up)
- marketing in e-news and social media

RSVP

- tables
- bags (if you have them for people to take home information)
- volunteers to help (2 greeters)
- coffee/cups/cream/sugar
- marketing in your newsletter

CASA

- marketing
- volunteers to help (2 for set up)
- handle door prizes
- bring trash bags
- 100 ink pens

AAA

- Refreshments
- Marketing
- flyers/posters
- registration table (2 people)
- survey

Crossroads

- tables
- location/restrooms/trashcans
- signs to direct people for parking and the fair

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Sample Media Announcement:

EVENT SUMMARY FOR PUBLICATIONS (adjust as needed, including the title):

Explore Volunteer Opportunities & Learn About Resources - Oct 15

Are you thinking of volunteering? Looking to add new and enriching activities to your life? Want to create new connections?

Come to the **Venture into Volunteering Fair** at the **Springfield Town Center** on the *lower level*, **Sunday, October 15, 2023, 12p.m.- 4p.m.**! Representatives from county and nonprofit organizations will be there to share information about a wide variety of volunteer opportunities throughout the region. Whether you have 1-2 hours to give, or more, there's something for everyone! Go to bit.ly/VOLFAIR for more information.

The [Beacon 50+ Expo](#) will be happening simultaneously on the *upper level*. The 50+ Expo offers a wide array of information on local resources for older adults, as well as health screenings, flu shots, and vaccines. Both events are free and there will be door prizes!

To request reasonable accommodations, or this information in an alternate format, call 703-324-5406; TTY 711.

Here's the link to the [flyer](#), if needed.

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Sample – Run of Show for event:



PROJECT OVERVIEW	
Event Name	Venture into Volunteering
Project Date and Start/End Times	October 15 th from noon to 4 pm
Project Site, Address and Parking Details:	Springfield Town Center <i>(address is different depending on what map device you use)</i> Park near Yard House/Maggiano’s entrance.
Brief Project Description:	<p>2023 Venture into Volunteering Fair Family Services (fairfaxcounty.gov)</p> <p>The annual Venture into Volunteering fair is back in-person this year! You don’t want to miss this opportunity to meet representatives from various nonprofits and local government agencies who will share about various ways to volunteer throughout this region. Whether you have 1-2 hours to give or are looking for a bigger commitment, there's something for everyone.</p> <p>This fair will take place in conjunction with the annual Beacon 50+ Expo, which will be located on the <i>upper level</i>. Dozens of exhibitors – including government agencies, nonprofits, and local businesses- will provide helpful information regarding retirement communities, home remodeling, financial planning, healthcare, travel, fitness, and more. Health screenings, flu shots and other vaccines will be offered.</p>
Community Partners	<ol style="list-style-type: none"> 1. Agency – Contact name – Cell number – email address 2. Agency – Contact name – Cell number – email address
Staff Attire	Purple Volunteer Solutions t-shirt or Purple shirt.

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Pre-EVENT PREPARATION			
Starting Time	Activity	Location	Who/Where/Notes
Thur. 10/12/23	Pack welcome bag for vendors. <ul style="list-style-type: none"> • Water bottles (2) • Papers (NVAVA, VS, NAVPLG, Day of thanks and info sheet) 		ES
Thur, 10/12/23	Pack up supplies: <ul style="list-style-type: none"> • Posters (ES) • 2 Stands (ES) • Raffle basket (ES) • VS outreach materials and signs (TE) • Tabletop banner (TE) • Larger banner (TE) • Tablecloth (TE) • Vendor welcome bags (ES) • Cart (ES) • Charged Work Cell phone and charging block (ES) • Misc: Tape, Pens, sharpie (peel and stick name tags), First aid kit • Print: <ul style="list-style-type: none"> ○ Vendor list <i>[sorted by agency and agency contact]</i> (with table assignments, door prizes due) 		
Day of Pre-EVENT PREPARATION			
9:30- 9:45 AM	VS staff arrive for setup (Unload supplies, setup registration table, place posters) <ul style="list-style-type: none"> • Signage and registration area set up and have vendor welcome bags (JD) • Place easels and posters around the mall at identified locations. (TE) • Make sure table tents are laid on table according to map and place welcome bag on tables (ES) • Identify closest bathrooms and mention to vendors. Suggest they can ask fellow vendors to watch their table should they be alone and need to take a break OR they can come by our table, and we may be able to assist. (ES/TE) • Set up VS table (TE/ES) 		VS staff (JD, TE, ES)

