Thank you for being a part of Beyond the Farm. On May 14, 2011, Stanford will celebrate its first global day of service. This event brings Stanford alumni together on one day to provide hands-on service to their communities. Projects will be alumni-led and reflect the diversity of alumni interests and passions. Some projects will be big. Some will be small. Together, we hope that their impact will be great.

This program is inspired by the actions of Stanford alumni and their long tradition of service to others. Throughout the world, Stanford alumni are making a difference every day. While one day of service cannot meet every need in every community, bringing all Stanford alumni together to make a difference at one time can have a substantial impact on both the individuals involved in this shared experience and the greater community. It is our hope that the day of service is the start of something even bigger.

**Project Leaders**

In order to engage thousands of alumni in community service projects throughout world on May 14, 2011, hundreds of alumni project leaders are needed to identify community needs, plan projects and recruit project participants. The project leaders are vital to the success of this program, and we value the time and energy volunteers will commit to this role. We understand that project leaders will have varying levels of experience managing projects and volunteers, and we hope this guide serves as a resource.

**Stanford Alumni Association (SAA)**

The SAA is facilitating Beyond the Farm’s day of service program by creating the program structure, publicizing the service projects, recruiting volunteers and providing an online registration system.
WORKING WITH A COMMUNITY PARTNER

Identify a Need

What are the issues facing your community? What are you passionate about?
Brainstorm with fellow alumni, friends and local leaders about what your community needs most.

Find or Create a Project

The goal of the day of service is to provide hands-on service opportunities for alumni. Alumni are being invited to give their time and talent to projects that benefit their communities. There should be no charge to participate. In finding or creating a project, keep in mind the Principles for Ethical and Effective Service (see appendix).

See what’s out there! To get ideas, check out existing hands-on service opportunities by searching volunteer websites such as the ones listed below. These websites consolidate or manage service opportunities for numerous organizations. You can search by location and area of interest; in some cases you can also search for projects suitable for groups.

- United We Serve
- VolunteerMatch
- HandsOn Network
- iParticipate

Several organizations regularly organize or facilitate service projects for groups, including:

- Local food banks often have Saturday food sorts. Visit Feeding America to find a food bank near you and inquire about group service opportunities.
- Rebuilding Together and Habitat for Humanity work to preserve affordable homeownership. Both organizations have chapters across the country.

If you see a service gap, consider creating your own project. Please keep in mind that direct fundraising is not considered an appropriate activity for this program.

Ideas:

- Assist an organization for which you already volunteer. Perhaps they have a need that you can help address.
- Contact a fellow Stanford alum who works in the nonprofit sector. Use Stanford Alumni Association’s Career Connect to find such an alum near you.
- Ask your friends and neighbors about organizations for which they volunteer and that may need helping hands.
PLANNING & IMPLEMENTING YOUR PROJECT

Plan and Implement the Day of Service

See Project Leader Checklist in the appendix for suggested tasks to follow in planning and implementation.

Planning

At a glance, a successful service project:

- Is in alignment with Principles of Ethical and Effective Service (see appendix)
- Meets the needs of the community/organization being served
- Is appropriate for the size of the group
- Provides hands-on service opportunities for alumni

Determine Size and Scope of Projects

The size and scope of the project is up to you and your community partner. In the pilot program, projects ranged in size from five people sorting donations at the local clothes closet to 50 cleaning up a park. If you live in an area with many other alumni, it will be easier to recruit volunteers for a large project, but small projects are just as welcome, wherever you may live.

Make Projects Family Friendly

Many participants in the pilot program appreciated that several projects were family friendly, giving them the opportunity to teach their children the value of service. If your project is able to accommodate children, consider designing specific ‘jobs’ for them to do that day.

On the Day of Service

Arrive Early
Make sure that all supplies are in place and ready for your volunteers. Have a place for volunteers to check in and get a nametag.

Give a Welcome, Introductions and Orientation
Build in time to give the group a welcome. Be sure to provide the group with an orientation to the project site and outline their roles. If your group is too big for alumni to give individual introductions, consider building in some social time during a snack break so that alumni have a chance to get to know one another. This is especially important if your Stanford volunteers are a part of a larger group on the project.

