



# Blue Print

For the Future of Michigan Volunteer Centers

Issue #20 - April/May 2010

**Mission:** The Volunteer Centers of Michigan strengthens, develops and connects volunteer centers throughout the state.

**Vision:** The Volunteer Centers of Michigan ensures all volunteer centers have the capacity to positively impact every Michigan community and their citizens through volunteerism.

## 2010 Census - It's Not Too Late to Help

The countdown is over. April 1st has come and gone - kicking off the most important period of the entire 2010 Census operation. Who returns the form this month, and who doesn't, will determine federal funding for our communities, political representation, locations for schools, stores, hospitals, jobs and more for the next 10 years, as well as the demographic picture of our country.



In the next two weeks, we ask you to join the thousands of nonprofits across the country who are reminding their communities to "Mail It Back."

**Here are 4 easy and effective ways to help.**

**1. Add the Census to every communication this month.**

Remind, remind, remind - not only in your web communications, but at your April events and even your regular staff meetings. For some drop-in language, check out [Nonprofits Count! factsheets](#) or the "[What is the Census](#)" section of the [2010 Census site](#).

**2. Promote or hold a March to the Mailbox.**

To volunteer, [get in touch with your local Census office](#). To promote the Census Bureau's national April 10th March to the Mailbox, or your own March to the Mailbox event, [check out the Census Bureau's toolkit](#).

**3. Promote Questionnaire Assistance Center (QAC) locations.**

QACs are local facilities that have donated space for a 2010 Census station, where Census employees are stationed help individuals fill out their questionnaires. [Find your local QACs](#), and post the locations on your website or in another high-profile location.

**4. Track your community's mail participation rate.**

See your participation rate and how it compares with the national average at [2010.census.gov](#). When you find your rate, click "track participation rate" to generate a code for a rate-tracker widget to post on your website.

## Join the Volunteer Community on April 22 for Strengthening Michigan Through Giving & Volunteering



Join the Michigan Nonprofit Association, Michigan Community Service Commission and various statewide partners on April 22 at the State Capitol for an annual celebration of



volunteerism, national service, and philanthropy in Michigan. Strengthening Michigan Through Giving & Volunteering will kick off at 12:00 p.m. on Thursday, April 22 with a press conference in the Capitol rotunda honoring legislative leaders who have championed volunteerism in their roles as public servants. The Michigan Nonprofit Association (MNA) will also be announcing the results of their most recent study on giving and volunteering in our state. The press conference will be followed by lunch and an afternoon of legislative meetings.

Registrants have the option of scheduling their own legislative meetings or having group meetings scheduled for them. Talking point will be provided for the afternoon meetings so you can discuss what national service looks like in individual districts; you are also encouraged to bring your own legislative items to the table. MNA will also be offering two free webinars to all participants during the week of April 19. One webinar will cover the basics of how to conduct a legislative meeting; the other will walk you through the talking points you will be provided for your meetings with policymakers. Invitations for these webinars will be sent out after April 1.

Join us on April 22 at the State Capitol to draw attention and urgency to the importance of national service and philanthropy in Michigan and the role of our policymakers in promoting these activities! Registration is open now and free for nonprofit representatives. Click here to register:

<http://www.mnaonline.org/conferences.asp#Strengthening>.

## Jon Bon Jovi Takes United We Serve on Tour

Jon Bon Jovi, in collaboration with the Corporation for National and Community Service, will be the first artist to take President Obama's United We Serve initiative to a mass audience by bringing the message of service out on the road and engaging millions of fans on the band's "The Circle World Tour."

In a video that be shown at each venue on the US-leg of the tour, Bon Jovi makes a call to service to millions of fans. Bon Jovi also headlined a 60-second television PSA that includes images of President and First Lady Michelle Obama serving and will be distributed nationally to broadcast stations and used in online promotions. [Click here](#) to view and download the video and PSA. You can also view it on the homepage of the [VCM website](#).

