



## DAY OF ACTION 2020 ROLES AND RESPONSIBILITIES/ PROJECT PLANNING GUIDE



### OVERVIEW

Tuesday, September 15, 2020 marks United Way of Central Iowa's 26th annual Day of Action. It is a powerful and uplifting day when thousands of people mobilize to volunteer in their community. We match participating nonprofit organizations with skilled and motivated volunteers from local employers who dedicate their time and services to improve our community.

Like the rest of the world, United Way has had to adapt during this global pandemic. Much of our work and play have become virtual and so too has volunteering. Together, we will find a way to make this as impactful a day as ever. In response to COVID-19, our Day of Action will look different this year.

#### We are promoting four ways of participation:

- 1. Remote Volunteering:** We do not have to be in-person to engage with the community and help our nonprofits in need. These are projects that can be completed off-site, by volunteers mostly from their homes. Examples: Donation drives, making masks, writing notes to clients.
- 2. Hands-on Volunteering:** There are still some limited hands-on needs to be met throughout our community. These are projects that can still be carried out in-person, with proper safety precautions observed (outside projects, with masks, using social distancing, and in groups of 10 or less).
- 3. Virtual Skill-Based Volunteering:** These are projects that can be completed anywhere, aimed at engaging volunteers with specific skills (such as finance, marketing, communications, website design, etc.)
- 4. Advocacy:** These projects will help you advance your mission and move forward on those issues. Projects such as letter writing campaigns or communicating with lawmakers and other influencers fall into this category.

## Project Ideas – Think Outside the Box!

This is a list of ideas of projects that can be done virtually or by using social distancing. Use this list to help spark ideas for your organization.

Opportunity	Description
<b>African-American and Hispanic hair care kits</b>	<b>African-American and Hispanic hair care items are frequently overlooked when toiletry items are donated.</b>
<b>Career fairs</b>	<b>Conduct virtual interviews with participants and provides underemployed, low-income individuals with job coaching and training to help them obtain living wage, middle-skill jobs.</b>
<b>Cleaning supply drive</b>	<b>Collect and donate essential toiletries and cleaning supplies for a nonprofit partner. Organizations are having to clean and disinfect much more frequently than before, which is expensive and hard on their budgets.</b>
<b>College supply drive</b>	<b>College supplies drive to provide first-generation college students with the materials and confidence they need to get a strong start in school. Once supplies are collected, volunteers sort donations and deepen their understanding of homelessness and the struggles of first-generation college students through a presentation about the issue.</b>
<b>Duffle bags for foster kids</b>	<b>Collect duffle bags for children living and entering the foster care system. Each bag to be filled with personal care items, toys, pillows, clothes, blankets, books and toys, giving children with little something to call their own.</b>
<b>Food pantry volunteer</b>	<b>Volunteers are needed to pull food orders during this emergency situation. (Clients wait in their cars and cannot come into the pantry right now.) In addition to pulling orders, volunteers will help re-stock grocery aisles.</b>
<b>Gleaning fruit</b>	<b>Partner agencies work with companies to pick food at farms, gleaning orchards, etc.</b>
<b>Group card making</b>	<b>Volunteers gather virtually for a video conference call to learn more about an issue in the community, the difference that is being made during the pandemic, and ways in which volunteers can give back. The call will end with writing virtual letters of encouragement.</b>
<b>Health and hygiene donation</b>	<b>Collect health and hygiene items such as toothpaste, hand sanitizer, body wash, toilet paper and other items.</b>
<b>Healthy eating demo</b>	<b>Your agency could partner with a company to develop this idea - teach kids about healthy eating</b>
<b>Help an immigrant</b>	<b>Volunteers work remotely with recent immigrants to improve their English speaking, reading and writing skills, and review 100 civics questions.</b>
<b>Home essentials</b>	<b>Collect new and gently used items to set up a new home for a family in need, like silverware, lamps, bedding, etc.</b>

<b>In-kind donations</b>	<b>Aside from just a collection of items, come up with a way that companies can Zoom in and interact with your group, learn something, etc.</b>
<b>Kindness calls</b>	<b>Volunteers make phone calls to homebound seniors and other vulnerable populations. Volunteers call people in need of reminders and comfort during this time of isolation, and provides instruction.</b>
<b>Mask making</b>	<b>Making No Sew Masks. Ensure our community members have masks. This is a great family-friendly project.</b>
<b>Menstrual hygiene kits</b>	<b>Create menstrual hygiene kits to be shared with agencies serving those in need of period products</b>
<b>Neighborhood clean-up ("Plogging")</b>	<b>Going out for a walk or jog? Become a "plogger" and pick up trash as you go! Or, head out with your family and your own garbage bags and gloves, and pick up litter and trash while safely distancing yourself from others.</b>
<b>Online workout</b>	<b>A virtual offering for program participants to do from home or the agency</b>
<b>Outdoor maintenance and preservation</b>	<b>Small groups of volunteers perform outdoor projects using social distancing, masks (still determining if this type of project is possible)</b>
<b>Project Undercover</b>	<b>Collect socks and underwear for kids in need</b>
<b>Repurposed t-shirts</b>	<b>T-shirts can be transformed into reusable bags which can be donated to food pantries.</b>
<b>Restoration/repair work</b>	<b>Small groups of volunteers perform outdoor restoration/repair work using social distancing, masks (still determining if this type of project is possible)</b>
<b>Scavenger hunt</b>	<b>Have a company partner set up a scavenger hunt that kids or program participants could do from home</b>
<b>Tutoring</b>	<b>Volunteers can serve as virtual tutors and mentors for students between K and 12th grade who need support during this uncertain time.</b>
<b>Videos of volunteers reading books</b>	<b>Developing literacy skills and a love of reading for children by recording videos of volunteers reading age-appropriate books.</b>