Provide Context for the Service
Alumni in the pilot program enjoyed hearing from a representative of the community partner about how their volunteer work that day fit into the larger mission and work of the organization. This enabled alumni to feel their work was of even greater value. Alumni also appreciated learning about the ongoing volunteer needs of the organization.

Additional Resources

Visit the Hands on Network website for excellent detailed guides about planning and implementing a volunteer service activity. These guides include planning timelines, checklists and questions to ask when planning your project.
RECRUITING & MANAGING VOLUNTEERS

Promoting the Project

The SAA website will list all service projects online so your fellow alums will both know what you're up to and whether you need additional volunteers. The website will be accepting project postings in mid January. Please be sure to have your project submitted by March 5, 2011 in order for it to have the greatest exposure to potential alumni volunteers.

Posting Your Project to the SAA Website:

SAA is partnering with CervisTech to provide the registration system for all Beyond the Farm projects. To enter your project on the CervisTech site, follow the links on the “Lead a Project” page: http://alumni.stanford.edu/get/page/volunteering/beyondthefarm/leadaproject.

Directions are posted on the CervisTech page and below:

Service Project Request Instructions

After identifying your service project details complete the fields below to submit your project.
Here are a few helpful tips when filling out the form:

1. Project Requester Type: Select Individual.
2. Project Requester Organizer: Leave this field blank.
3. Project Name: Keep it short but engaging.
4. Project Description: Enter details on your project scope. This should include enough information for alumni to determine if the event is a good fit for them and/or their families. Include volunteer tasks, age restrictions and any physical requirements. If you are submitting a project on behalf of a Stanford club, include the club name here.
5. Project Location Address: Enter the complete street address including state/province and country.
6. Request Start & End Date: Enter both as 5/14/2011
7. # of Volunteers Needed: Enter 0 if there is no limit on the numbers of volunteers needed.

Once your service project has been submitted, an SAA staff member will review your request and give you access to the website. A separate email will be sent confirming that your project has been approved and is open for volunteer registration. This site will allow you to add hyperlinks and photos, update your project details and communicate with your volunteers.

A sample project request form is on the next page of this document.
Sample Project Request

Join fellow alumni in helping the Cardinal Community Center promote early childhood literacy. We will be working in the Reading Center and Garden. Volunteer tasks take place both indoors and out, and include:

* Painting a mural and bookshelves
* Making new pillows for the reading nook
* Making book bags
* Weeding, pruning and planting in the garden
* Cataloging books

This project welcomes children ages 5 and up, with parental supervision.

Participants are asked to bring their own bag lunch. If you have gardening tools and/or a sewing machine to lend, they will be useful to our project work.
Recruitment:

Big or small, your project needs volunteers to make it happen.

SAA will publicize Beyond the Farm to alumni using a variety of methods. The majority of alumni will likely sign up for the day of service projects as a result of this publicity:

- Ad in the March/April 2011 issue of Stanford Magazine
- Email to all alumni in mid-March 2011 encouraging them to sign up for service projects
- Write-ups in the monthly Stanford Where You Live regional e-newsletters between December 2010-May 2011 (These e-newsletters go out in the 12 geographic regions with the most alumni.)

In addition to getting sign-ups through SAA’s publicity, we encourage you to think creatively and recruit among your own Stanford contacts. Reach out to your freshman quad mates or friends from Stanford in Santiago. This is a great opportunity to use phone/email/social networks to reach out to Stanford friends and gather them together.

Volunteer Registration:

SAA will be using an online registration system for all projects.

- All volunteers will be able to register for a project on the CervisTech website (including non alumni family/friends). You can ask your own Stanford network to sign up for your project online anytime after it’s submitted and approved (beginning in January 2011). SAA will publicize the sign-ups to all alumni in mid-March.
- Each registrant will receive a generic confirmation from the CervisTech registration system, along with a link to a waiver that each participant must print, sign and bring with them to the service project in order to participate. This is a generic confirmation that indicates only the name, date, place, and time of the service event. **As the Project Leader, you will need to send a separate confirmation that includes more detailed information about things like what to bring, what to wear, etc.**
- Project leaders should monitor participant sign-ups and adjust recruitment strategy and/or project parameters as needed.
Communication:

Volunteers have a much better experience when they know what to expect. As the Project Leader, you will want to send the communications below. All email to your project volunteers can be done through the Beyond the Farm/CervisTech registration system.