This is the first-ever collaboration of this scale and magnitude between the Corporation, the federal agency that leads the nation's service sector, and a musical artist. The video and PSA featuring Bon Jovi are part of the Corporation's broader campaign to encourage more Americans to volunteer through the United We Serve initiative.

## Resources & Opportunities

### Clifford's Big Ideas

Share your BIG ideas. The [BE BIG](#) in Your Community Contest will award \$75,000 in community grants to BIG ideas that best demonstrate Clifford's BIG Ideas Keep the BIG Grants in mind! One Grand Prize honoree will be honored with a \$25,000 community grant. Ten first place honorees will be honored with a \$2,500 community grant, and 19 second place honorees will be honored with a \$1,315.79 community grant. Everyone is invited-parents, kids, teachers or community leaders-to submit their ideas now through June 30, 2010.



### New MNA Nonprofit Management Manual Now Available

The 5th edition of the Michigan Nonprofit Management Manual builds on the informative chapters found in previous editions, with many new features and updates, including: a new chapter on Risk Management,

alignment with MNA's *Principles and Practices for Nonprofit Excellence in Michigan*, updates on laws, regulations and filing requirements, expanded chapters on the use of technology, connections to other resources with many website references and a revised format to help locate information quickly. VCM Volunteer Centers can take advantage of the reduced member price of \$75.00. The non-member price is \$95.00. Order your copy today at MNA's online bookstore: [www.mnaonline.org/bookstore.asp](http://www.mnaonline.org/bookstore.asp).

### **Pepsi Refresh Project**

In 2010, Pepsi will give millions of dollars to fund good ideas that aim to make the world a better place. Ideas will be accepted in the following categories: health, arts and culture, food and shelter, the planet, neighborhood, and education. Only 1,000 submissions will be accepted each month which will then be eligible for a public vote. Grant amounts range from \$5,000 to \$250,000, and submissions are accepted on an ongoing basis. Visit [www.refresheverything.com](http://www.refresheverything.com) to learn more.

### **Michigan Profile for Healthy Youth Survey Tool**

The Michigan Profile for Healthy Youth (MiPHY) is an online student health survey offered by the Michigan Departments of Education and Community Health to support local and regional needs assessment. The MiPHY provides students results on health risk behaviors including substance abuse, violence, physical activity, nutrition, sexual behavior, and emotional health in grades 7th, 9th, and 11th. Schools and school districts are eligible to use MiPHY. For more information, visit [www.michigan.gov/miphy](http://www.michigan.gov/miphy).

### **Detroit Pistons' "Helping Hand" Program Awards Volunteers**



As part of the Pistons' season-long commitment to giving back to the communities of Michigan, the Detroit basketball team is rewarding volunteers and mentors through its "Helping Hand" program with a FREE ticket to one of three April home games. Organizations may obtain a free ticket as a reward for their volunteers or individual volunteers may obtain their own ticket. Anyone who has volunteered in the community between January 1, 2009 and April 12, 2010 is eligible. After completing a day of service, participants may redeem their free "Helping Hand" ticket to either the April 2, 7, or 12 Pistons game by visiting [www.pistons.com/helpinghand](http://www.pistons.com/helpinghand). On the website you may also purchase additional tickets at a special rate of \$5 (maximum of four tickets), or upgrade your ticket to the lower level for \$25,

while supplies last. The Pistons also need help identifying volunteers in Michigan who have significantly contributed to their communities. If you or someone you know has made an impact in the community, submit a volunteer story to the Pistons' "Helping Hand" website for the chance to be honored during an April basketball game. For more information, visit [www.pistons.com/helpinghand](http://www.pistons.com/helpinghand).

