



MAKE A DIFFERENCE DAY

NATIONAL DAY OF DOING GOOD



MARKETING GUIDE

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MAKE A DIFFERENCE DAY

Celebrating 20 Years

For two decades, USA WEEKEND and HandsOn Network, a business unit of Points of Light Institute, have joined together to sponsor **Make A Difference Day**, the largest national day of helping others. **Make A Difference Day** takes place on the 4th Saturday in October each year.

Make A Difference Day is supported by Newman's Own, which provides \$10,000 donations to charities selected by each of 10 national honorees.

On Saturday, October 23, 2010, HandsOn Network, together with USA WEEKEND and Newman's Own will not only seize the moment to inspire, equip and mobilize corporations, nonprofit organizations, families and individuals to improve their communities, but also engage them to Get HandsOn! throughout the year.



Marketing Guide

In this marketing guide you'll find all of the essential messages and resources needed to effectively promote your project and volunteer participation on **Make A Difference Day**.

The following marketing resources and the **Make A Difference Day** brand attributes have been created to help you generate awareness regarding events and activities, as well as to assist you in strategically aligning your efforts and organization with the **Make A Difference Day** brand.



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OVERVIEW

For 20 years, USA WEEKEND and HandsOn Network, a business unit of Points of Light Institute, have joined together to sponsor Make A Difference Day, the largest national day of community service. Held annually on the fourth Saturday in October, **Make A Difference Day** is a celebration of neighbors helping neighbors. Millions of Americans unite in a common mission to improve the lives of others on **Make A Difference Day**.

Saturday, October 23, 2010 marks the 20th anniversary of **Make A Difference Day**. It will be the most impactful **Make A Difference Day** in history, coming at a critical moment of need and opportunity for service. With the unemployment rate still hovering around 10 percent and the ecological and resulting economical calamity in the Gulf, it is evident that service is a solution that can help solve our nation's problems.

But in these challenging times, volunteering is up, social entrepreneurs are redefining service for the 21st century and corporations are embracing social responsibility in innovative ways that leverage their unique assets. Technology is also providing new ways to connect people with projects and with each other instantaneously, the federal investment in service is growing significantly with the bipartisan Serve America Act passed in 2009 and a new vision for service is taking effect among individual and organizations.

This historic **Make A Difference Day** will be a time for individuals to seize the timely opportunity and Get HandsOn, acting upon their passion for helping others. Individuals can literally seize the day and seize the moment.



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1-2-3 GUIDE

Step 1. Get Your Community Involved

Provide opportunities for members of your community to participate in projects as individuals or as a group. Engage volunteers, adopt neighborhoods and inspire others by example.

During this year's **Make A Difference Day**, millions of volunteers throughout the country will participate in a variety of innovative, grassroots community projects designed to engage volunteers and community members in building strong, vibrant neighborhoods. This nationwide undertaking will include revitalizing community centers, rehabilitating parks, improving low-income homes, creating community art projects, mentoring, serving meals, developing community gardens and much more.



Step 2. Share Your Stories

Connect with other communities and organizations from around the nation and share inspirational stories about volunteer commitment and community transformation. Foster a new generation of volunteers.

Please make note of and record the following information regarding your **Make A Difference Day** activities. We want to hear from you and recognize your great work. Send an email with the following information to JGeckler@HandsOnNetwork.org.

- Number of volunteers
- Number of volunteer hours
- Number of projects
- Number of volunteer leaders
- Description of people impacted by projects
 - Education
 - Environment
 - Economy
 - Disaster Relief/Preparedness



1-2-3 GUIDE

Step 3. Recognize and Thank Volunteers

Volunteer recognition is an extremely effective recruitment and retention tool. All of us want to feel valued and appreciated, and it's been proven that recognition is the best and most productive means of doing so. Research conducted by **Points of Light Institute** and **HandsOn Network** reveals that recognition not only motivates volunteers, but also promotes public awareness in local communities.

We encourage you to recognize your outstanding volunteers by awarding them the **President's Volunteer Service Award**. It's the highest honor and most prestigious volunteer award directly associated with the White House and one that all Americans can inspire to achieve. Such a nationalized display of recognition during **Make A Difference Day** will not only leverage the nation's focus on service, but also establish a direct link with your own community's projects and activities and align your organization with a prestigious award. Visit www.PresidentialServiceAwards.gov for more information on how to become a certifying organization.

"Volunteers are the only human beings on the face of the earth who reflect this nation's compassion, unselfish caring, patience and just plain love for another."

Erma Bombeck



LOGO USAGE

It is the strategy of **Points of Light Institute** and **HandsOn Network** to maintain consistent branding and messaging regarding **Make A Difference Day**.

Usage of the logo will translate into more effective, consistent branding and messaging for your own organization, as well as allowing national exposure, increased opportunities for local and national partnerships, and boosting general public involvement and awareness of volunteerism.

