

Senator Fred Akshar | Lourdes Hospital



Community
Outreach Manual

Important Note

When executing any of the activities contained in this manual, it's important to note that all of the activities should have photos taken during the event.

These photos should then be emailed to YES at info@yessafechoices.org.

YES will then use and post these pictures for a variety of different purposes, including:

- Website photos
- Social media posts
- School newsletters
- Local print media/weeklies
- YES marketing materials
- Other

Thanks for your cooperation and good luck!

Topic: Movie Nights

Prep Time: Minimum Three Weeks

Grade Level: K-5

Materials Needed:

- Movie license
- Popcorn
- Drinks (water and juice)
- An area to show the movie (ex. Auditorium)
- Audio/Visual equipment (Projector, screen, etc.)
- At least two copies of the movie.
- *Optional:* Candy

Number of People Required to Set Up: 5 to 10

Marketing:

- YES will create flyers that will be approved by your Advisor and distributed to all elementary students
- Dry erase posters are supplied by YES and should be hung at the main entrance to each elementary school
- Put up your own posters around elementary schools
- YES will use their master database to email all parents within your district
- Promote within your school's website
- Groups can also incorporate a food drive by asking families in attendance to donate canned goods (this can be included on the marketing flyers)
 - Some school districts have their own collection programs
 - Other programs are listed later in this manual

Reminders:

- YES staff handle movie licenses and help look for movies, if necessary
- Find out if your school has a popcorn machine
- Test movie equipment before the event to avoid last minute issues
- Choose movies that are new releases (they tend to be more successful in terms of turn out)
- Find out the food and drink policy of the location where you are showing the movie
- YES will provide a family gift basket for you to raffle off

Tying into YES LEADS:

- YES will provide a DVD that has a welcome and introduction to the movie night from Senator Libous that should be played before the YES LEADers do their presentation.
- This is a free event being hosted by YES LEADS, so you can use a hook activity as a "preview" before starting the movie
- Explain what YES LEADS is, much like you'd do during a presentation

- Pick a hook activity to do with a kid in attendance. There are two copies of the movie so that you can give one to whoever participates in the activity.
- Be sure and debrief on the activity and explain the purpose, as well as how they'll tie into presentations
- End by explaining that you'll be doing presentations during the school year with similar activities, and that you'll see them soon!

Topic: Clothing or Can Drive

Prep Time: Minimum of a Week

Grade Level: All

Materials Needed:

- Large boxes
- A space for the drive

Marketing:

- Create posters and unique displays to put up around the school
- Morning and afternoon school announcements
- Send out emails advertising the drive that encourage people to participate
- Ask your friends and family to contribute.

Number of People Needed to Organize: A Group

Reminders:

- Advertise a prize that would motivate the community to donate.
 - For example, if doing a drive within your school, you could offer a prize to the homeroom that collects the most cans/clothes/etc.
- Call local charities to find out which items of clothing or canned food they need the most.
 - Catholic Charities
 - CHOW
 - Broome County Council of Churches
 - Red Cross
 - Salvation Army
- It's important to call ahead, because some organizations will actually provide boxes or bins to help with collection.
- Many of these organizations will schedule a pick-up date/time for your donations if contacted in advance.
- Obtain permission to use the space for the drive before you set up.
- These can often be done in conjunction with another project. For example, a drive can be set up during a movie night.

Tying into YES LEADS

- Marketing this as a YES LEADS sponsored drive is the key way to tie your donations back to YES

Topic: Christmas/Fall/Spring Dances

Prep Time: Three to Four Weeks

Grade Level: 6th-8th grades work best

Materials Needed:

- An area to hold the dance
- A DJ
- Tables
- Chairs
- Snacks
- Drinks
- Decorations

Marketing:

- Advertise with posters around the school.
- Have the school make announcements in the mornings advertising it.

Number of People Needed to Organize: A group

Reminders:

- YES LEADers can act as the chaperones for the dance.
- YES will provide food, candy and/or prizes, if necessary.
- Start advertising weeks before the event.
- You can organize a dance contest at a particular time during the event with a prize for the winner.
- Talk with the middle school faculty and administration to organize an appropriate date and time.