### **May 8-15, 2010 - AmeriCorps Week**

AmeriCorps Week is a weeklong, nationwide event designed to bring more Americans into service, salute AmeriCorps members and alums for their powerful impact, and thank the community partners who make AmeriCorps possible. Join the Michigan Community Service Commission 2010 AmeriCorps Week webinars on Tuesday, April 13th at 10:00 a.m. or Friday, April 16th at 10:00 a.m. These webinars will provide an overview of AmeriCorps Week resources, project planning tips, how to engage the media, and a chance to share your project plans and ideas with others. [Click here](#) to register. Resources are available for Michigan's AmeriCorps programs through a [toolkit](#) created by the Michigan Community Service Commission.

### **2010 Global Youth Service Day - Resources Available**

Youth Service America (YSA) coordinator of the annual Global Youth Service Day, April 23-25, provides a variety of resources for individuals and organizations gearing up for this youth-driven service effort. Resources are available at no charge and are useful when planning youth-service opportunities in your

community. Available at [www.gysd.org](http://www.gysd.org), they include: informational posters, planning toolkit, strategy guide, media training manual, fundraising and support tips and much more! By serving as a 2010 Global Youth Service Day lead agency, the Michigan Community Service Commission and Learn and Serve - Michigan have YSA informational posters available at no charge. If you would like to receive Global Youth Service Day or Semester of Service posters to distribute and/or post in your school, office, or community please contact Robyn Stegman at [stegmanr@michigan.gov](mailto:stegmanr@michigan.gov). Please provide your name, organization/school, mailing address, and requested number of posters in the email.

### **Save the Date: Michigan Nonprofit SuperConference**

Michigan Nonprofit Association is excited to offer Michigan's nonprofit community a diverse array of plenary sessions, workshops and networking opportunities, and quality speakers from across the country at SuperConference, May 18-19, 2010 in Lansing, MI. This year's theme, *Bringing Focus to the Future*, was carefully selected to celebrate the sector's past accomplishments while, at the same time, invoking a sense of optimism and looking forward to future goals. The audience will consist of approximately 450 participants including nonprofit executives, program staff, fund development professionals, board members, researchers, consultants, advocates, national service members, government and business leaders, and faith communities. You will return to your work energized, motivated, inspired and empowered to transform Michigan's communities! [Click here to learn more and register.](#)

### **Registration Now Open for National Conference on Volunteering and Service**

Don't miss the world's largest gathering of volunteer leaders from the nonprofit, corporate and government sectors. The 2010 National Conference on Volunteering and Service promises to be a watershed event, attracting more than 6,000 service leaders who will come together in a new era of responsibility to find solutions and empower us all to act. This year's conference comes at a critical moment of need and opportunity for service. Change is possible, and it's up to you. The conference will be in New York City June 28-30. Come learn, connect and shape the future of the service and volunteer movement! Learn more at <http://volunteeringandservice.org/>. Keep in mind HandsOn Network is also accepting conference scholarship applications as a benefit for membership. Scholarships are for registration costs only. Visit the [NCVS Blog](#) to apply.

### **CNCS Announces Funding to Help Nonprofits Improve Performance**

The Corporation for National and Community Service has announced its Nonprofit Capacity Building Notice of Funding Availability (NOFA), a new program designed to increase the capacity of small nonprofits to expand their impact in communities facing resource hardships. The program will provide \$1 million to increase the capacity of a small number of intermediary grantees to work with small and midsize nonprofits to develop and implement performance management systems. The intermediaries will provide nonprofits with organizational development assistance to establish procedures for measuring progress and leveraging staff and volunteers toward outcomes that transform communities. The Corporation will hold a technical assistance call on Monday, April 19, to answer questions for potential applicants about the NOFA. The call will begin at 4:00 p.m. EST. The call-in information is 1-800-857-3059 and the passcode is NCB. The letter of Intent to Apply for the NOFA is due by Tuesday, April 27, with the deadline for applications slated for Tuesday, May 18 by 5:00 p.m. EST. Successful applicants will be notified by the end of September 2010. [Click here](#) to read the entire NOFA.

