

Job Corps' Guide to Make A Difference Day 2005

Saturday, October 22, 2005

Held in partnership with USA WEEKEND Magazine and The Points of Light Foundation, Make A Difference Day is the largest nationwide day of service. Each year millions of people simultaneously gather to help positively change millions of lives. The 15th annual 2005 Make A Difference Day marks Job Corps' seventh year as a national partner. This year's exciting event takes place across the country on Saturday, October 22.

Last year, more than 12,000 students and staff from 119 Job Corps centers in 45 states, the District of Columbia, and Puerto Rico took part in Make A Difference Day activities. In 2000, Job Corps was chosen as one of 10 partners to receive the prestigious National Make A Difference Day Award. As a former winner, Job Corps is eligible for the \$10,000 Encore Award, which recognizes an organization that continues to go above and beyond when serving the community. (See awards section of the official Make A Difference Day brochure for details, or see "How to get involved" on the Web site: <http://usaweekend.com/diffday/howto.html>).

As the Job Corps program has evolved to help students meet the demands of the workplace, so has the importance of giving back to the community. The number of students and staff volunteering each year on Make A Difference Day has increased by 56% since 1999.

APPROACHES TO PARTICIPATION

The steps to preparing and registering your project are similar to those in the past. Please note that USA WEEKEND's goal is for **all** Make A Difference Day activities across the country to take place

on OCTOBER 22. If you are unable to coordinate your activity on the 22nd, please make plans as close to that date as possible.

PLANNING AND PARTNERING

Find a need. Look around your community and decide who or what needs help, then create a plan to provide that assistance.

Get help/ideas. Review the Job Corps best practices posted online at <http://www.AdvancedSurvey.com/default.asp?SurveyID=29278>, or use the Make A Difference Day resources. Find planning guides on the Web site (www.makeadifferenceday.com) under the "Idea Generator" section, or inquire by e-mail at diffday@usaweekend.com or the hotline at (800) 416-3824 for additional brochures and/or assistance.

Tell everyone. Inform appropriate community leaders and media contacts.

Register your project. Use the DAYtaBANK at www.makeadifferenceday.com so that Make A Difference Day coordinators can get the word out about your project.

Take action. Implement plans, rally your troops, and be there on October 22.

Tell Job Corps. Complete the Activity Summary Form located at <http://www.AdvancedSurvey.com/default.asp?SurveyID=29278> by November 4.

Tell Make A Difference Day partners. Complete and submit the Award Entry Form by November 11 (see brochure or Web site).



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CONTACTS

Ms. Sarah McGowan
Email: madd@lrginc.com
Phone: (703) 548-8535

Mr. Dennis Johnson
Email: johnson.dennis@dol.gov
Phone: (202) 693-2876

Remember to complete the online Activity Summary Form at <http://www.AdvancedSurvey.com/default.asp?SurveyID=29278>

REACHING OUT TO COMMUNITY PARTNERS

Keep in mind that Make A Difference Day participation is not limited to students, nor should it be confined to centers. We all represent Job Corps, so no matter what your role, it makes sense to take advantage of this opportunity to engage our students in service learning, give back to our communities, and strengthen our community connections.

- **Team up with America's Promise** www.americaspromise.org.
- **Celebrate with the American Red Cross** www.redcross.org.
- **Connect with local Make A Difference Day partners** (e.g., AmeriCorps, Big Brothers/Big Sisters, Boys and Girls Clubs, State Farm Insurance Companies, the U.S. Army, and the YMCA/YWCA).
- **Survey the community.** Find the "real" needs.
- **Recruit volunteers.** Contact local nonprofits that coordinate volunteers, consult your governor or mayor's office, or "adopt" a local facility or community

agency and provide services on its behalf.

- **Contact employers.** Consider contacting local and national employers or members of your Community Industry Council or Community Relations Council.
- **Invite community leaders and media contacts.**

GETTING RECOGNITION

Make A Difference Day is a great way to make connections and raise Job Corps' profile within our communities and around the country. Below is a quick checklist for highlighting your efforts with community leaders and media contacts.

Getting There...

- **Produce attention-getting materials.**
- **Distribute materials and notices.** Get the community involved by alerting them to your exciting and purposeful event. Send materials to community leaders and media contacts.
- **Engage the media.** Begin pitching your story to local media outlets, and follow

up with a press release. Media pitching should begin about two weeks prior to your event and should be ramped up in the last few days leading up to the event. Develop and distribute a media advisory two to three days prior to your event that outlines event logistics.

- **Make it personal.** A personal invitation through a phone call and/or student visit could be just the right touch to get a new community leader or policy maker involved. They can't come if you don't ask.
- **Follow-up.** With busy schedules and hot media topics, it is important to take the time to follow up with media and partners both the day before and the day of your event.

Sealing the Deal...

- **Promote Job Corps** by displaying Job Corps information and giveaways. Wear Job Corps hats, t-shirts, and any other items that help identify your connection to Job Corps.
- **Take photos** so you can submit them to newspapers. Include Job Corps banners, signs, t-shirts, and other Job Corps visuals in your photos.

Bragging Rights...

- **Follow up with your media contacts.** Whether or not they attended the activity or event, they might still do a story.
- **Write to the editor** of your local newspapers describing the results of your event, particularly how it helped the community and Job Corps students. Be specific. Provide numbers. Tell a personal anecdote about who was helped.

For the Record...

- **Send copies of photos** to community leaders and Make A Difference Day partners.
- **Post digital photos** on your center Web site after securing proper releases.
- **Send thank-you notes** and a summary of accomplishments to outside participants. Provide specifics on results, both quantitative and qualitative.
- **Complete and send in the USA WEEKEND Award Entry Form.**
- **Go online and complete** the Job Corps Activity Summary Form located at <http://www.AdvancedSurvey.com/default.asp?SurveyID=29278>.

All of the above mentioned activities will help to enhance public awareness about Job Corps while expanding our employer and community outreach network. Of course, these are not the only approaches, so don't hesitate to try other ideas and share what works in your Activity Summary.

LINKING TO NATIONAL RESOURCES

- Web site www.makeadifferenceday.com
- Email account diffday@usaweekend.com
- Hotline (800) 416-3824

