Thank you for being part of Beyond the Farm. On May 17, 2014, Stanford will celebrate its fifth global day of service. Some projects will be big. Some will be small. Together, we hope their impact will be great.

PROJECT LEADER 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 (Submission deadline: March 28)
  - 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
    - collect a Stanford University waiver from all project participants
    - 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 online survey 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 *(a guide can be found on the Lead a Project webpage)*
- Plan and execute project from start to finish
PLANNING & LOGISTICS FOR YOUR PROJECT

Planning
(For a detailed checklist, see the Project Leader Checklist.)

At a glance, a successful service project:
- Is in alignment with Principles of Ethical & Effective Service (see the Lead a Project webpage)
- 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 past years, projects have 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 alumni, it will be easier to recruit volunteers for a large project, but small projects are just as welcome.

☐ Consider Making Your Project Family-Friendly
If your project is able to accommodate children, consider designing specific ‘jobs’ for them to do that day. Every year, participants comment that they appreciate that family friendly projects are available, giving them the opportunity to teach their children the value of service.

Day-Of Logistics

☐ 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 welcome the group. Be sure to provide 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 past years have 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. Alumni also appreciated learning about the ongoing volunteer needs of the organization.
RECRUITING & MANAGING VOLUNTEERS

The SAA website will list all projects online so your fellow alums will both know what to expect and whether you need additional volunteers. The website will be accepting project postings in early March. Please be sure to have your project submitted by March 28, 2014 in order for it to have the greatest exposure to potential volunteers.

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 projects as a result of this publicity:

1. Ad in the March/April 2014 issue of Stanford Magazine
2. Email to all alumni in early April 2014 encouraging them to sign up for service projects
3. Social media postings via Facebook and Twitter, including photos sent by project participants throughout the Day of Service

In addition to getting sign-ups through SAA’s publicity, we encourage you to think creatively and **recruit among your own contacts:**

- Reach out to your former roommates, classmates, groupmates and drawmates
- Use phone/email/social networks to reach out to Stanford friends
- Go outside the Stanford bubble – invite your friends, neighbors and coworkers too!
- Post your project on Facebook, Twitter, and other social networks

Registration

*SAA will be using our online registration system for all projects. For more information on submitting your project to the online system, see the Project Submission Tipsheet.*

All volunteers will be able to register for a project on the Alumni Association website (including non-alumni family/friends). You can ask your own Stanford network to sign up for your project online any time after it’s submitted and approved. SAA will publicize the sign-ups to all alumni in early April.

Each registrant will receive a confirmation from the registration system. 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. (For sample e-mails, check out the Communications Guide.)

Project leaders should monitor participant sign-ups and adjust recruitment strategy and/or project parameters as needed.
AFTER THE PROJECT

Wrap-Up

We encourage all leaders to send a thank-you email to their volunteers within two days of the project.

By May 31, 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.

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 1. 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 17. We will be sure to share the evaluation results once they are complete.