

Do Your Service Day



Leah Simoncelli
Professor Sarah Menke-Fish
University Honors
Fall 2010

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What is Do Your Service Day?

Service has always been a huge part of my life. I am a Girl Scout Gold Award recipient, a brother of Alpha Phi Omega, a national co-ed community service fraternity, and my entire professional background consists of work with non-profit organizations. My current job is running the Eagle Endowment through the Center for Community Engagement and Service. My grandfather received the Citizen of the Year Award, my mother led by Girl Scout troop, and my father routinely plays music at nursing homes. It is my background, my resume, my current life, and my future.

Service is in my blood.

Thus began the idea for a capstone project that would not be a sixty-page research paper. It would not be a play or a sci-fi novel or an opera. It would be a contribution to the AU campus, to my beloved Alpha Phi Omega, and to the DC community.

Do Your Service Day already existed within the walls of the Alpha Phi Omega brotherhood: each year, there was a day where we would do as many hours of service as possible. This event, however, was not available to the entire AU community. I wanted philanthropy – that is, the giving of time and/or money – to be something sexy. I wanted it to be accessible to the entirety of the AU student body. I wanted it to be big and bold and get noticed.

So while spending my semester in Santiago, Chile, I began to plan Do Your Service Day, a campus-wide day of community service with the goal of doing 1,113 hours of service on 11/13.

Then the earthquake came.

The earthquake that struck the south of Chile at 3:47 AM on February 27, 2010 took the homes of 45,000 families. It was an 8.8 on the Richter scale, making it the fifth largest earthquake in recorded history. After traveling to the epicenter in the weeks following the earthquake with one of my classes, I saw towns absolutely flattened. Silenced. Those who fished for a living had lost their source of income, and many of those same families had lost their homes.

Well, what is a girl to do? I had to get back on the bus and go back to my adorable host family's home in the country's capital, at least five hours north of the epicenter, where the only damage was a fallen vase.

So we went back. A group of nine students from AU got on a bus and drove 10 hours south to a small town with the nonprofit organization Un Techo Para Chile ("A Roof for Chile"). Similar to Habitat for Humanity, the nonprofit was faced with building 45,000 temporary homes (*mediaguas*) as well as eventually building permanent housing for the victims of the earthquake. We spent the weekend learning how to build a *mediagua*, sleeping on the floor of a local school with dozens of other volunteers from all around Chile.

I cannot say that I am a great craftsman, that the temporary housing we built was beautiful or spacious or even had entirely straight nails holding it together. However, I can say that I witnessed the spirit of an organization that stretches money as far as it can go to serve as many people as possible, and that the work we did kept a family from the cold during the impending winter months. (Note: the seasons are switched in the Southern Hemisphere, so though the earthquake struck at the end of summer/early fall, the winter months were not far away.)

Back in the United States, I watch my family throw away leftovers that could feed the entire family for whom we built a *mediagua*. The money we use to heat our home could build six more in the south of Chile. It is difficult to decide how to live in the United States after witnessing devastation in other parts of the world. This, of course, is not to say that poverty does not exist throughout the US; it is rather that the money we spend here is worth significantly more in Chile, and a philanthropically-minded person can capitalize on that idea.

This idea turned Do Your Service Day from a DC-focused event to a fundraising and service event with an international reach. Brothers of Alpha Phi Omega who were studying abroad that semester were encouraged to do service on 11/13/10 in their respective countries, and we began brainstorming ideas for fundraising events for Un Techo Para Chile.

This document will serve as legacy notes for the next brave soul who takes on Do Your Service Day, but can also be a useful tool in planning any service or fundraising-related project on AU's campus. I sincerely hope that this campus will see a Do Your Service Day 2011, 2012, 2013, and so on, and that the following pages will guide students in a successful execution of the event.