To obtain logos for Make A Difference Day, visit: **MakeADifferenceDay.com**.



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SAMPLE T-SHIRT/BANNERS

BANNERS - 6' X 3'



all art
prints in white
on a blue t-shirt



2010 MEDIA TIPS

Media Materials	What is its function?	To whom should it be sent?	When should it be sent?
Community Calendar Event	Short, concise entry for community calendar section	Community calendar editor (local daily and weekly newspapers)	<ul style="list-style-type: none"> • One month before • Place a follow-up call to ensure receipt
News Release	Should convey the who, what, when, where and why of your project and/or volunteer award recipients to generate media interest	<ul style="list-style-type: none"> • Future reporter and photo desk editor (newspaper) • Community Affairs Department (radio & TV) • TV/radio producer 	<ul style="list-style-type: none"> • Send to reporters two weeks before the program • Place follow-up call • Include in Media Kit
Media Advisory	Simple way to inform local media outlets about an upcoming program or press conference	Same as above	<ul style="list-style-type: none"> • Send three-four days before program. • Place a follow-up call to ensure receipt
Media Kit	Gives general information about event and volunteer award recipients. The kit should include: <ul style="list-style-type: none"> • News Release • Signature Program Fact Sheet • Action Center/ Nonprofit Fact Sheet or Overview • Corporate Partners 	Key media outlets	<ul style="list-style-type: none"> • Give to journalists the day of program • Send to those who didn't attend but expressed interest in the event
HandsOn Action YouTube Channel	<p>The YouTube channel for HandsOn Network is "HandsOn Action" and can be accessed at http://www.youtube.com/user/HandsOnAction. The channel showcases projects and volunteers, and it can be viewed by anyone on the Web. The videos also enable media outlets to see the types of projects completed.</p> <p>To submit footage of projects for possible inclusion on the channel, contact Jennifer Geckler@PointsofLight.org or submit through your own YouTube account.</p>		
Photos	Send project photos to print journalists who attended the program. Submit via email to JGeckler@PointsofLight.org for use on web and national marketing and media materials.		



2010 SOCIAL MEDIA TIPS

Here are a few ways you can recognize your projects and share your stories across your social networks:

Use Facebook

- Invite your Facebook friends to join you by serving with you on your project. (Be sure to follow up individually with everyone that says they'll join you as the no show rate can be higher with Facebook RSVPs.)
- Share the link to the official **Make A Difference Day** Resource Guide at <http://handsonnetwork.org/MakeADifferenceDay> and ask your friends in other towns to start their own projects.
- Post your stories and invite friends to join the **Make A Difference Day** Facebook page at www.facebook.com/makeadifferenceday.
- Mention HandsOn Network in your Facebook page and we'll be sure to "like", "share" and comment on your post. (To mention us so we'll see it, first "like" the HandsOn Network Facebook Page (<http://www.facebook.com/photos.php?id=647200927#!/HandsOnNetwork?ref=ts>), then, in your wall post, type "@HandsOn Network" and you should see a drop down menu with the name. Select HandsOn Network from the drop down menu. This creates a hot link in your wall post directly to our wall and we'll be sure to see your post!)

Use Twitter

- Share the link to the official **Make A Difference Day** Resource Guide <http://handsonnetwork.org/MakeADifferenceDay> and ask your followers to start their own projects.
- Share the details of your project with your followers.
- The hashtag for **Make A Difference Day** is **#MDD10**. (If you mention @handsonnetwork, we'll retweet it and / or @reply.)

Blog!

- Write a post about why **Make A Difference Day** is important to you and your volunteers.
- Include a profile of the person you are recognizing for your readers. How did their service change the community?
- Send a link to your blog post to connect@handsonnetwork.org and we'll link to it from <http://HandsOnBlog.org>.

Youtube It!

- Answer the blog writing prompt questions on video and upload it to Youtube, then share it with your Facebook and/or Twitter friends.
- Send a link to your blog post to connect@handsonnetwork.org and we'll link to it from <http://HandsOnBlog.org>.



SAMPLE MEDIA ADVISORY

Media Advisory for October 23, 2010

Re: **Make A Difference Day**

For Immediate Release

Contact: [insert contact name, your organization's phone and e-mail]

WHO: [list names of dignitaries attending your event]

WHAT: [briefly describe event]

WHERE: [event address]

WHEN: [event time and date]

WHY: For two decades, USA WEEKEND and HandsOn Network, a business unit of Points of Light Institute, have joined together to sponsor **Make A Difference Day**, the largest national day of helping others. **Make A Difference Day** takes place on the 4th Saturday in October each year.

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For more information regarding **Make A Difference Day** events, please visit: [insert your website] or <http://handsonnetwork.org/MakeADifferenceDay>.



SAMPLE RECRUITMENT FLYER

Make a Commitment to Serve



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Organization
Logo Here



Visit **Make A Difference Day** today
and make a commitment to serve.

