

MARTIN LUTHER KING, JR. DAY OF SERVICE **JANUARY 20, 2014**



Public/Private Partnerships that Increase Economic Opportunities for Communities

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 



**SOCIAL
INNOVATION
FUND**

MARTIN LUTHER KING, JR. DAY OF SERVICE **JANUARY 20, 2014**



Today's Speakers



Introduction:

Rhonda Taylor

Corporation for National
and Community Service



Gregory T. Ford

Internal Revenue Service



Barbara Ward

Center for Minority
Veterans

Maisha Challenger

Department of Education

Corporation for
**NATIONAL &
COMMUNITY
SERVICE**



**SOCIAL
INNOVATION
FUND**



MLK Day of Service

- Come together through service to honor Dr. King and get people excited and engaged in long-term service...bring more people into your service network
- Engage in projects that are sustainable and that create long-term, sustainable change on issues and on people
- Engage in dialogue that raises awareness about local issues and projects that meet critical community needs



Objectives

- Share information about opportunities for the public and non-profit sectors to partner around increasing opportunities for economic advancement in communities.
- Discuss opportunities for public/private partnerships
- Review available resources for project planning and development

MARTIN LUTHER KING, JR. DAY OF SERVICE **JANUARY 20, 2014**



Incorporating Economic Opportunity

- Economic Opportunity is the organizing focus for the 2014 MLK Day of Service
- The theme has strong connections to Dr. King's work
- Important issue for communities and our nation

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** ★★ ★



**SOCIAL
INNOVATION
FUND**



Public Private Partnerships

- The federal government sponsors a number of programs that are designed to reduce barriers and increase economic opportunity for citizens.
- A major push for this MLK Day is to increase partnerships that improve the economic prospects for individuals, families, and communities.
- Representatives of several agencies will discuss some of these programs and toolkits are available to assist you in organizing service projects that engage your community in important activities to advance economic opportunity.

MARTIN LUTHER KING, JR. DAY OF SERVICE **JANUARY 20, 2014**



Internal Revenue Service

Gregory T. Ford
Introduction

To Facilitated Self Assistance (FSA)
SPEC National Partnerships

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 



**SOCIAL
INNOVATION
FUND**



2013 Accomplishments

- SPEC Overall
 - Over 3.4 million returns filed
- FSA
 - 82,000 returns filed and accepted (third year of program)
 - Over 900 sites had returns accepted in the program
 - Up from 15,000 returns/500 sites in 2012
 - $\frac{3}{4}$ returns through FSA Remote method



Facilitated Self Assistance— FSA Software Models

- VITA Free File
 - 30 states/Multiple Offers
 - Choice of Name Brand Software in “Free File” states
 - Interview-based Q&A
 - Partners receive return counts only



Facilitated Self Assistance— FSA Software Models

- MyFreeTaxes
 - Partnership between United Way, Goodwill and NDI
 - 50 states/one offer
 - H&R Block @Home Product powers tax preparation and filing
 - Toll-free support during filing season
 - Registration process for acquiring URLs (upcoming)
 - Additional reports provided during filing season (via MFT)



FSA Site Setup and Operations

Site Types

- FSA Fusion
 - Mix of traditional and FSA models
 - Marketing challenges to generate traffic to FSA
 - Good for high-volume sites to increase capacity
 - Challenge to increase overall traffic versus increase in FSA
- FSA Stand-Alone
 - Self-Help Only sites
 - Marketing challenge to avoid “bait and switch”
- FSA Remote
 - Taxpayer files remotely
 - Volunteers provide virtual assistance via email/phone/web chat



FSA Site Setup and Operations

- Fusion sites:
 - Volunteers should consistently offer FSA as an option
 - Ideal volunteer provides incentives to potential clients (i.e. keep place in line)
- Ideal candidates for FSA:
 - Students
 - Individuals with cell phones/laptops
 - Individuals who use email/Facebook
- Sites generally are required to adhere to QSRs
 - Taxpayers are not required to provide identification when filing FSA returns
 - Intake and Quality review are not required (taxpayer must complete and file their own return)
 - Title VI posting required at FSA locations