In leadership, friendship, and service,

Leah Simoncelli
American University 2011
Ls1808a@american.edu



Left: Leah Simoncelli, Chairperson, Do Your Service Day

Right: Emily Heltzel, President – Fall 2010, Alpha Phi Omega

Executive Summary

Do Your Service Day was a campus-wide day of community service that doubled as a fundraiser for Chilean disaster relief. The event was held on Saturday, 11/13/10, with the goal of doing 1113 hours of service in one day. The event headquarters was in the Tavern at American University, but sites for service projects ranged from Turtle Park near AU's campus to the Deanwood Library to the Cystic Fibrosis Foundation's annual Breath of Life gala. On-campus service began at 6 AM and ended at 8 PM, while off-campus projects began as early as 7:10 AM and went until 1 AM the next morning. Breakfast as well as snacks and drinks were provided for volunteers throughout the day, including Chilean empanadas donated by local DC restaurant Julia's Empanadas. A pizza eating competition was held from 12 PM to 3 PM – the team of 4 that could eat a pizza in the fastest amount of time won a gift card for more pizza. Each volunteer was given a raffle ticket per hour of service, and at 8 PM there was a raffle drawing for an iHome, gift certificates to Angelico's and Boeysmonger's, and three year-long memberships to the Capital Bikeshare program. By the end of the day, approximately 200 students completed 1,195 hours of service (including one abroad student's project in Costa Rica) and raised \$767.25 for victims of the Chilean earthquake through Un Techo Para Chile.

Objectives: Do as many hours of service as possible with as many participants as possible on 11/13/10. **Service hour goal:** 1113. Make philanthropy something that is accessible to all students. Introduce students to Alpha Phi Omega and other groups committed to service. Serve as a platform for uniting students and student groups with similar interests. Inspire continued service. Increase awareness of the Chilean earthquake and the need that is still so high even after the media coverage fades. Raise money for Un Techo Para Chile, a nonprofit organization that builds temporary and permanent housing for victims of the earthquake and tsunami.

Who Was Involved?

Leadership Team

I served as the Do Your Service Day Chairperson and headed the planning and implementation of the entire project. I had a Do Your Service Day Committee consisting entirely of APO brothers who helped with initial planning, solicited donations, helped to recruit volunteers, set up and broke down the event, and took care of any details on the day of the event.

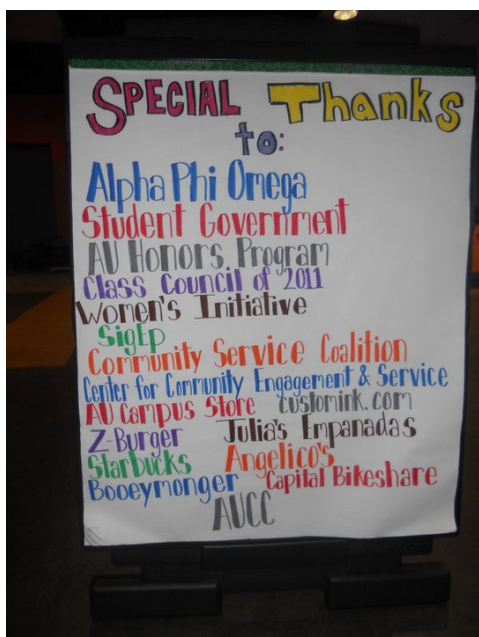
Recruiting Volunteers

This will be discussed in further detail in the “Advertising Methods” section beginning on Page 15, but everything from word-of-mouth to posters to social media was used to register nearly 200 students.

Sponsors

Groups that donated financially to support the event include: the American University Honors Program, Alpha Phi Omega national community service fraternity – Eta Phi chapter, American University Student Government, Women’s Initiative, Sigma Phi Epsilon, Phi Sigma Sigma, the Class Council of 2011, AU Club Gymnastics, AU Club Men’s Lacrosse, and the Residence Hall Association.

The Center for Community Engagement and Service was a great resource for expertise in service planning as well as office supplies.



The Community Service Coalition was vital to recruiting volunteers for off-campus service.

AU Book Store donated helium balloons for the event.

Starbucks donated gallons upon gallons of coffee.

Julia’s Empanadas, a local business run by a Chilean woman, donated 100 mini empanadas for volunteers.

AU Club Council donated an iHome for the raffle.

Boeymonger’s donated a \$20 gift card.

Angelico’s donated a \$20 gift card.

A contact from the Arts on Foot program donated 3 Capital Bikeshare yearlong memberships.



Timeline

May:

- Brainstorm! Think of themes, think of service sites, and think of who you want on your team to make Do Your Service Day the best it can be. Create an outline with the who/what/when/where/why of the event so that you have a starting point.
- Request a space on campus for the event – I suggest the Tavern. If you can't request a space on campus, have the leader of your organization do so.

