

# Volunteer Acquisition Packet



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# Volunteer Outreach Email



[NAME OR ORGANIZATION],

We're DrawChange, a 501(c)(3) non-profit organization dedicated to aid global change by supplying the world's children with empowering art experiences. We're reaching out to you to tell us a little bit about ourselves, the work that we're doing, and how you and your organization can get involved.

DrawChange was founded in 2009 by me, Jennie Lobato (you can read more about my story at [drawchange.org/foundersstory](http://drawchange.org/foundersstory)). Our organization strives to provide empowering art experiences to children, allowing them to effectively visualize a better life for themselves.

It all began with three passions: art, children, and helping others, and now serves the children of Atlanta, GA as well as international projects in Cartago Costa Rica, and Ethiopia. DrawChange meets these children in their environment: through after school programs, trips to orphanages and homeless shelters, etc. For more information, feel free to check out our website at [drawchange.org](http://drawchange.org).

We're writing to you for a specific purpose though -- we need volunteers! As a volunteer, you'd be on the ground working with these students and sharing the gift of art. DrawChange has several active projects throughout the Atlanta area. You could do any or all of the following:

- visit homeless shelters for art programs on all Mondays and Thursdays
- work a children's gallery show
- help with the 3rd annual drawchange 5k run/walk (October 1, 2016)
- hold a fundraising event
- donate art supplies

- support drawchange by using AmazonSmile
- have your organization sponsor a child
- become a sustaining member
- help in the administrative side in event planning, grant writing, marketing, copywriting, and fundraising,
- volunteer in various other programs around Atlanta (see [drawchange.org/contribute/](http://drawchange.org/contribute/) to find out more!)

DrawChange is a wonderful organization, and is on the ground, actively changing the lives of children through art -- why wouldn't you want to get involved.

Please reach out to [CONTACT EMAIL] with any questions that you may have, and we look forward to hearing from you! Together we can provide children the opportunity to see a better life for themselves.

Regards,  
Jennie Lobato  
DrawChange Founder and CEO  
[DRAWCHANGE LOGO]

# ORGANIZATION CONTACTS

Organization	Name / Description	Email Address / Page Link
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	Sarah Perkins	<a href="mailto:sperkins9@mail.gatech.edu">sperkins9@mail.gatech.edu</a>
GT MOVE (Mobilizing Opportunities for Volunteer Experience)	Tyler Clenney (Director of Planning)	<a href="mailto:benjamin.clenney@gatech.edu">benjamin.clenney@gatech.edu</a>
	Megan Ramsey (Vice Director of Projects)	<a href="mailto:mwramsey@gatech.edu">mwramsey@gatech.edu</a>
GT Into The Streets	Projects for Freshman Day of Service	<a href="http://www.gatech.edu/hg/item/68805">http://www.gatech.edu/hg/item/68805</a>
GT Sororities		
Alpha Chi Omega	Tanner Hendrick	<a href="mailto:tkhendrick@gatech.edu">tkhendrick@gatech.edu</a>
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Alpha Omega Epsilon	Kara Yogan	<a href="mailto:president.gtaoe@gmail.com">president.gtaoe@gmail.com</a>
GT Team Buzz	Projects for GT Team Buzz	<a href="http://main.teambuzz.org/projects">http://main.teambuzz.org/projects</a>
Alpha Phi Omega (Co-Ed Service Fraternity)	Melissa Meyer (President)	<a href="mailto:apo.gz.president@gmail.com">apo.gz.president@gmail.com</a>
	Kendall Burton (Vice President of Service)	<a href="mailto:apo.gz.service@gmail.com">apo.gz.service@gmail.com</a>
Circle K -- collegiate service organization	Emily Rothenbacher (Communications Chair)	<a href="mailto:emily.rothenbacher@gatech.edu">emily.rothenbacher@gatech.edu</a>
	Tyler Wan (President)	<a href="mailto:twan8@gatech.edu">twan8@gatech.edu</a>
GT Community Service Council	Ruben Conn	<a href="mailto:rconn3@gatech.edu">rconn3@gatech.edu</a>
Freshman Leadership Service Organization (FSLO)	Projects for FSLO	<a href="https://www.facebook.com/GTFSLO">https://www.facebook.com/GTFSLO</a>
		<a href="https://gtfslo.wordpress.com/">https://gtfslo.wordpress.com/</a>
Lambda Sigma	Jiji Shin	<a href="mailto:jshin304@gatech.edu">jshin304@gatech.edu</a>
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	Rohin Aggarwal	<a href="mailto:raaggar@emory.edu">raaggar@emory.edu</a>
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Georgia State Univ. - OrgSync	Shakia Guest - Administrative Coordinator	<a href="mailto:sguest2@gsu.edu">sguest2@gsu.edu</a>
GSU Office of Civil Engagement	Lovell Lemons (Director)	<a href="mailto:llemons@gsu.edu">llemons@gsu.edu</a>
Alpha Phi Omega at Emory (Delta Kappa chapter)	Madison Dalton (2nd VP of Service)	<a href="mailto:service@apodk.org">service@apodk.org</a>
	Lia Benes (President)	<a href="mailto:president@apodk.org">president@apodk.org</a>

[https://docs.google.com/spreadsheets/d/1\\_hbSqJH45snGhz0fQRxVTaCyD40hc84942LQwYIHfYM/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1_hbSqJH45snGhz0fQRxVTaCyD40hc84942LQwYIHfYM/edit?usp=sharing)

We created a database in a Google Sheet (link above), so it can be edited and developed as new contacts are found.