1. Confirmation email

Send a confirmation email **within 2 days** of the person having registered. Your confirmation email should welcome the participant to the team and include the following information:

- Confirmation of project start and end times
- Confirmation of location of the project site, directions and parking instructions
- Recommended clothing and footwear, personal equipment that would be helpful (e.g. gloves if doing garden or construction work)
- Information about food and water (Should they bring their own or is it provided?)
- As appropriate, confirm policy regarding children – acceptable ages, degree of parental oversight required, etc.

Sample confirmation email:

Dear Jane Project Participant,

Thank you for registering for the Elm Town Park Clean Up service project! I am so glad that you will be part of this effort.

Here are some of the logistical details for the day:
1. The project will run from 9 a.m. to 1 p.m. on Saturday, May 14th.
2. Elm Town Park is located at 42 Sunset Avenue in Oakland. Parking is available on site at no cost.
3. Please dress casually and wear comfortable close-toed shoes. This will be dirty work so don't wear anything that needs to stay clean! If you have gardening gloves, please bring them with you.
4. Bring a water bottle and snacks, if you think you will need them.
5. I see that you’re bringing your children ages six and nine – terrific! We will have specific projects for them to do that day, under your supervision.

I look forward to meeting you and thank you again for your participation. It should be a great day. I will be in touch with you as the event gets closer. In the meantime, please let me know if you have any questions.

Joe Project Leader, '89
2. **Update email:**

In mid-April, consider sending a project update, or perhaps a short note from the leader of the community organization you will be serving. These types of messages help keep participants excited about and committed to their upcoming service.

Sample update email (send in mid-April)

---

Dear Jane Project Participant,

I wanted to touch base with you about the plans for the Elm Town Park cleanup project. We already have over 25 alumni registered to help out!

Elm Town Park is one of the only parks within walking distance of the apartment complexes in Elm Town. The Park Manager tells me that he is really looking forward to having our help—their park maintenance budget was cut significantly last year and the landscaping is severely overgrown. Our goal will be to trim the plants and bushes, pull weeds, and "clean up" the landscaping. We want the park to be fresh and inviting for the busy spring season. You may have seen this recent article about the plight of the park: [link]. I think you will agree, our time and energy will be well spent.

Thanks again for participating in this project!

Joe Project Leader, '89
---
3. Reminder email:

On May 12, send a reminder and any information from prior communications that should be repeated. Add information about a rain plan if necessary and provide a way for people to reach you on the day of service.

Sample reminder email (send on May 12)

Dear Jane Project Participant,

I am looking forward to seeing you on Saturday at Elm Town Park! We have 40 people signed up to help us clean up the park—it should be a great day.

If you haven’t already done so, please print out the waiver [link to waiver on Beyond the Farm website]. All participants are required to bring a signed waiver with them in order to participate.

As a reminder, here are the details for the event:

1. The project will run from 9 a.m. to 1 p.m. on Saturday, May 14th.
2. Elm Town Park is located at 42 Sunset Avenue in Oakland. Parking is available on site at no cost.
3. Please dress casually and wear comfortable close-toed shoes. This will be dirty work so don’t wear anything that needs to stay clean! If you have gardening gloves, please bring them with you.
4. That said, wear your Cardinal red!
5. Bring a water bottle and snacks, if you think you will need them.
6. It looks like it’s going to be a sunny day. Bring a hat and sunscreen.

If you need to reach me on Saturday, my cell phone number is (650) 999-9999.

See you on Saturday,

Joe Project Leader, '89
4. **Thank you email:**

   By **May 16**, send a thank you to all participants to let them know just how much their efforts are appreciated. You might wish to include a summary of your group’s accomplishments and a comment from your community partner.

   Sample thank you email (send by May 16)

   Dear Jane Project Participant,

   Thank you for being part of the Elm Town Park Clean-up on Saturday! The group’s hard work and enthusiasm paid off – in just one day, we trimmed 30 cubic yards of overgrown brush and tree limbs and pulled weeds from more than 2 miles of pathways. Even park manager Susan Thompson said she’d never seen Elm Town Park looking this good!

   Several of you mentioned that you were interested in continuing to be involved with Elm Town Park. Susan would be happy to talk to you about various ongoing volunteer opportunities with the park system. You can reach her at (510) 999-9999 or by email at sthompson@elmtown.gov.