June:

- Approach potential major sponsors within the school, including the Center for Community Engagement & Service and the Community Service Coalition.
- Research costs of all necessary materials (flyers, banners, food, t-shirts, etc.) and make a list of possible funding sources and add any grant deadlines to this timeline! Google Youth Service America and get on their email list for lots of grant opportunities.

July:

- Begin contacting potential sites for service projects. Very few nonprofit organizations will have dates set for programming in November with the exception of large fundraisers/galas.

Mid-August:

- Approach potential Honors Capstone advisors. You'll want their support and expertise early on. Meet with them/email them throughout the semester to check in and make sure you're staying on track.

Last week of August:

- School begins! Meet with your advisor and go over the things you'll need to work on together.
- Begin applying for food donations from corporations – most want at least 6 weeks advance notice.
- Design a t-shirt and logo for water bottles.

- Sign up for Student Activities 101 and Finance 101 as soon as they are offered. This will help you immensely in understand the processes necessary to make any event happen on AU's campus as a Student Activities-recognized club or organization.

First week of September:

- Create a committee within your organization to help plan the event and have an initial planning meeting with them, including someone to document the process through film and photos. Meet every 2 weeks until a month before the event, when you should meet weekly the go over details and stay on the same page.
- Place your t-shirt order with a Student Activities-approved vendor at least 2 months before your event. This should give you plenty of time to get through all the steps of the process (Student Activities, Finances, and the Controller's Office) to ensure your t-shirts arrive on time.

Mid-September:

- Get your Honors Capstone project approved. Your Capstone proposal and grant proposal will be due around this time.
- Create first draft of all marketing materials: banners, posters, letters of request for local businesses and on-campus sponsors, media alerts and press releases (for internal use only – AU Media Relations has strict rules here).

Late September:

- Familiarize yourself with Google Forms or another website that allows you to post a registration form and tabulates the respondents for you. This is where you'll post service projects and track volunteer sign-ups as the opportunities become solidified.
- Get in contact with all service sites to see if they can commit to Do Your Service Day – 15 sites is reasonable.

First week of October:

- Finalize and order all marketing materials. The UPS store on campus will do color copies, but the AU Club Council also offers color copies to student groups, and other sponsoring organizations may allow you to make color copies using their resources.

Mid-October:

- Begin advertising campaign on campus (a banner in the parking garage, a notice in Today@AU, etc.)

- Continue to secure food donations, sponsorships from local businesses, and sponsorships from on-campus organizations.
- Attend student group meetings to encourage them to sign up for Do Your Service Day. Ask professors if they will allow a 5-minute presentation at the very beginning or end of class and do the same.

Late October:

- Purchase all necessary items for service projects (craft supplies, gardening tools, whatever the case may be).
- Pick up checks/raffle items from local businesses.
- Create and send media alert to internal AU media (The Eagle, AU Media Relations, etc) about the event.

First week of November:

- Create schedule of volunteers to run the registration table and assign volunteers from your organization.
- Create an evaluation form for participants to complete after participation in Do Your Service Day.

1 week before event:

- Hold a fundraiser for Do Your Service Day (or for a specific cause that Do Your Service Day supports) at a local restaurant like Z-Burger, Robek's, or Chicken Out. This can be planned quickly and mobilized through a Facebook event.

2 days prior to event:

- Send reminder email to all participants.

1 day prior to event:

- Send email with final details (what to wear, where to meet, etc.).

Day of event:

- Have committee to set up, committee to do registration table, press corps to document the event, point person to run any last-minute errands/encourage participation, and committee to clean-up.
- ENJOY THE DAY!

1 day after event:

- Follow up with on-campus media.
- Follow up with community partners (nonprofit organization volunteer coordinators) to make sure everything went smoothly and get testimonials for legacy notes.
- Send evaluation form (online survey) to all participants.

1 week after event:

- Compile all photos, evaluation forms, media coverage, testimonials, etc. to be part of the legacy notes for next year's chairperson.
- Created detailed legacy notes and make recommendations for next year.

Service Projects

Do Your Service Day had 12 off-campus sites (11 in the DC Metro area and one with an abroad brother in Costa Rica) as well as three on-campus projects which are detailed below.