# Possible Volunteer Databases

## Problem

Jennie mentioned to us that one of the major problems she was facing was the acquisition of volunteers, both first time volunteers and also recurring volunteers.

In addition to providing contact information of groups that would be interested in volunteering on a recurring basis (for Drawchange to reach out to via email), we did some research into other ways that she could spread the word about the incredible work Drawchange is doing and get volunteers in the door, as well as make it very easy for volunteers to come back.

We found a few online volunteer databases, where nonprofits can upload information about their organization and opportunities for people to volunteer so that Drawchange has a wider reach. The information on the databases we recommend is provided below.



## VolunteerMatch.org

VolunteerMatch is an online community of over 6 million members (as of 2008) that “brings good people and good causes together” by overcoming the barriers that keep volunteers and nonprofits from finding

each other, working together, and developing lasting relationships.

They offer two services, Basic and Premium. Basic is completely free, and is what we recommend that Drawchange adopts. However, Premium is only \$9/month, or \$75 annually, so it may be something to upgrade to if the service is extremely beneficial.

Essentially, Drawchange would create an organization profile, on which they can list volunteer opportunities and information about the work done by their organization. This information would be available to everyone searching VolunteerMatch, and would provide access to undiscovered groups in the Atlanta area.

SERVICE	BASIC	PREMIUM
Basic Recruiting Tools		
Online Connection Management		
Connections from Corporate Partners		
Tracking & Reporting		
Photos		
Donation Solicitation Feature		
Reposting Privileges		
Volunteer Questionnaires		
Custom Greetings		
Email Attachments		
Copy a Listing		
Exporting Features		
Analytics Overview		
15% Expanded Coverage Discount		
Promote Your Listings		
	FREE	MONTHLY \$8.95 ANNUALLY \$75

We recommend this organization because of its high accessibility and profile. VolunteerMatch is one of the top results on Google when searching for “volunteering in Atlanta,” and has a very good reputation for maintaining good nonprofits. In addition, there is a section under the nonprofit page where people can write reviews, which will be extremely beneficial for Drawchange.



## Hands On Atlanta

Hands on Atlanta helps individuals, families, corporate and community groups strengthen Greater Atlanta through service at more than 400 nonprofit organizations and schools. Hands on Atlanta provides “Hands

On Partner Services” which come at three different levels. Standard Partner, Premium Partner, or Event Package. We recommend that if Drawchange decides to pursue a partnership with Hands On Atlanta that they select the Standard Partner package, at \$90/year.

Hands on Atlanta does not provide any free services, but we believe that this would be a beneficial partnership option for Drawchange, and comes at a reasonable cost for the services provided. More information about those services is provided in the image to the right.

We believe that one of the most important services that Hands on Atlanta can provide is the Volunteer Management Software (with email confirmation and the ability to store volunteer information, schedule volunteers, and track hours). In addition, Hands on Atlanta would allow for Drawchange to publically post 3 volunteer opportunities/year. These events would have to be selectively chosen, but would provide exposure to more than 40,000 qualified volunteers and their organizations. It would also allow for Drawchange to publically be a “Hands on Atlanta Partner Agency,” which would demonstrate the connection to the Atlanta community.

If this is selected as an option, we suggest including it *in addition to* one of the free volunteer databases, for they will both provide positive exposure.



### STANDARD PARTNER

~~\$120/year~~ **\$100/year**

*The Standard Partner is ideal for the agency that has a few volunteer opportunities a year, wants to participate in Hands On Atlanta special events, and wants to broaden their recruitment efforts.*

#### Marketing and Recruitment of Volunteer Needs

- Post and manage up to 3 volunteer opportunities, 1 occurrence each, on Hands On Atlanta website including the project calendar
- Exposure to more than 40,000 qualified volunteers
- Team registration for volunteer groups
- Hands On Atlanta Volunteer Coordinator actively recruiting individuals for your volunteer opportunities
- Access to *All for Good*, the premier app for sharing volunteer opportunities on your Facebookpage
- Customized Hands On Atlanta logo “I am a Hands On Atlanta Partner Agency” to place on your organization’s webpage that is linked it to Hands On Atlanta; instructions for sign-up process will be posted on your website
- Listing in Hands On Atlanta Partner Directory
- Receive PartnerNews email communications for member only promotions and information
- Publicize volunteer opportunities through Hands On Atlanta’s E-Newsletter and Facebook and Twitter pages

#### Volunteer Management Software

- Access to HandsOn Connect, our latest cloud-based volunteer management system
- Ability to store volunteer contact information, schedule volunteers, and track volunteer hours
- Email confirmations sent to your volunteers with logistical information and to thank them for their service
- Printable volunteer sign-in sheets for each volunteer occurrence
- Access to on-demand, Excel compatible reports, including volunteer engagement report
- Free HandsOn Connect Basic and Advanced Training
- HandsOn Connect Technical Support through weekly phone chats
- Discount for **Verified Volunteers**, volunteer background checks