   None of this could have happened without you. On behalf of Stanford and the community surrounding Elm Town Park, I thank you for being a part of this project.

   I hope to see you out at next year’s day of service!

   Joe Project Leader, ’89
AFTER THE PROJECT

Appreciation and Evaluation

Within 10 days of the day of service, SAA will send a thank you email to all participants with a link to an online program evaluation. SAA will also send you a project leader program evaluation, and we ask that you complete it by June 3. We will be sure to share the evaluation results once they are complete.

Reporting and Sharing Results

We are eager to hear about your Beyond the Farm stories and to measure the impact that you and hundreds of Stanford alumni make around the globe on May 14.

By May 27, please send your attendance list and the waivers collected to SAA:
   Beyond the Farm
   Stanford Alumni Association
   326 Galvez Street
   Stanford, CA 94305

We will also be collecting photos and stories from the projects. Closer to the project date, SAA will contact project leaders directly with information regarding the submission process.
APPENDIX CONTENTS

Project Leader Volunteer Role & Responsibilities.........................................................1

Project Leader Checklist..................................................................................................2-3

Principles for Ethical & Effective Service........................................................................4-5
PROJECT LEADER
VOLUNTEER ROLES & RESPONSIBILITIES

VOLUNTEER & EVENT MANAGEMENT

- Identify community need and create volunteer project
  - Work closely with local community organization to ensure project meets their needs
  - Coordinate logistics and event details
- Submit project to SAA via website (beginning in January)
  - Provide event details in order to recruit volunteers
- Serve as an ambassador of Stanford alumni in the greater community
  - Represent Stanford when interacting with your community partner organization
  - Welcome and thank alumni participants on behalf of Stanford
- Manage volunteers
  - Recruit project volunteers
  - Communicate with project volunteers leading up to and after the project
  - Manage project volunteers at the event,
    - make sure that volunteers get a brief orientation to the service site and organization
    - ensure each volunteer feels s/he is successfully participating
    - lead a short, informal group reflection at the end of the service project
  - Manage list of project volunteers and record participation after the event
- Submit attendance list, waivers, photos, and program evaluation to SAA

ALUMNI OUTREACH & COMMUNICATION

- Respond to inquiries from alumni in a timely way
- Serve as a Stanford ambassador: represent Stanford alumni to your community partner, serve as the Stanford representative to project participants

CITIZENSHIP & COMMITMENT

- Create a project in keeping with best practices of ethical and effective service
- Plan and execute project from start to finish
BEYOND THE FARM 2011
PROJECT LEADER CHECKLIST

November 2010-February 2011

☐ Identify a community partner
☐ Establish a contact and discuss project ideas
☐ Make an initial project planning visit to the site and determine:
  o Scope of project: including start and end time and tasks
  o Volunteers: # of volunteers needed, things they need to wear or bring, including food/water if applicable, restrooms, parking/public transportation, accessibility for persons with disabilities, appropriateness for children
  o Equipment and supplies – what do you need and who is responsible for securing it?
  o Training – do volunteers need special training to do their work? If so, who will give it?
  o Submit completed project request online by March 5

January-April 2011

☐ Recruit volunteers through your own channels and/or the SAA website
☐ Recruit task leaders to lead small groups of volunteers if you have a big project
☐ Confirm volunteers – see sample confirmation email for what to include
☐ Continue working on project plan
☐ Communicate with volunteers if they are expected to bring their own refreshments
☐ Outline a safety plan (first aid kit, exact site address to give to emergency responders, evacuation route and meeting place), and assign a point person for safety on the day of the project
☐ Create an agenda for the day
☐ Secure equipment and supplies if you are responsible for them
☐ Work with community partner to establish contingency plans in case of inclement weather, or if more or fewer volunteers attend

April 15-30

☐ Send update communication to volunteers – see sample email
☐ If you have task leaders, make sure they are comfortable leading their task
☐ Make a site visit to review project plan with agency contact. Be sure to note location of volunteer sign-in, first aid kit, and project tasks

May 1-13

☐ Confirm project details
☐ Create a contact list
☐ Create talking points for welcoming, orienting and thanking volunteers and community partner
☐ Confirm all equipment and supplies on site
☐ May 12 – final communication with volunteers – see sample email

continued
☐ Pack a project leader kit, including: first aid kit, sign-in sheet, extra waivers, signage, name tags, pens/markers, tape, poster board, camera, CD player or music to create a fun, energizing atmosphere, if appropriate

May 14 – Day of Service

Before the project starts
☐ Deliver any final supplies/materials
☐ Go over day’s activities with agency contact and task leaders
☐ Take any ‘before’ photos
☐ Post any necessary signs (e.g. parking, restrooms)
☐ Designate stations for sign-in, first aid, refreshments, tools, etc.