FSA Site Setup and Operations— Volunteers

- Volunteers should be certified to the Basic level or higher to facilitate FSA tax law
 - Should not answer questions out of scope
- Volunteer roles (volunteers may have one or more roles):
 - FSA Site Administrator
 - FSA Screener
 - FSA Facilitator/Coach (can facilitate 2-4 taxpayers)
 - FSA Computer Guru
- All volunteers complete the Ethics training and sign Form 13615



FSA Site Setup and Operations Shortcut Setup/Security

- Ensuring the presence of all desktop icons allows for:
 - Counting accepted returns accurately
 - Providing clients with all available choices
- Partners should take steps to ensure that cache is cleared following transmission



FSA Site Setup and Operations e-Filing

- Online provider partners utilize their own EFIN
- Taxpayers will utilize prior year PIN or AGI to e-file

Electronic Filing PIN Request

[Español](#)

To e-file your 2010 tax return or other electronic forms, you must verify your identity with your Self-Select PIN or Adjusted Gross Income from your 2009 tax return. If you don't have this information from your 2009 tax return, you can **request an Electronic Filing PIN—it's as easy as 1-2-3!**

1

Determine your eligibility...

- You filed a 2009 Form 1040, Form 1040-A, Form 1040-EZ or Form 1040-SS (PR); and
- Your return was processed by December 11, 2010.

2

Gather your information...

- Social Security Number or Individual Taxpayer Identification Number;
- First and Last Name;
- Date of Birth;
- Filing Status; and
- Complete mailing address as it appeared on your 2009 tax return.

3

Go get your electronic filing PIN!

- Visit the [Electronic Filing Pin-Help](#) tool; or
- Call 1-866-704-7388.

Using the Electronic Filing PIN

After you get your Electronic Filing PIN, enter it in the "Electronic Filing PIN" field when filing your return. The Electronic Filing PIN is a temporary PIN used by the IRS to verify your identity when you e-file. Keep a copy of your signed tax return for your records.

Note: If you have trouble while using this application, verify system [availability](#) and specific browser and system [requirements](#).



FSA Site Setup and Operations Computers

- System requirements vary by provider
- Loaner laptops are available for FSA and should be part of overall needs estimate
- Loaner laptop settings (2013):
 - Security Settings: Guardian Edge (GERS) and Norton Anti-Virus
 - Speed: 2 GB RAM/Intel Dual Core Processor
 - Operating System: XP Professional
 - Browser Version: Internet Explorer 8
 - Wireless capability: Yes



FSA Site Setup and Operations— e-Filing

- Online provider partners utilize their own EFIN
- Taxpayers will utilize prior year PIN or AGI to e-file

Electronic Filing PIN Request

[Español](#)

To e-file your 2010 tax return or other electronic forms, you must verify your identity with your Self-Select PIN or Adjusted Gross Income from your 2009 tax return. If you don't have this information from your 2009 tax return, you can **request an Electronic Filing PIN—it's as easy as 1-2-3!**

1

Determine your eligibility...

- You filed a 2009 Form 1040, Form 1040-A, Form 1040-EZ or Form 1040-SS (PR); and
- Your return was processed by December 11, 2010.

2

Gather your information...

- Social Security Number or Individual Taxpayer Identification Number;
- First and Last Name;
- Date of Birth;
- Filing Status; and
- Complete mailing address as it appeared on your 2009 tax return.

3

Go get your electronic filing PIN!

- Visit the [Electronic Filing Pin-Help](#) tool; or
- Call 1-866-704-7388.

Using the Electronic Filing PIN

After you get your Electronic Filing PIN, enter it in the "Electronic Filing PIN" field when filing your return. The Electronic Filing PIN is a temporary PIN used by the IRS to verify your identity when you e-file. Keep a copy of your signed tax return for your records.

Note: If you have trouble while using this application, verify system [availability](#) and specific browser and system [requirements](#).