Topic: Babysitting Night

Prep Time: Three to Four Weeks

Grade Level: Kids 10 and under

Materials Needed:

- Gymnasium or other large space
- Activities, games, crafts, etc. to keep the kids occupied
- Snacks and drinks

Marketing:

- Put up posters around the community
- YES can create flyers that will be approved by your Advisor and distributed to all elementary students

Number of People Needed: A large YES group with Advisor or other teacher

Reminder:

- The best time of year to host one of these events would be December to give parents some down time to go shopping.
- They are also helpful during PTA meetings.
- Many schools have an adult to child ratio policy that must be met, so it's important that you find this out before advertising the event.
- YES can provide snacks, games and activities if they are needed.
- **Security *must* be taken into consideration to ensure that all children who are dropped off are picked up by the correct parent/guardian**
 - ***This is a huge liability***
 - Consider using raffle tickets with numbers to identify parents
 - Colored/numbered wristbands
 - Other method

Tying into YES LEADS:

- Market the babysitting night as an event sponsored by YES LEADS.
- During the night, take 10 minutes to do a hook or main activity with the kids to tie in the important lessons that you'll do during presentations.

Topic: Blood Drive

Prep Time: 10-12 Weeks before Blood Drive Date

Grade Level: High School and older

Materials Needed:

- A place to hold the drive (gymnasium or auditorium)
- Cookies/ other snacks
- Water/juice
- Volunteers to help set up/clean up

Marketing:

- Posters
- School announcements
- Ads in the local newspaper

Number of People Needed to Organize: A large group

Reminders:

- Donor **MUST** be over the age of 16 and have a valid form of government issued ID.
 - Donors aged 16 and 17 must have a signed Parental Consent Form, available at the Red Cross' web site.
- Recruit donors before the event is set up.
 - Usually the Red Cross requires a certain amount of donors before they book a date.
- Contact the Red Cross Association several weeks before the desired set date and time.
- Schedule the donor's appointments by having students sign up during lunches or before school.
- Check out the Red Cross' website for all the information, including a timeline on how to successfully host a Blood Drive at www.RedCross.org/hosting-blood-drive.
- Every YES LEADer should set a recruitment goal to get others to sign up.

Tying into YES LEADS:

- Marketing the event as a sponsored YES LEADS event on marketing materials is the primary way to tie a blood drive to YES

Topic: School Carnival

Prep Time: Minimum of 2 Months

Grade Level: All ages

Materials Needed:

- A large, safe area to hold the carnival (gymnasium or outdoors)
- Games
- Entertainment (face painting, clowns, etc)
- Supplies for booths
- Decorations
- Volunteers

Marketing:

- Due to logistics issues, it's suggested that you use this as a follow-up to your YES LEADS presentations and only market to the grades you present to
 - Good way to make multiple contacts
 - Mention during your YES LEADS presentations
- Advertise several weeks before the event with posters, flyers

Number of People Needed to Organize: A large group (as much help as you can get!)

Reminders:

- Oriental Trading offers great giveaways and decorations to add a theme to your carnival
 - YES can purchase these materials
- Make sure to organize volunteers to staff the carnival
- Pick a date and time for the school carnival when most families would be able to attend
- Allow plenty of time for delivery of food, booths, and other supplies
- Plan for last minute set backs!

Topic: Disaster Relief Drives

Prep Time: Two to Three Weeks

Grade Level: All

Materials Needed:

- An area (or multiple) to place boxes
- Large boxes

Marketing:

- Posters
- Ads
- Flyers
- Announcements

Number of People Needed: A group

Reminders:

- Find out from local organizations what materials are needed most
 - Red Cross
 - Salvation Army
- Advertise as soon as possible
- You can raise money for the relief by setting up change donation boxes
- Arrange for a pick up date with the local organization that you are donating to in advance

Topic: Pasta Dinner/Pancake Breakfast Benefitting a Local Cause

Prep Time: Two Months

Grade Levels: All

Materials Needed:

- Venue to hold event
- Any ingredients needed

Marketing:

- Send flyers home to all students in the district as well as posting these flyers around all of the schools.
 - YES can provide any necessary flyers
- Announcement on the district website
- Announcements over the loud speakers during school hours

Number of People Needed: YES LEADs group and any other volunteers

Reminders:

- **Coordinate with your school's cafeteria beforehand to figure out food logistics**
 - Are you allowed to bring in outside food?
 - Will they provide the food?
 - Will they provide the food, but YES will need to pay for it
- Make sure to secure a venue for the event (gymnasium, fire hall, etc.).
- Advertise well in advance (at least one month).
 - Advertise daily in the schools
- Get attendees to sign up in advance so that you can plan on the amount of food that you will need.
- Make sure all necessary supplies are obtained and secured before the event.
- Make sure the cause that the event is benefitting is known and obvious.

