

# Volunteer Information Packet



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# **Welcome + Thank You Letter from Jennie**

**What is drawchange?**

## **About Us**

Art is a vehicle to reach out to students. Engaging them with art enriches their study with all other curriculum subjects. Our strategy is aimed to spark the energy of world peace by igniting the passion of learning in the world's children. In using the research based principles of integrating the arts in the general curriculum, we hope to increase self-esteem and thinking skills in children to help them become better world citizens. Wherever there is a need, drawchange wants to be there providing art supplies.

## **Our Vision**

Our vision is to provide the tools necessary so each child has the ability to fully express themselves.

## **Our Mission**

Established in 2009, drawchange is a 501(c)(3) organization dedicated to aid global change by supplying the world's children with empowering art experiences. Together we can provide empowering programs that allow them to effectively visualize a better life for themselves.

## **Our Impact**

It all began with three passions: art, children and helping others. Download our Impact Reports to learn how we started, what we have achieved so far, and where your generous contributions go!

# What Drawchange Wants From You...

It goes without saying, the more hands on deck, the more children we can reach. Our desired outcome when creating art with the children is to provide happiness, awareness of self, empowerment and a sense of belonging. Through our programs we prove to the children that you can attain anything you can imagine. We are making real connections in their minds through dream visualization and creation, and we'd love to have your help in accomplishing that.

Chances are, whatever your skill set, we can definitely use your time and assistance! We're also open to any and all suggestions you may have on helping the children evolve. We can *actually* promise you a great time!

## FROM VOLUNTEERS, WE WANT:

- Organization
- Honesty
- Enthusiasm
- Consistency
- Commitment

## EVENTS YOU CAN VOLUNTEER FOR:

- Marketing
  - Making Drawchange known locally
  - This could include making and designing t-shirts, ad campaigns, and simply getting the word out about what we do here at Drawchange
- Weekly homeless shelter visits
  - Every week, we volunteer at local homeless shelters and community centers, during which the residents join us in creating art projects centered around helping them visualize a break to their current cycle of poverty and empowering them to reach their dreams, while boosting self-esteem
- Fundraisers (every dollar counts!)
  - Planning and participating in ways to raise money
  - This can include bake sales, donation drives, fun runs, etc.
- Event planning
  - Creating, organizing, and coordinating different events that Drawchange hosts that other volunteers and kids can participate in
  - This includes weekly recurring events, one-time opportunities, and more.
- Art Beyond Borders - International Trips

- Art Beyond Borders, currently in place in Costa Rica and Ethiopia, is designed to provide empowering art experiences to children, who otherwise, are not allotted the privilege of leisure art activities.
- We connect our volunteers with the resources necessary to become a global advocate of the force of art in children's lives.

# Steps to Developing a Successful Volunteer Group

## 1. Create a plan

1. Evaluate what resources you currently have: number of volunteers that can and are willing to commit to Drawchange, funds, etc.
2. Schedule a meeting with Jennie Lobato (contact info on page X) to establish potential commitments/goals. Ex. raising X amount of dollars to donate, hosting X number of art supply drives, and/or committing X number of volunteers every Thursday at the homeless shelter
3. List all action items needed to achieve your goal
4. Create a rough timeline for the entire process (prep, during, post) to hold you accountable & make sure to account for special circumstances (holidays, school breaks, etc.)

We recommend allocating at least one month (more depending on the project/goal) for planning and prepping before taking immediate action

(insert example timeline & stuff)

## 2. Establish your organization/group

1. Assign leadership positions

We highly recommend having people in charge of the following:

- President: in charge of overseeing progress and staying on track for long-term goals, holding the entire organization and individuals accountable, leading initiatives and meetings, delegating responsibilities, and building long-term connections with helpful external contacts
- Volunteer Coordinator: in charge of organizing volunteers for drawchange volunteer events, including
- Communications: in charge of major communication avenues, such as internal emailing and consistent updates to the volunteer group members, recruitment, and marketing
- Fundraising: in charge of raising money, planning fundraising events and drives for Drawchange, and managing money

The following are other potential positions that are up to your discretion:

- External communications: in charge of developing long-term contacts that can support your volunteer group and aids President

- Event planning: in charge of organizing large-scale events/fundraisers, planning logistics, and aids individual in charge of fundraising
- Marketing: in charge of marketing materials and building the group's brand/image. This may entail graphic design skills to create flyers and taking photos at event.

These suggestions are only guidelines. You are the best to determine what is most suitable and doable for your volunteer group. Also, consistently evaluate your structure at least once a year to adapt if necessary

2. Recruit volunteers through emails, marketing material, word of mouth, etc. in your school, church, or wherever you are starting this group!

### 3. Tips

1. Even after establishing a great group of volunteers, you may notice that overtime there may be a shift in motivation, effort levels, etc. Here are some helpful tips to keeping your group motivated:
- Respond quickly to people who sign up online to volunteer for anything. This is a perfect opportunity to use an automated welcome email that includes some info about the event and your organization. Even though you'll be sending out another email later, it's good to acknowledge the volunteer right away.
  - Have some kind of orientation before an event or activity even if it's only for 10 minutes before the volunteers report to their stations on the day of the event.
  - Put together a volunteer orientation packet (a general one for the organization and then one specific to any events); the packet can be used at the orientation and/or linked to in the volunteer welcome email.
  - Assign your volunteer coordinator (or another staff person or a veteran volunteer) to meet and greet all volunteers – touching bases with them at least once during your event or activity.
  - Ask your volunteers to take photos at the event or activity for your website and marketing materials. People love taking and sharing photos – and you may get some interesting gems you can use. Plus, it's just one more way to engage them.
  - Remind your volunteers of the bigger picture, giving children the opportunity to express themselves creatively. This reinforces the thought that what they are doing is very valuable and appreciated. You may want to ask Drawchange for specific motivators, such as a specialized email for volunteers thanking them for their time, pictures of the volunteers at events with a thank you, artwork made by the children, etc.

Here is what we offer as incentives:

- Volunteer hours for schools and programs
- Certificates for milestones (examples)

## **Documents: consent forms, waivers, etc.**