

GLOBAL YOUTH SERVICE DAY 2012, APRIL 20-22

Preparation Manual

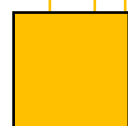
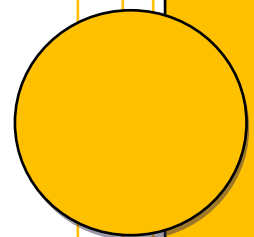
VOLUNTEER IOWA

Iowa Commission on Volunteer Service

IOWA'S PROMISE
THE ALLIANCE FOR YOUTH

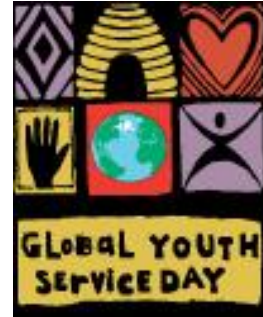


Iowa
MENTORING
PARTNERSHIP



Global Youth Service Day 2012: How are you going to change your world?

Established in 1988, Global Youth Service Day (GYSD) is now celebrated in over 100 countries and is the largest service event in the world. On GYSD, millions of children and youth (ages 5-25) will address the world's most critical issues in partnership with families, schools, community and faith-based organizations, businesses and governments.



For the third consecutive year, the [Iowa Commission on Volunteer Service](#) (ICVS) will serve as the Lead Agency for GYSD in Iowa. In 2011, nearly 3,000 children and youth participated in 29 GYSD projects across the state of Iowa. With the support of a planning coalition, the ICVS will work to expand the presence of GYSD 2012 in our state by encouraging schools, programs and organizations to plan and implement youth-led community service projects.

GYSD in the United States is coordinated by [Youth Service America](#), in association with the National Youth Leadership Council and the [State Farm Companies Foundation](#).

Resources

Global Youth Service Day Website

The GYSD 2012 [website](#) features a wealth of free resources for use by local schools and youth-serving programs. An event map, which includes a forum for posting and sharing projects at the national level, and resources for planning and marketing local projects are now available.

Project Planning Guide

The "[Plan Your Project](#)" page of the GYSD website includes step-by-step suggestions for planning and implementing local projects. A free GYSD [Toolkit](#), developed by Youth Service America, also features comprehensive outlines and templates for developing youth-led projects.

Finally, the ICVS recently released a comprehensive [Days of Service Project Planning Kit](#) that can be utilized for State and National Days of Service.

Global Youth Service Day Goals:

1. To **MOBILIZE** youth to identify and address the needs of their communities through service.
2. To **SUPPORT** youth on a life-long path of service and civic engagement.
3. To **EDUCATE** the public, the media and policymakers about the year-round contributions of young people as community leaders.

Service-Learning Integration

The ICVS strongly encourages that all local GYSD projects consider implementing a service-learning or reflection component. In an effort to connect GYSD projects with opportunities for service-learning and reflection, a [GYSD Learning Curriculum Guide](#) has been developed by YSA. In addition, Learn & Serve America's "[Youth Voice Guide](#)" provides numerous resources for purposefully engaging youth in leadership and decision-making roles.

Michael Henneberry, an AmeriCorps*VISTA member serving with the ICVS is also available via e-mail (michael.henneberry@iowa.gov) or phone (515.725.3179) to answer Service-Learning questions and to help potential or established projects integrate the components of quality Service-Learning projects.

YSA Funding Opportunities

YSA supports a global culture of engaged youth that are committed to a lifetime of service learning, leadership and achievement. In support of GYSD, the organization is offering a number of [Fundraising and Support Tips](#) and [grant opportunities](#).

ICVS Funding Opportunity

As the Lead Agency for Global Youth Service Day in Iowa, the Iowa Commission on Volunteer Service (ICVS) will sub-grant \$2,000 in Extended Service-Learning Mini-Grants to local agencies. The 4 grantees will each receive \$500. To be considered for funding, applicants will need to develop a youth-led, extended Service-Learning project (or three, separate Service-Learning projects) that engages youth in meaningful service opportunities on MLK Day, the Semester of Service, and Global Youth Service Day.

Applications are now available in [Survey Monkey](#) and are due no later than December 9th, 2011.

Posting Local Projects

The ICVS will utilize the [project registration](#) feature of the 2012 GYSD website to promote and track projects in our state. The project registration page allows local programs or organizations to recruit volunteers for their local GYSD event and provides a systematic way for the ICVS to recognize all of the outstanding projects and events that will take place in Iowa. All Iowa projects registered on the GYSD website will also receive a free GYSD “fun pack” filled with a variety of youth-friendly marketing items.

Marketing and Media

Free Promotional Materials

Free [printed materials](#), including posters and strategy guides, may be ordered by organizations in the continental United States that will be participating in GYSD.



Photo Caption: Members of the Hoover High School STARS participate in GYSD 2010 at the Animal Rescue League.

Examples of Previous GYSD Projects in Iowa

- * In Des Moines, the KWAKERS distributed 150 eight oz. spray bottles of home-made “KWAKER Kleaner” and educated neighbors on the importance of “green” cleaning products
- * Central College in Pella cancelled a day of classes so nearly 800 students could serve over 3,000 hours in more than 50 different projects.
- * Siouxland’s Feed the Children partnered with Hy-Vee to hold a food and hygiene drive in Sioux City.
- * Green Iowa AmeriCorps members in Cedar Falls weatherized three homeless shelters to save energy and reduce energy bills.