MARTIN LUTHER KING, JR. DAY OF SERVICE **JANUARY 20, 2014**



Department of Veteran Affairs



Barbara Ward, Director
Center for Minority Veterans

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 



**SOCIAL
INNOVATION
FUND**



Assist Former Military Men & Women to Prepare for Civilian Work & Life

1. Learn about resources for and partner with organizations who participate in transitioning veterans:
 - The Department of Veterans Affairs has an interactive map with local organizations that provide assistance to Veterans
 - Transition Assistance Program (TAP) serves Members of the National Guard and Reserves
 - VA for Vets facilitates the reintegration, retention and hiring of Veteran employees at the Department of Veteran Affairs (VA)



Assist Former Military Men & Women to Prepare for Civilian Work & Life

2. Plan an event to promote available resources among the Veteran community:

- Organize Faith Based and Community Partnerships Veteran Round Tables
- Plan a Stand Down Event
- Develop relationships with local Veteran Service Organizations (<http://www.va.gov/vso/>)
- Invite former military men and women to a college fair or job fair that you organize

MARTIN LUTHER KING, JR. DAY OF SERVICE **JANUARY 20, 2014**



Assist Former Military Men & Women to Prepare for Civilian Work & Life

3. Increase awareness level about key VA resources (www.va.gov)



Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 



**SOCIAL
INNOVATION
FUND**

MARTIN LUTHER KING, JR. DAY OF SERVICE **JANUARY 20, 2014**



Stand Down Grant

Eligible Applicants: Applications for funds will be accepted from State and Local Workforce Investment Boards, Public agencies, non-profit organizations, including faith-based and community-based and neighborhood partnerships. Applicants must have a familiarity with the area and population to be served and the ability to administer an effective and timely program.

Application Deadline: December 31, 2013

Award: A maximum of \$10,000 per multi- day event or \$7,000 for a one-day event can be awarded.

Application Information: <http://www.dol.gov/vets/programs/stand%20down/>

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 



**SOCIAL
INNOVATION
FUND**

MARTIN LUTHER KING, JR. DAY OF SERVICE **JANUARY 20, 2014**



Department of Education



Maisha Challenger



Assist First-time College Students

with the FAFSA

1. Determine the target audience and location for your FAFSA training event.
2. Determine the type of assistance your project will provide:
 - Share information on all materials needed to complete the FAFSA
 - Get students and parents signed up to receive a PIN number (computer needed)
 - Share information on the types of AID available
 - Provide resources on where to go for more information
 - Assist students with completing the FAFSA

MARTIN LUTHER KING, JR. DAY OF SERVICE **JANUARY 20, 2014**



Assist First-time College Students with the FAFSA

3. Review and promote information resources:
 - 1-800-4-FED-AID (1-800-433-3243)
 - www.StudentAid.gov
 - www.fafsa.ed.gov
 - www.fsapubs.gov
 - www.fsa4counselors.ed.gov

MARTIN LUTHER KING, JR. DAY OF SERVICE **JANUARY 20, 2014**



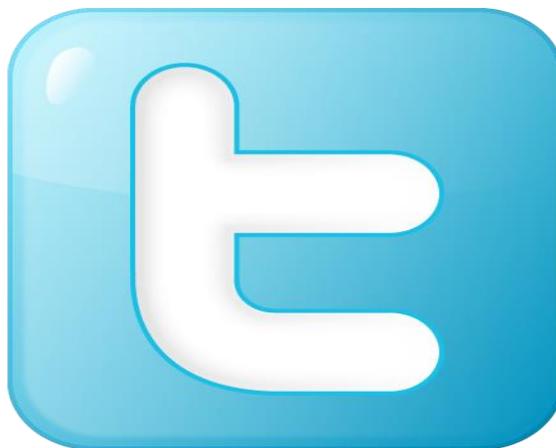
Social Media Resources



FACEBOOK

Federal Student Aid

www.facebook.com/FederalStudentAid



TWITTER

@FAFSA

www.twitter.com/FAFSA



YOUTUBE

Federal Student Aid

www.youtube.com/FederalStudentAid

MARTIN LUTHER KING, JR. DAY OF SERVICE **JANUARY 20, 2014**



Additional Ideas for Public Private Partnerships Around Federal Initiatives

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 



**SOCIAL
INNOVATION
FUND**

MARTIN LUTHER KING, JR. DAY OF SERVICE **JANUARY 20, 2014**



Teach Your Community Good Nutrition

1. Meet Food Insecurity Where it Already Exists in your Community:
 - Contact your State Agency for Child Nutrition Programs
 - Use Feeding America's Food Bank Locator to find information about a food bank near you
 - Plan for the summer to address additional food insecurity issues that occur when schools are not in session.
January is the time to sign up to be a summer feeding site