Starting the project
☐ Sign in volunteers
☐ Welcome volunteers and introduce community partner
  ☐ Give brief orientation including overview of project and its importance
  ☐ Give community partner representative a few minutes to provide background/context for service
  ☐ Go over agenda for the day
  ☐ Review safety
  ☐ Assign tasks

During the project
☐ Be organized and delegate work to volunteers. Keep project on schedule.
☐ Have fun…and volunteers will too! Be encouraging.
☐ Take photos
☐ If volunteers take a lunch/snack break, encourage them to interact with one another and meet new people
☐ Encourage reflection and thank volunteers

Before the end of the project
☐ Start clean-up efforts at least 30 minutes before the end
☐ Thank volunteers and community partner

Before you leave the site
☐ Take ‘after’ photos
☐ Have a debrief with community partner contact
☐ Make sure everything is cleaned up
☐ Assess any follow-up work needed, discuss with community partner contact

May 14–June 3
☐ By May 16: Thank volunteers – see sample email
☐ By May 20: Send thank you to community partner
☐ By May 27: Send attendance information to SAA
☐ By May 27: Send photos, waivers and volunteer stories to SAA
☐ By June 3: Complete project leader evaluation. SAA will send you a link to an electronic survey

Project Leader Checklist
PRINCIPLES FOR
ETHICAL & EFFECTIVE SERVICE

In an effort to raise awareness about the University’s responsibility to communities, the Haas Center developed the Principles for Ethical and Effective Service in 2002. These principles emerged from a process of consultation with over 75 community participants, faculty, students, and staff.

We have adopted these principles for Beyond the Farm and consider them to be an important tool for project leaders as they establish a partnership with a community organization. Consideration of these principles will ensure that alumni create mutually beneficial relationships with partner organizations that both enhance the alumni experience and contribute to the mission of their community partner.

Principles:

1. Reciprocity through Partnership
   - Develop collaborative relationships with community partners and recognize their role as educators of alumni participants.
   - Involve potential community partners in the design of service projects to ensure the value and relevance of the work.

2. Humility
   - Encourage alumni participants to serve with a listening and learning attitude as part of the process of getting things done in a service-learning situation.
   - Prepare alumni participants to view any service work they are asked to do as a valuable learning opportunity that complements and challenges their knowledge.

3. Respect for Diversity
   - Create an atmosphere that models respect for diversity, broadly and inclusively defined.
   - Train alumni participants in issues of diversity.

4. Commitment
   - Model and emphasize to alumni participants the importance of keeping commitments, tacit as well as explicit, made to community partners.
   - Provide feedback mechanisms for accountability to community partners
   - Clarify the expectations and time frame of the service project to both alumni participants and partners.
5. **Ongoing Communication and Clear Expectations**
   - Provide a structured experience that encourages safe, comfortable channels of communication and sets clear expectations between alumni participants and community organization representatives.
   - Clarify community organization’s preferences for service projects.

6. **Preparation**
   - Prepare alumni participants for service projects with the attitudes, skills, and knowledge they will need to serve ethically and effectively.
   - Involve community partners in preparing or training alumni participants whenever possible.
   - Guide alumni participants to seek current and historical information about their partner organizations and communities before beginning the service project, and include time for alumni participants to ask questions.

7. **Context**
   - Assist alumni participants in connecting service experiences with the larger contemporary and historical political, economic, and social context in which the service experience is embedded.
   - Involve knowledgeable community members and utilize other available materials to present key issues specific to the community and organization in which the service project is taking place.

8. **Participatory Pedagogy**
   - Engage all participants (alumni and community participants) as teachers and learners.
   - Provide alumni participants with opportunities to share new knowledge obtained from their service experience.

9. **Safety**
   - Anticipate and take precautionary steps to ensure the safety of all people involved in service activities.
   - Comply with special safety or liability requirements of community partner...