## **GUIDELINES**

### **Project Planning**

**Day of Action is an incredible opportunity to tackle large and small projects at your agency that otherwise may not get accomplished. This year, we are going to have to think outside the box to plan creative, worthwhile projects that allow virtual participation or social distancing.**

**Below are some guidelines to better help you plan. The answers you give to these questions will help you assess the appropriateness and scale of your Day of Action projects and will help the volunteers better respond to your needs.**

- 1. Can the project be substantially completed in the allotted working time (9:00 a.m.- 5:00 p.m.) with non-professional workers, allowing time for a welcome, set-up, break down, agency briefing, lunch, and thanks?**
- 2. Is there ample space available for social distancing if the project will be held on-site?**
- 3. Is the size and complexity of the project appropriate, considering the volunteers' skills and allotted time?**
- 4. Can you articulate to volunteers the importance of the project in terms of alignment with funding received by United Way of Central Iowa?**
- 5. What is the human power requirement, taking into account space limitations?**
- 6. Does the project require specific skill levels? For example, would you need an electrician or skilled carpenter?**
- 7. What is the need vs. availability of tools and equipment, including those provided by the agency and by the volunteers? What tools can you provide, and what tools do you need the volunteers to provide?**
- 8. Is the project too hazardous for the volunteers? Does the work require climbing a tall ladder? Is an outdoor work area close to a heavily trafficked street without protective barriers? Is there a potential fire hazard, e.g., use of propane torch? (Consider potential liability exposure)**
- 9. Will the agency provide someone to organize and/or oversee the work being performed? (It is essential that each agency designate a point of contact that is available most of the day, even if the designated person does not work with the volunteers all the time)**
- 10. Does the agency have the ability to accomplish the necessary preparatory work in advance of Day of Action, e.g., purchasing necessary materials, installing foundations for a new structure, obtaining municipal permits, etc.?**
- 11. Are there smaller projects that volunteers can work on if they finish the main project early?**

## Sign up for your project

To submit a request for Day of Action volunteers, login to United Way's Get Connected volunteer portal at <https://volunteer.unitedwaydm.org> and enter your opportunities under "Advanced Events." **The deadline to submit a project is July 31, 2020.**

### Get Connected:

The screenshot shows the 'Agency Manager' interface for United Way of Central Iowa. It features a navigation bar with 'RETURN TO OUR WEBSITE', 'SIGN UP', 'LOGIN', 'HELP', and 'CALENDAR'. A main banner reads 'How You Can Help' with a 'SIGN UP' button. Below the banner is a map of the region. A red bar contains a wrench icon and the text 'Click here to open Agency Manager's Toolbox', with a 'VIDEO GUIDE TO THE VOLUNTEER CHECK-IN KIOSK' link. A navigation menu includes 'VIEW', 'EDIT', 'OPPORTUNITIES', 'EVENTS', 'STATS', 'SCHEDULE', and 'TIME TRACKING'. Under 'OPPORTUNITIES', there are sub-sections for 'ADVANCED EVENTS', 'STERLING VOLUNTEERS', 'CHECK-IN', and 'CHECKED IN NOW'. The 'ADVANCED EVENTS' section is active, showing 'Opportunities' and an 'ADD NEW OPPORTUNITY' button. Three blue callout boxes with yellow arrows provide instructions: Step 1 points to the 'SIGN UP' button; Step 2 points to the 'MY AGENCY' link in the top right; Step 3 points to the 'ADD NEW OPPORTUNITY' button.

**Step 1:** Login to our website. If you do not have an account, then you can create one using the **SIGN UP** button.

**Step 2:** Once you have logged in you can click on **MY AGENCY**

**Step 3:** Then scroll down and click on **ADVANCED EVENTS**. To add a new opportunity, click on **ADD NEW OPPORTUNITY**.

## POLICIES AND PROCEDURES

### Requirements for participating Day of Action nonprofit partners:

- **Participating nonprofits must be United Way partner organizations**
- **Projects are accepted at the sole discretion of United Way of Central Iowa, and United Way of Central Iowa has the right to exclude a project**
- **Materials needed to complete Day of Action projects are the responsibility of the organization (or in some cases able to be negotiated with matched business)**
- **Organizations must meet/visit with Company Project Team Leaders prior to the event**

**Requirements for Day of Action business partners:**

- **Company must designate a Project Team Leader**
- **Company Project Team Leader is responsible for recruiting the confirmed number of volunteers**
- **Company Project Team Leaders must visit with their assigned organization prior to the event**

**Bad Weather Plans**

**Each nonprofit partner is responsible for making its own plans in case of inclement weather. Day of Action is not automatically cancelled due to bad weather; however, you may have changes to your project plans. When you register your projects, you will be asked to identify your plans in case of bad weather, whether you choose to cancel, reschedule, or modify your project. Please communicate your plans so the volunteers are aware ahead of time. On Day of Action, the nonprofit partners and business partner leaders will communicate directly with each other regarding any changes in plans.**

**For questions regarding Day of Action, please contact:**

**If you feel you need some assistance in planning your projects, United Way of Central Iowa can visit with you to evaluate the feasibility of project(s) you have in mind. Contact**

**Ramona Gaukel**

**Volunteer Engagement Officer**

**[ramona.gaukel@unitedwaydm.org](mailto:ramona.gaukel@unitedwaydm.org)**