Topic: Volunteer in Local Elementary Schools

Prep Time: Minimal

Grade Levels: All

Materials Needed:

- Anything needed/ requested by teachers

Marketing:

- Send flyers to students who would be interested in having help.
- Post flyers around the elementary schools.

Number of People Needed: Any / All YES LEADs members

Reminders:

- Reach out to your schools to find out where they may need help.
- Make sure the schools are aware when you are going by establishing a date and time with the principal.
- Make sure you know what is needed by the teachers in the classrooms that you are volunteering in.

Topic: Create care packages for people in the military (especially if family member lives in the district).

Prep Time: One Month

Grade Levels: All

Materials Needed:

- Research items needed overseas by the soldiers
- Speak with district family members about items that would be appreciated in the package.
- Boxes
- Packaging
- An address to ship the items

Marketing:

- Send flyers home with all students in the district
 - YES can create these flyers
- Hang flyers and posters around the school

Number of People Needed: YES LEADers and any other volunteers

Reminders:

- Make sure the list of items that you are looking for is clearly listed on the posters or flyers.
- Create an incentive for students to bring in supplies.
 - It could be a pizza/ice cream party, classroom prize package, anything
 - YES can provide the incentive package
- Make sure you know the addresses are correct of the people you are sending the packages to.
- Have your Advisor drop the packages off with YES along with the correct address, and YES will get them in the mail.

Topic: Cleanup Day with a Local Park or School

Prep Time: Two Weeks

Grade Levels: All

Materials Needed:

- A location to clean up (public park, road side, school gardens)
- Flyers advertising the event if you'd like outside help
- Anything necessary to clean / do yard work / garden (ex. rakes, shovels)

Marketing:

- Create flyers to advertise the event if you're group is looking to get outside organization help
- Create announcements over the loudspeakers to circulate through schools in the district

Number of People Needed: A large group

Reminders:

- This is a project that doesn't need to be completed with the school's participation – your YES LEADS group could be enough.
- Make sure the necessary people are contacted to ensure that there is not an issue about cleaning the designated area.
- If working in a public area, make sure all permission slips are signed before the day of cleanup.
- Make sure announcements and flyers are circulated early to attract a large enough group of students and faculty.
- Clearly state the jobs that are to be accomplished and have people sign up in advance.
- Compile a list of necessary tools that may be required for the different jobs, and ask people to sign up to volunteer to bring them.
- Make sure everyone is broken into groups with a task that can easily be completed by that group.
- These make great events to send to local weekly papers – take pictures!

Topic: CHOW Bin for Donations
Broome County Council of Churches
www.broomecouncil.net/chow
(607) 724-9130

Prep Time: Minimum Two Weeks

Grade Levels: All

Materials Needed:

- Flyers and posters advertising the food drive
- Large collection barrels provided by CHOW
- A location for the boxes or barrels

Marketing:

- Create posters to display around the school & community and flyers to send home with the students
- Ask the school to include announcement in the morning over PA system
- Place ads in the school newsletter
- Add food drive announcement to the school district website

Number of People Needed: A YES LEADS Group

Reminders:

- **A CHOW collection bin can be incorporated into any other Community Outreach Project**
- Very simple to coordinate
 - Call CHOW to set up a drop off date and time for the bins
 - Have a date and time in mind for them to pick up
 - Have someone on hand to make sure the bins are delivered
 - Have someone on hand to make sure the bins are picked up

Topic: **Food Drive for THE BACKPACK PROGRAM™**
The Food Bank of the Southern Tier
388 Upper Oakwood Avenue, Elmira, NY 14903
Contacts: Elizabeth Herendeen 607-796-6061, Ext.4024
or Missy Goetschius at 607-796-6061 ext. 4023

Prep Time: Two Weeks

Grade Levels: All

Materials Needed:

