



Presenting your Senior Corps Project to the Community

Senior Companion and Foster Grandparent Tribal Programs



May 19, 2016

3PM ET

Reminders

- We are recording. Telephones will be temporarily muted.
- Bad phone connection? Please hang up and dial in again.
- Follow along with PDF file if you're having trouble with WebEx.
- Today's session offers suggestions for presenting your new SCP or FGP project to the community.
- Please jot down your questions and ideas for the Q&A/Discussion segment at the end.



Introductions



- Facilitator:
 - Claudia Birmingham, JBS International
- Guest Presenters:
 - Brian King (JBS consultant, Blackfeet Nation)
- Please introduce yourself



Agenda

- Introducing your project
 - Working with partners
 - Talking about the service
 - Talking about the volunteer opportunity
 - Getting the word out
- Establishing a Presence
- Building a Presence Long Distance
- Ongoing Outreach
- Resources
- Discussion/Q & A

Introducing your Project

- Work with partners
 - Get things done
 - Creating a buzz, word of mouth
 - Referrals
 - Especially important when you can't be there
- Maintain good communication with partners
 - Keep your original partners involved and updated
 - Share successes

Introducing your Project

- Talking about the Service
 - Audience is the entire community, but especially families caring for children and elders
 - Important points
 - Who we are...(your neighbors, an organization you know)
 - What we do... (our volunteers help children and elders)
 - Who we work with...(people and organizations you know)
 - We are part of a national effort.
- CNCS resources are available to adapt

Introducing your Project

- Talking about the Volunteer Opportunity
 - Audience is entire community, especially people 55+
 - What does your audience care about?
 - Supporting the community, giving their time and talents to make a difference
 - What is involved?
 - Personal benefits, learning new things, socializing, stipend, etc.
- CNCS resources are available to adapt

You are here: [Home](#) / For Caregivers

To the Caregiver,

We hope the resources on this page can give you some instruction and information about taking care of yourself while you are busy taking care of your Elder. There is information on respite care, support groups, home and community based services, coordinating care, navigating the health care systems and articles on the continuity of cultural values so our Elders can live longer with dignity intact.

If you are raising a grandchild, thank you for helping to prepare the future generation. Please click [HERE](#) to visit another part of our website for important information to help you on your journey.

The Elder that you are caring for may have already changed or is in transition from their independence and significant place in mainstream and tribal society. You now have the honored responsibility of helping them, whether they remain in the home or are in transition with assisted living and life in a nursing home. Thank you for taking care of your Elder. Our Elders are traditionally the core and strength of our Native families. They are respected for their spirit, experience, knowledge and wisdom. They took care of themselves and our families and now they need our care.

So, thank you for listening and taking time to ask them about their thoughts. Thank you for listening to them tell traditional stories and speak to you in your language. Thank you for cooking them their favorite foods and being a good dinner companion. Thank you for picking them up and dusting them off when they fall, physically or emotionally. Thank you for helping them heal, remembering their medications, consoling them when they are afraid, and having a good laugh with them. Thank you for repeating yourself many times and speaking patiently while you help them. Thank you for balancing their check book, taking them shopping, and driving them to cultural and other events. Thank you for understanding and encouraging the importance of their spiritual beliefs and other practices. In other words, thank you for loving them.

Thank you for visiting.

Introducing your Project

Delivering the message

What are the best ways to let people know about your project?

Check your top 3 and “submit”

Introducing your Project



Brian King (guest speaker)

**Former AmeriCorps Program Director,
Blackfeet Nation**

<http://www.montana.edu/coop/staff.html>

Establishing a Presence

- ‘Branding’
 - Add Senior Corps logo (FGP or SCP) on printed materials, website, with your own logo
 - Give volunteers branded items to use
- Be visible and available
- Encourage word of mouth
- Collect information so you can share success stories



Establishing a Presence Long Distance

- Station
 - Branding
- No station - develop partnerships
- Make the most of the times when you can be there.
 - Community events
 - Meet potential partners

Ongoing Outreach



- Stay visible
- Benefits
 - Year-round volunteer recruitment
 - Raises awareness that help is available for people who might not know
 - Continued support from the community

Ongoing Outreach



- What's the plan?
 - Structures and targets efforts before you commit resources
 - Track what needs to happen and when
 - Continuity if staff changes, keeps outreach a priority
 - Plan consists of:
 - Goals
 - Timeline
 - Audience
 - Specific activities and tasks
 - People responsible
 - Resources

Ongoing Outreach



- Face-to-face opportunities – have your ‘elevator pitch’ ready
- You know the best way to frame it.
- One approach: Know-Understand-Engage
 - **Know**: opening, getting to know you. (“I am serving with...working on... organizing a ...”)
 - **Understand**: saying why what you do is important. (“We are helping to... It’s great because...”)
 - **Engage**: getting the person involved. (“Would you be interested in... We are looking for...Do you know anyone who...”)

Know-Understand-Engage, Erica Mills
(<http://moviemondays.com/257-pitch/>)

Example (FGP)

- (Know) I'm working with a new afterschool intergenerational program that connects some of our elders- or 'Foster Grandparents' - with kids to teach them traditional songs and crafts.
- (Understand) It's great because not only are we making sure our kids don't lose their culture, we're also getting elders out sharing their experiences with kids, a great way to stay active.
- (Engage) Do you know [NAME] school? We are actually looking for more elders to volunteer as Foster Grandparents; do you know anyone who might be interested?

Example (SCP)

- (Know) We are connecting some of our elders, as ‘Senior Companion’ volunteers, to other elders in [COMMUNITY] who aren’t able to get out much anymore.
- (Understand) Our Senior Companions make regular visits to their homes and bring them to tribal events like [NAME]. It’s great because we’re bringing our elders out with us where they belong and helping them stay connected.
- (Engage) Do you know any elders who might want to volunteer? Or elders who might feel lonely and would enjoy a regular visitor close to their own age?

Ongoing Outreach



- Take advantage of public gatherings.
- Be visible even when you can't be there.
- Opportunities during regular project tasks?
 - Volunteer recruiting and recognition
 - Finding guest speakers for volunteer in-service
 - Performance measure reporting
- Participate in CNCS events
 - Senior Corps Week
 - Tribal Leader Recognition Day,
 - MLK Day of Service
- Tribe website, social media

Resources



- Senior Corps Week resources

Website: <http://www.nationalservice.gov/programs/senior-corps/senior-corps-week>

Twitter: #SeniorCorpsWorks

National Service blog: <http://nationalservice.tumblr.com/>

- Senior Corps marketing resources

<http://www.nationalservice.gov/programs/senior-corps/sc-marketing-resources>

- National Service resources

<http://www.nationalservice.gov/newsroom/outreach>

- We will send you handouts:

- Outreach Plan template and sample

- Talking points for SCP, FGP, and CNCS (with links to other resources)

Q&A/ Discussion



- What questions do you have?
- What have you tried that has worked for you?
- What do you want to hear about from others on the call?