Teach Your Community Good Nutrition

2. Plan a healthy cooking and eating class at various sites throughout the community.
 - Use available nutrition information and tools to plan your menu and curriculum
 - Visit your local Cooperative Extension office at <http://www.extension.org> for ideas and resources
 - Visit USDA's Team Nutrition Resource Library for fun activities: www.teamnutrition.usda.gov
 - Visit USDA's www.choosemyplate.gov
3. Plan or plan a community garden
4. Plan a food drive (consult your local food bank for a list of items needed)



Point in Time Count of People Experiencing Homelessness

1. Identify a group conducting the Point in Time Count in your state (To volunteer to participate or organize a count, contact your city's primary Continuum of Care coordinator)
2. After participating in the Point in Time Count, work with the Continuum of Care coordinator or local homeless shelter to find out how you might continue to assist with a long-term solution to end homelessness.

MARTIN LUTHER KING, JR. DAY OF SERVICE **JANUARY 20, 2014**



Q & A

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 



**SOCIAL
INNOVATION
FUND**

MARTIN LUTHER KING, JR. DAY OF SERVICE **JANUARY 20, 2014**



Resources for Project Planning and Development

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 



**SOCIAL
INNOVATION
FUND**



Determining Community Needs

Disaster Services

- emergency preparedness
- trained first-responders
- emergency response plans

Economy

- vital local business
- unemployment
- minimum wage
- poverty rates
- income tax assistance (EITC)

Education

- early development
- school achievement gap
- dropout rates
- ESL
- adult literacy
- teacher shortages
- school violence
- college access
- college affordability (FAFSA)

Environment

- recycling
- energy reduction
- parks and recreation
- pollution

Health

- children's health insurance
- free and low-cost care
- prenatal care
- immunization
- access to vision or dental care
- access to healthy, nutritious food and planning nutritious meals

Military Veterans

- safe/affordable housing
- workforce development resources and services
- services that improve educational attainment
- access to community resources



Toolkits

- Disaster Services
- Economic Opportunity
- Education
- Environmental Stewardship
- Healthy Futures
- Veterans and Military Families



Steps in Project Planning

- Identify a Community Need
- Identify a Location
- Organize a Team
- Plan the Project
- Implement the Service Project/Activities
- Reflect and Assess



Create a Planning Team

1. Project Development
2. Fundraising
3. Volunteer Management
4. Communications
5. VIP/Leadership Engagement



Project Development

- Initial outreach to identify projects that meet community needs, can engage community members to address those needs, and are newsworthy
- Work with community organizations to design and implement strong projects
- Develop and facilitate a reflection component
- Manage the evaluation of the projects and reporting project outcomes



Fundraising

- Design and manage fundraising activities that raise awareness and resources for the service project(s)
- Consider engaging funders in the planning or in serving with you.
- Ask individuals, groups and businesses for cash and in-kind support
- Identify ways to thank supporters during and after the event



Volunteer Management

- Help project sites recruit new volunteers to bring projects to scale, including the cultivation of the business community
 - Use social media to promote your project and recruit volunteers
- Assist with volunteer management, training and on-site supervision
- Evaluate the volunteer experience and create a system to capture information on participants interested in on-going service opportunities



Communications

- Market the volunteer recruitment opportunities
- Publicize the fundraising efforts
- Increase the community's awareness of the MLK Day of Service events through multiple high and low-tech media
- Consider adding local media representatives to your team

MARTIN LUTHER KING, JR. DAY OF SERVICE **JANUARY 20, 2014**



VIP/Leadership Engagement

- Secure the support of and participation by public officials and community leaders
- Identify and engage community champions for the issue(s) the service project(s) address.