### **National Volunteer Week**

National Volunteer Week, April 18-24, 2010, celebrates ordinary people doing extraordinary things to improve communities across the nation. Commemorating the one-year anniversary of the Edward M. Kennedy Serve America Act and the Volunteer Generation Fund, the Points of Light theme -- **Celebrating People in Action** -- honors individuals who take action and solve significant problems in their communities. For more information and some National Volunteer Week highlights, visit <http://www.handsonnetwork.org/events/nvw2010>. Also,



please share your National Volunteer Week [plans and stories](#) with VCM. We want to support the work you are doing in your communities.

### Michigan Student Service Award Reminder



It's time to honor those dedicated students who are participating in the Michigan Student Service Awards program. Please email [Ashley Gulker](#) answers to the following questions as soon as possible: Is your volunteer center participating in the MSSA program? Do you have any Graduating seniors who will be awarded this year? If so, how many and what is the correct spelling of their names? Do you need gold graduation medallions for this year? If so, how many? Please remember that the Governor's Office now requires us to have all of the certificates pre-printed with student names before they will be signed. With this in mind, and to avoid multiple trips to the Governor's Office, please be sure to have your certificate names (correctly spelled) to Ashley by Thursday, April 15.

Certificates and medallions will be mailed to centers by mid May so seniors have their awards for graduation.

### Network Retreat Resources

Remember that you can access the PowerPoints and handouts referenced at our Network Retreat last month in Mt. Pleasant, MI. Go to <http://mivolunteers.org/VCMRetreat2010.asp> to view available resources.

## Technology Resources

### Online Data Backup

[This article](#), courtesy of Idealware, will help you discern what the best hosted backup options are for nonprofits. Learn what the options are and how to choose the right solution for your organization.

### Free Printer for Nonprofits

[FreeColorPrinters.com](#) is providing a free Xerox Phaser 8560 solid ink color printer to nonprofits. The program is recommended for organizations that print at least 2,000 color prints each month (four reams of paper) and have printing costs of at least \$125 per month. [Read more...](#)

### Easy Fundraiser

Supporters can **raise money for your organization simply by using GoodSearch**, a site powered by Yahoo!, to search the web. [Read more](#) and learn [how you can add your organization](#).

## Calendar

<b>April 2010</b>	
22	<a href="#">Celebrating the Michigan Tradition of Giving and Volunteering</a> , State Capitol, Lansing, MI
22	Earth Day
18-24	National Volunteer Week
23-25	<a href="#">Global Youth Service Day</a>
<b>May 2010</b>	
1	<a href="#">Join Hands Day</a>
12	VCM Executive Committee Conference Call, 10:00 am-11:30 am
8-15	National AmeriCorps Week
18-19	<a href="#">Michigan Nonprofit SuperConference</a> , Lansing Center, Lansing, MI
31	Memorial Day, VCM Offices Closed

## VCM AmeriCorps\*VISTA Feature

CharEm United Way's Volunteer Center-Volunteer Connections--in Petoskey was launched as a new center in December 2009. The hard work of the center's VISTA, Sarah Cleary, and staff has already led to increased community involvement and engagement. Between October and December Sarah lead two agency trainings to orient Volunteer Connections; 38 participants came from 35 agencies. Some participants at the trainings were current partners with United Way while others were newly recruited. Sarah also spoke one-on-one with non-profit agencies that could not come to the training. The center already has more than 75 partners posting opportunities to their volunteer registration software. Within the center's first months; 45 volunteers were recruited on-line. Sarah contacted seven high schools about implementing the Michigan Student Service Award program. Two schools are planning to implement the program this spring. Sarah's work has helped to contribute to the success of this start-up center. As Sarah Cleary, VCM VISTA, states, "United Way's strong partnerships and the fact that the non-profits in our community understand the need for effective volunteer recruitment have contributed to Volunteer Connection's successful start. Once agencies hear about Volunteer Connections they are thrilled to utilize this valuable resource."



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