

Senior Corps Work Plan SAMPLE

Work Plan Name: Social Services Planning – Sample 1 (RSVP)	Work Plan ID: SCA12026
Issue Area: Community & Economic Development	Total # Stations: 7
Service Category: Social Services Planning & Delivery Systems/Community Organizations	Total # Volunteers: 35
<p>Community Need: Charitable giving, and individual and corporate donations to help sustain community non-profit organizations generally suffer during difficult economic times. A report by the United Way of America in the fall of 2003 indicated that donations to non-profits declined more than 30 percent over the past two years, closely following the trend of the general economic downturn of the country. Donations to the Lincoln Area United Way are down 25 percent this year, according to the Executive Director. Other non-profit agencies in Lincoln area are experiencing similar decreases in donations. At the same time, demand for services has increased because of reductions in government spending. The result is that non-profit agencies must work harder for every dollar they raise, and must spend each dollar wisely. This project matches RSVP volunteers with local non-profit agencies to help them in their fundraising efforts, with the long-term goal of creating stronger, more sustainable services in the community.</p>	
<p>Service Activity: RSVP volunteers will work to help seven Lincoln Area non-profit agencies with fundraising efforts through media and public awareness campaigns about upcoming events. RSVP volunteers will be involved in a variety of tasks, such as: preparing and distributing press releases and other public relations materials, mailing out announcements to past donors and potential donors, helping prepare and distribute educational material, and putting together packets of fundraising materials for upcoming events. RSVP volunteers may also assist in organizing fundraising events; help with ticket sales, registration, and refreshments at events; provide clerical help; and serve as docents.</p>	
<p>Anticipated Input: Thirty-five RSVP volunteers will serve 12 hours per month to help seven local non-profit agencies with fundraising efforts, for a total of 5,040 hours of service. Local agencies will provide an orientation session for each service project, and will supply any materials needed to complete the project. RSVP will provide recognition and travel reimbursement.</p>	
<p>Anticipated Accomplishments/Outputs: Local non-profit agencies will receive support in their fundraising efforts.</p>	
<p>Indicator: Number of non-profits receiving support, number of fundraising events supported.</p>	
<p>Target: At least seven local non-profit agencies will receive support from RSVP volunteers and at least 28 individual events will be supported.</p>	
<p>How Measured? <i>Non-Profit Organization Fundraising Event Log</i></p>	

Anticipated Intermediate Outcome: Donors will be aware of upcoming fundraising events.

Indicator: Percent of sample of previous donors (individuals) who report being aware of at least two upcoming events

Target: At least 40% of a sample of previous donors will know about at least two fundraising events planned for the near future.

How Measured? *Donor Telephone Survey*, 10% sample taken from a of list of previous donors

Anticipated End Impact/Outcome: Attendance at fundraising events will increase.

Indicator: Percent increase in number of tickets sold to fundraising events

Target: There will be at least a 20% increase in tickets sold for fundraising events held over the year compared to 2003 (the baseline year).

How Measured? *Fundraising Ticket Sales Record*