#### Training and Professional Development

- HandsOn Connect Basic and Advanced Training
- Discounted Professional Development Training

#### Priority Consideration for Hands On Atlanta’s Events

- Priority consideration for participation Hands On Atlanta’s special events
- Promotion of your group service needs to corporations seeking employee engagement opportunities
- In-kind donations of project supplies and free tool lending to support the completion of Hands On Atlanta corporate and annual events

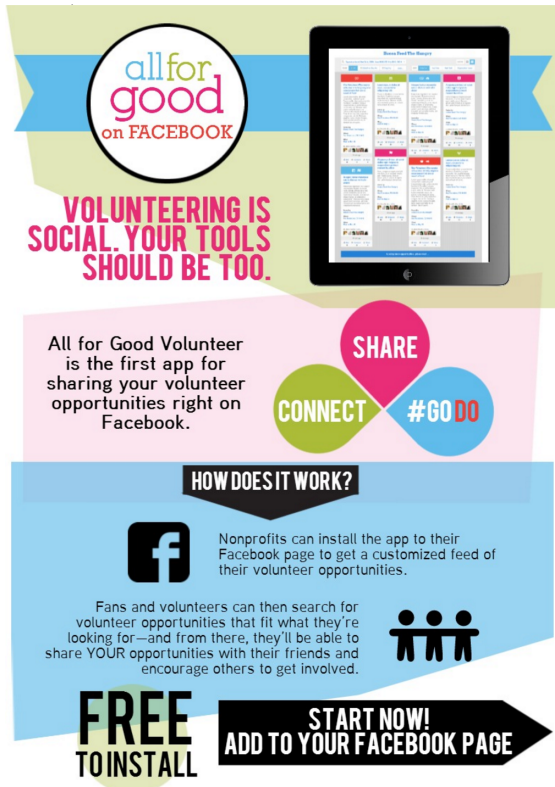
### AllForGood.org



All For Good is a service of Points of Light, and is a “hub for volunteerism and community service on the internet.” They are “powered by the largest online database of volunteer opportunities,” and launched at the 2009 National Conference of Service and Volunteering. Joining this site involves registering the organization, and creating an account from which to manage the page. The website then allows you to create volunteer opportunities. One very unique aspect of this site is the ability to integrate the All For Good page with Drawchange’s existing Facebook page.

It is as simple as logging into the Facebook page and allowing this downloadable app to have permission to post to that page. It will then post all volunteer opportunities to the Facebook page automatically, so that the existing social network of volunteers can be maintained.

This is not as high profile of a site as VolunteerMatch, but it is free to have a profile and the Facebook integration is highly beneficial if your social media presence is providing volunteers already. I would suggest choosing between AllForGood.org and VolunteerMatch, because they are very similar platforms and could get confusing if used simultaneously. However, either of these sites could be used in conjunction with Hands On Atlanta, because the services provided are very different.



In conclusion, we recommend that Drawchange creates a site with VolunteerMatch, unless they already have an extremely powerful social media presence. We also recommend that a partnership be started with Hands On Atlanta, but due to the requirement for a financial investment in that case, understand if that is not reasonable. We do not think that VolunteerMatch and AllForGood would be effective in conjunction with each other, but think they are both viable options each with their own pros and cons.



# Mailing List

## MailChimp.com



Mail Chimp is an email service what allows for a company to send emails to lists of subscribers. They also provide for built-in signup forms that are easy to customize and share. It allows to create forms and collect subscribers on social media. Templates are available to create professional newsletters and email blasts that automatically customize for mobile viewing and can be customized with a drag-and-drop designer. Mail Chimp also provides free reports and data insight to see how many emails are being opened, and what the response rate is.

There are 2 different levels of subscription:

Starting Up: the free plan allows for up to 2,000 subscribers and 12,000 emails per month

Growing Business: As the number of subscribers increases or the number of emails increases, the cost begins to increase.

Subscribers	Emails per month	Monthly cost
0 - 2,000	12,000	<b>Free</b>
1,001 - 1,500	unlimited	<b>\$20.00</b>
1,501 - 2,000	unlimited	<b>\$25.00</b>
2,001 - 2,500	unlimited	<b>\$30.00</b>
2,501 - 2,600	unlimited	<b>\$35.00</b>

We recommend that Drawchange starts with MailChimp at the free level, and then considers upgrading to a monthly cost of \$20 or \$25 depending on the number of subscribers or response to emails. We recommend that Drawchange sends out at least one email per month to every past volunteer, in addition to all those who subscribe to the mailing list. This will keep Drawchange in the front of people's minds, which will increase the probability that the volunteer again. After each volunteer session, volunteers from that day should be sent a thank you email as well. Maintaining a relationship with past volunteers will be crucial in improving volunteer longevity.

We did extensive research into other email subscription services, but MailChimp was the most financially reasonable and easy to manage. Other services we researched were Constant Contact, AWeber, iContact, and Pure 360.