Fundraising

A child's voice can serve as an incredibly powerful tool for both volunteer recruitment and fundraising. The ICVS strongly encourages youth who are involved in a GYSD project to research local project partners and possible in-kind donors. Included on page 5 is a sample donation letter that could be adapted for use by children.

Social Media Campaign

An awareness-raising social media campaign will be launched in early March for GYSD 2012. Based on the success of Iowa's award-winning [2010 GYSD video](#), a similar, youth-developed video will be distributed in early March to generate interest and excitement for GYSD 2012. In addition, Iowa's GYSD Facebook [page](#) will highlight additional resources available at the state and national level. All local GYSD participants are encouraged to become fans of the GYSD – Iowa Facebook page. Fans are also encouraged to share project information, network and post project photos.

GYSD Press Release and Proclamation

Utilizing a template from Youth Service America, the ICVS has created a GYSD press release (included on page 5) that can be personalized for local distribution. The ICVS will also work with the office of Governor Branstad to secure a GYSD state proclamation and press release.

Involving Elected Officials

When contacted in advance, many elected officials are happy to participate in community events as speakers, guests and/or volunteers. Engaging local officials (contact information can be secured via the "[Find Your Legislator](#)" page of the Iowa General Assembly website) is also an excellent way to garner media attention for local service projects. A customizable letter of invitation is also included on page 6.

Join the Movement!

Research in the US demonstrates that young people involved in volunteering are more likely to become active citizens through voting, participating in civic groups, and giving philanthropically. In addition, young volunteers have been found to have higher educational and economic achievement rates. Likewise, young people who volunteer are 50% less likely to abuse drugs and alcohol, become involved in delinquency, or drop out of school. Youth volunteering is an effective strategy for building strong youth and strong communities, while reducing negative social behaviors.

Contact Information

Mike Henneberry
AmeriCorps*VISTA, Global Youth Service Day Coordinator
Iowa Commission on Volunteer Service
200 East Grand Ave
Des Moines, Iowa 50309
Phone: 515.725.79
E-mail: michael.henneberry@iowa.gov

GYSD Template Press Release

FOR IMMEDIATE RELEASE:

[ENTER RELEASE DATE]

CONTACT:

[Organization Contact Name]

[Name of Organization]

[Contact Phone]

[Contact Email]

Brandon Gryde

Youth Service America

202-296-2992 x 128

bgryde@ysa.org

{ORGANIZATION OR NAME} JOINS WORLDWIDE YOUTH SERVICE MOVEMENT

22nd Global Youth Service Day Mobilizes Youth Across the World to Effect Community Change

[ORGANIZATION CITY, STATE] – (DATE) – [ORGANIZATION], [ONE SENTENCE DESCRIPTION ABOUT THE ORG], will mobilize more than [###] young people to participate in the 22nd Global Youth Service Day (GYSD), Friday, April 23 through Sunday, April 25, 2010 in [CITY/STATE]. GYSD is the largest youth service event in the world and millions of children and youth from the United States and over 100 other countries, will engage in service and service-learning projects that highlight the impact of the youth service movement.

[ADD 1-2 PARAGRAPHS ABOUT YOUR LOCAL GYSD PROJECT PLANS. MAKE THE DESCRIPTION AS SPECIFIC AND COLORFUL AS POSSIBLE. EMPHASIZE THE ROLE OF YOUTH IN DESIGNING AND LEADING PROJECTS OR HIGHLIGHT A SPECIFIC YOUNG PERSON PARTICIPATING IN THE PLANNING EFFORT.]

“The rising momentum of the youth service movement is a shining example of the positive change that stems from young people contributing to their communities,” said Steve Culbertson, president and CEO of Youth Service America. “Global Youth Service Day is a powerful glimpse into the year-round participation of young volunteers. It is also an opportune time to connect children and youth who have never served with local projects that will inspire them to lead a life of service.”

[QUOTE FROM PROJECT DIRECTOR.]

For more information about local events or to get involved, please contact: [PERSON IN CHARGE OF GYSD VOLUNTEERS, PHONE, E-MAIL] or visit www.volunteeriowa.org to search for GYSD opportunities in your community.

[INSERT ORGANIZATION BOILERPLATE, CONTACT INFO, WEB SITE]

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Sample Invitation Letter to Elected Officials

March 25, 2012
Youth Serving Organization USA
4321 Main Street
Anytown, ST 12345-0000

The Honorable Jane Smith
1234 Main Street
Anytown, ST 12345-0000

Dear Senator or Representative Smith:

I am writing on behalf of Youth Serving Organization USA to invite you to participate in our event for Global Youth Service Day 2012. Before I begin to tell you about this year's Global Youth Service Day project, I would like to thank you for your continued support and participation in our organizational events over the past year.

On April 21, 2012 from 9:00 am until 1:00 pm approximately 200 youth and adult volunteers will participate in beautification projects throughout Anytown. These beautification projects will include the creation of a bike/walking trail behind the elementary school, removing non-native plants from areas where endangered flowers grow, and replacing the fence at the senior center. We would be honored if you would speak about the importance of youth giving back to their communities and participate, as your schedule allows, in one of the projects listed above.

To date, we have invited Police Chief Jones, Representative Burnette, Newspaper Reporter Davis, and TV Anchor Diaz. We would be honored to include you as another participant in our National Youth Service Day events.

If your schedule permits you to attend or you have further questions about the event, please contact me at 800-555-5678.

Sincerely,

Mr. Smith

NOTE: Words in blue indicate text that should be changed to suit your projects needs.