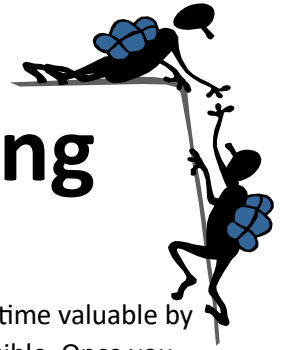
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	<ul style="list-style-type: none"> • Make adjustments as needed 		
10:15 AM	<p>Review Run of Show</p> <ul style="list-style-type: none"> • Review any new updates for the day or logistical changes to project plan 		VS staff
10:30 AM	<p>Vendors arrive</p> <ul style="list-style-type: none"> • Those unloading will enter through JCPenny bottom floor loading dock • Vendors can leave their items on their respective table • Vendors should go upstairs to officially check-in. They will be given vendor welcome bag 		VS Staff
EVENT Run of Show			
Starting Time	Activity	Location	Who/Where/Notes
11:30 PM	<p>Fair officially opens.</p> <p>11:30 to 2:00 pm: TE and ES staff VS table</p> <ul style="list-style-type: none"> • TE will need to post on facebook – at event • ES will need to check phone and email for last minute questions/concerns • Channel 16 arrive and record <p>1:45 to 4:00 pm: JS and KC staff VS table</p> <p>Take breaks as needed</p>		VS Staff
Throughout fair	<p>Take photos of fair</p> <p>Network with other vendors</p> <p>VIP's attend (List of names)</p>		
4:00 PM	<p>Clean-up</p> <ul style="list-style-type: none"> • VS outreach materials • Posters and DFS easels 		VS Staff (JD, JS, ES)

KEY STAFF ROLES (include name, day of event phone and email)

VS Staff	1. Name, Email address, Personal Cell:
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Venture into Volunteering

Making a Difference in Our Community!

Thank you for attending today's event. This is a passport to your adventure. Make this time valuable by visiting as many of our Nonprofit and Government agency fair representatives as possible. Once you visit, have the agency representative sign off on this sheet. When you have had at least 10 signed off or your sheet is complete, fill in the survey on the back and drop it off at the registration table. You will be entered into a drawing to receive a prize which will be announced at the end of the event.

Agency	Agency	Agency	Agency
Agency	Agency	Agency	Agency
Agency	Agency	Agency	Agency

This event is sponsored by:

- ◆ Fairfax Area Agency on Aging ◆ Fairfax Court Appointed Special Advocates Program ◆
- ◆ Unitarian Universalist Congregation of Fairfax ◆ Volunteer Fairfax ◆

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Please fill out and return to a registration table by 11:15 a.m.

to be entered into the door prize drawing.

Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone Number: _____ **Email:** _____

Have you volunteered before? Yes No

How many hours on average do you volunteer a year? _____

Did you find an organization today that you plan to volunteer with in the future? Yes / No

Did this fair energize you to get more involved in your community through service? Yes / No

Was this a useful event to attend? Yes / No

Would you invite friends to attend a similar event in the future? Yes / No

In the future would you be more likely to attend a similar event during a: weekday / weekend

What did you like most about this event?

Any suggestions for future events?

How did you hear about this event?

Newspaper: _____ **Library** **Web** **Friends**

Word of Mouth: Who? _____

Poster: Where? _____

Social Media: Which platform? _____

Other: _____

Your feedback is greatly appreciated!