Planning Guide

- Includes tools for each of the planning functions including:
 - Creating Newsworthy Projects
 - Recruiting and Managing Volunteers
 - Day of Service Checklist
 - Building Champions for Your Cause
 - Getting in-kind and short-term support
 - Working with the Media



Scholastic K-12 Curriculum

THE SPIRIT OF SERVICE Curriculum-focused service lessons for grades 3-5 and 6-8



LESSON PLANS

SERVICE AND YOU



Discover more about Dr. Martin Luther King, Jr. and find out why his actions still inspire service today.

[Three lessons • Grades 3-5](#)

LEAD IN DEED



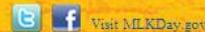
Inspire through words and lead in deed by developing and implementing a service project that will benefit the people in your community.

[Three lessons • Grades 6-8](#)

SERVICE RESOURCES



Looking for local service opportunities? [Click here](#) to find a project near you.



Lessons include:

- Words in Service
- Service Pioneers
- Healthy Futures
- A Beloved Community
- You Are Needed
- Actions Speak Louder

MARTIN LUTHER KING, JR. DAY OF SERVICE **JANUARY 20, 2014**



MLK Day Radio and TV PSAs

- Four Radio PSAs focusing on Dr. King's legacy of service and feature civil rights leaders Congressman John Lewis, Ruby Bridges and Reverend Dr. Joseph Lowery.
 - **MLK Day Legacy of Service :60 :30**
 - **MLK Day Legacy: John Lewis :60**
 - **MLK Day Legacy: Ruby Bridges :60**
 - **MLK Day Legacy: Reverend Dr. Joseph Lowery :60**
 - Available in music and no-music formats
 - Visit TVAccessreports.com/MLKDay to download videos
- **TV PSA: Legacy of Service :60 :30**

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 



**SOCIAL
INNOVATION
FUND**



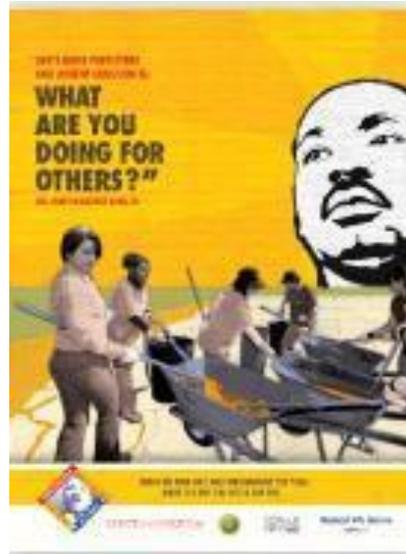
Promotional Items

- Logos
- Posters
- Factsheet
- Drum Major Fact Sheet/Postcard
- MLK Day DVD
- Bookmarks
- Stickers
- Door Hangers
- Pin



Promotional Items

MLK Day Posters



Legacy Resource DVD (video and PSAs)

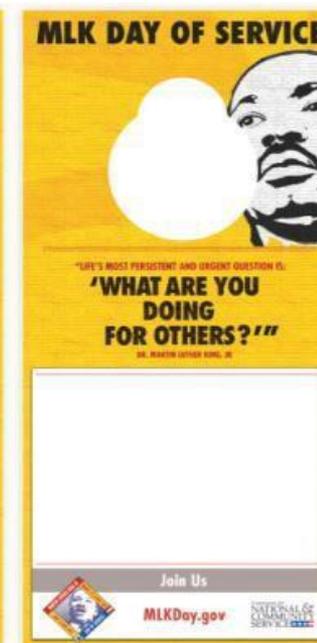
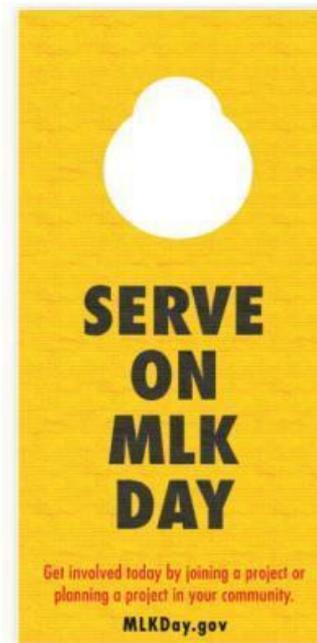