- Flyers and posters advertising the food drive
- Large boxes (or collection barrels from The Food Bank) to collect the food donations
- A location for the boxes or barrels

Marketing:

- Create posters to display around the school & community and flyers to send home with the students
- Ask the school to include announcement in the morning over PA system
- Place ads in the school newsletter
- Add food drive announcement to the school district website

Number of People Needed: A YES LEADS Group

Reminders:

- **The Backpack Program** runs September through April each year.
- Complete Food Drive Participation Form, see following page. Submit to Missy Goetschius via email at Melissa@feedingamerica.org or by fax at 607-796-6028.
- Obtain permission to use the space for the drive before you begin.
- This program requires very specific, kid-friendly foods: Small boxes of raisins and other dried fruit, small cans of vegetables or fruit with pop-top lids, peanut butter, canned tuna or chicken, boxed macaroni and cheese, canned soup (low sodium), individual servings of cereal, sandwich crackers with cheese or peanut butter.
- Make sure above list of foods is clearly defined on the posters/flyers.
- Check donation location daily to be certain it is neat, clean, and the collection boxes/barrels are not overflowing.
- Contact Missy Goetschius at 607-796-6061 ext. 4023 to schedule a pick-up of donations. Please note a 3-day lead is required.



388 Upper Oakwood Avenue Elmira, New York 14903
P: 607.796.6061 F: 607.796.6028 www.foodbankst.org

Food & Fund Drive Participation Form

Name of Business/ Organization: _____

Contact Person: _____

Phone: _____ E-Mail: _____

Event Start Date: _____ End Date: _____

Location of Event:

Street Address: _____

City: _____ State: _____ Zip Code: _____

Materials Needed & Quantity of Each (Collection Barrels, Food Bank Signage, Coin Boxes, Food Bank Handouts):

What Specific Items Will Be Collected (Funds, Non-Perishable Items, Backpack Program Items):

Will the Food Bank need to pick up the food items that are collected? Yes No

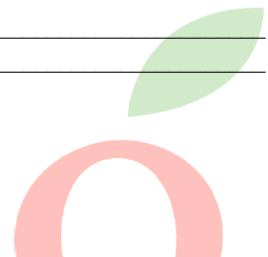
If yes, please contact Missy Knowles at 607.796.6061 ext. 4029, or melissa@feedingamerica.org, to schedule a pick up. Please note that a 3 day minimum lead is necessary for all pick-ups.

Please provide directions to the location:

Any Special Instructions?

Thank You For Your Efforts!

A regional agency of Catholic Charities and a member of Feeding America



Topic: **Volunteer your time to sort food and re-pack donations
For The Food Bank of Southern Tier**
388 Upper Oakwood Avenue, Elmira, NY 14903
Contact: Darlene Bachman 607-796-6061, Ext. 4043
www.foodbankst.org

Prep Time: Two weeks to complete and sign required Volunteer forms
and sign up Group members

Grade Levels: Volunteers under the age of 16 years must be accompanied
by an adult with a 5:1 child to adult ratio for groups.

Number of People Needed: A YES LEADS Group no larger than 40
members

Materials Needed: Your time

Marketing: Not required

Reminders:

- Volunteer opportunities must be scheduled in advance. Contact Darlene Bachman, Volunteer Coordinator, 607-796-6061 x4043, to schedule a date and time.
- Nominate one person to be the liaison between The Food Bank and the YES LEADS Group. This person must complete a “Volunteer Group Information” form for the YES LEADS Group and fax it to Darlene at 607-796-6028.
- Every YES LEADER and their legal guardian—for volunteers under the age of 18—must complete and sign a “Volunteer Agreement & Release From Liability” form (see website for all forms).
- Every YES LEADER must review and understand the “Volunteer Safety Policy” and “Volunteer Policies”, see following pages.
- Upon arrival on the day you have scheduled to volunteer, every YES LEADER must bring their completed and signed “Volunteer Agreement & Release From Liability” form with them. Parking is in front of the Food Bank’s main entrance. Sign in at the reception desk and proceed to the Volunteer Lounge. You can wait there until your shift begins. Earl Leonard, Production Manager, will help get you started.

***Note: If this is something that interests your group, contact YES at
(607) 778-6043, and we’ll make the arrangements.***