- John Lewis
- Ruby Bridges
- Rev. Joseph Lowrey
- Harris Wofford

MARTIN LUTHER KING, JR. DAY OF SERVICE **JANUARY 20, 2014**



Promotional Items



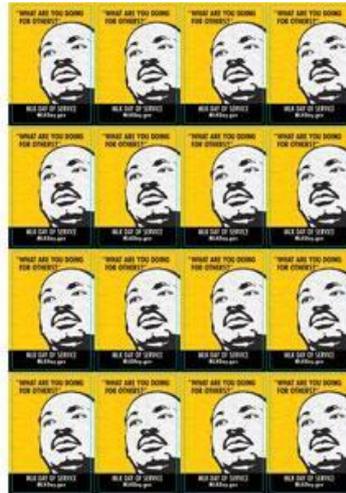
MLK Day Bookmark

MLK Day Door Hanger

MARTIN LUTHER KING, JR. DAY OF SERVICE **JANUARY 20, 2014**



Promotional Items



MLK Day Sticker
16 per sheet



MLK Day Fact Sheet

MARTIN LUTHER KING, JR. DAY OF SERVICE **JANUARY 20, 2014**



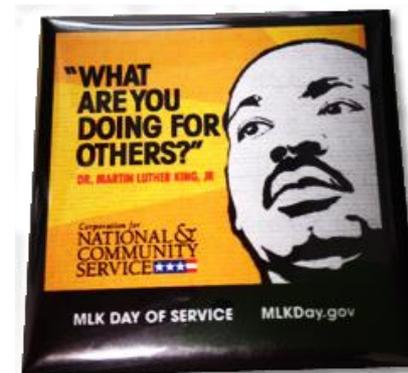
Identity Items



MLK Day T-Shirt



MLK Day Cinch Bags



MLK Day Pin

MARTIN LUTHER KING, JR. DAY OF SERVICE **JANUARY 20, 2014**



Q & A

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 



**SOCIAL
INNOVATION
FUND**



Sign Up for Future Webinars

- **Communications & Branding Requirements**
November 20th, 3 – 4 p.m. ET
- **Volunteer Recruitment and Retention**
December 11th, 3 – 4 p.m. ET



All for Good (AFG)



www.allforgood.org

- AFG is the largest volunteer opportunity search engine in the world and through its vast network of distribution partners has generated over 48M project searches in the last 12 months
- Brand new user-friendly tools to help non-profits post their projects and recruit volunteers to their causes



AFG's Disaster Recovery Efforts



- Volunteers interested in serving during times of disaster can easily find local opportunities for service and register their skills
- Organizations seeking to recruit volunteers with specific skills for local disaster needs can publish their service opportunities and conduct specific skills search by contacting Points of Light
- Local organizations will have access to free user-friendly tools (widgets) that will quickly publish volunteer projects on their websites and through the skills registry, identify motivated volunteers

MARTIN LUTHER KING, JR. DAY OF SERVICE **JANUARY 20, 2014**



MLK Day Social Media

Like us on Facebook

<http://www.facebook.com/mlkday>



Follow us on Twitter

<http://twitter.com/MLKDay>



Use the Hashtag

#MLKDay

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 



**SOCIAL
INNOVATION
FUND**



Feedback

- Please complete the short poll to the right; we appreciate any feedback you share!
- Share in the chat feature any other resources or information that we can provide to you to assist with your MLK Day planning.
- Everyone registered for the webinar will receive a copy of the PowerPoint by email. It will also be posted to MLKDay.gov next week.
- Please contact MLKDay@cns.gov with any questions.

MARTIN LUTHER KING, JR. DAY OF SERVICE **JANUARY 20, 2014**



“Life’s most persistent and urgent question is ‘What are we doing for others?’” – Dr. King

Thank you.

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 



**SOCIAL
INNOVATION
FUND**

MARTIN LUTHER KING, JR. DAY OF SERVICE **JANUARY 20, 2014**



Please click the link below to
take a short evaluation:

[https://www.research.net/s/
MLKDayPartners](https://www.research.net/s/MLKDayPartners)

Corporation for
NATIONAL &
COMMUNITY
SERVICE 



SOCIAL
INNOVATION
FUND