All Service Projects

Project	Start Time	End Time	Hours	Brothers	Outside	Hours	Transportation
Casey Trees	7:10 AM	1:00 PM	6	4	2	36	metro
Breath of Life Gala 1	8:00AM	5:30 PM	9.5	18	0	171	metro
Breath of Life Gala 2	4:00 PM	1:00 AM	9	33	0	297	metro
A Wider Circle	8:30 AM	4:30 PM	8	4	2	48	AUTO
We are Family	9:00 AM	2:00 PM	5	9	4	65	metro
DC Scores!	9:00 AM	1:00 PM	4	3	0	12	Metro
YMCA Gala	4:30 PM	1:30 AM	9	5	0	45	metro
Saturday Seniors	12:00 PM	4:00 PM	4	2	0	8	metro
Martha's Table	10:00 AM	3:30 PM	5.5	4	0	22	metro
Registration Table	6:00 AM	8:00 PM	2	21	0	42	on campus
Prevention Works!	11:00 AM	3:00 PM	4	0	7	28	AUTO
City-Gate	11:30 AM	4:00 PM	4.5	1	8	40.5	metro
Turtle Park	8:30 AM	2:30 PM	6	6	2	48	walkable
Costa Rica Farm	morning	afternoon	5	1	17	90	n/a
On-Campus Service	All Day	6 AM–8 PM		20	33	242.5	on campus
TOTALS				131	75	1195	

Off-campus Service Projects

- *Casey Trees – tree planting
- *Breath of Life Gala (Shift 1 and 2) – annual fundraising gala for the Cystic Fibrosis Foundation
- *A Wider Circle – furniture deliveries with the nonprofit founded and run by previous AU professor Dr. Mark Bergel
- *We Are Family – grocery deliveries to senior citizens
- *DC Scores! – on-site envelope stuffing for nonprofit that brings soccer programs to inner-city students
- *YMCA Gala – annual gala for YMCA Reston
- *Saturday Seniors – sandwich making for senior citizens
- *Martha's Table – cleanup over children's area
- *Registration Table – APO brothers registered volunteers, got them raffle tickets and t-shirts, and directed volunteers
- *Prevention Works! – group of Eagle Endowment grant recipients returned to Prevention Works! to make hundreds of safe sex kits and over a thousand wound care kits for HIV/AIDS prevention
- *City-Gate – game day at Deanwood library with students from Northeast DC
- *Turtle Park – clean up of park down the street from AU
- *Costa Rica Coffee Farm – an abroad APO brother took her TA, professor, and classmates to a Costa Rican coffee farm to beautify it for future tourism

Volunteers in Action



Do Your Service Day volunteers clean up Turtle Park near American University so it can once again be a safe place for children to play.



Volunteers created cards in English and in Spanish to thank Bon Appetit and Aramark employees for all the work they do for AU students.

On-campus Service Projects

The following signs were posted at each table where students could drop in and do on-campus service projects for as long or as short as they pleased.

HATE CANCER? LET'S DO SOMETHING ABOUT IT!

Follow the direction sheet to make spy glasses and tags for the Leukemia and Lymphoma Society's next fundraiser!

The work you do today means more time for LLS employees to tackle the big issues.

SAY THANKS TO THE BON APPETIT AND ARAMARK EMPLOYEES!

Know a little Spanish? Know a little
English? Either one works!

Take a second to say thank you for all
that they do for the students of AU.
Bilingual cards are best.

MAKE DECORATIONS FOR GEORGETOWN CHILDREN'S HOSPITAL!

Turkey hands? Autumn leaves? Shining
sun? Smiley faces?

It's all fair game!


Cheer up the patients at Georgetown
Children's Hospital with your
fall/Thanksgiving themed decorations.

Advertising Methods

Every advertising method available to you should be utilized. Student Activities has a digital version of the “Student Activities Advertising Guide” that you can request from your advisor. It outlines each method and the process necessary to follow the university’s guidelines.


The following are examples/templates for Do Your Service Day.

Flyers



11/13—THIS SATURDAY
1113 HOURS OF SERVICE
DO YOUR SERVICE DAY

1. JOIN OUR FACEBOOK GROUP:
“Do Your Service Day 11/13/10—sign up here!”
to sign up for off-campus service




2. DONATE!
Your money supports
Chilean earthquake victims.

FREE TEES FOR
THE FIRST 300
SIGNED UP FOR
SERVICE!

FREE SNACKS AND
COMPETITIVE
PIZZA-EATING
FUNDRAISER!

3. ONLY HAVE AN HOUR?
Join us in the MGC marketplace
between 6 AM and 8 PM
for on-campus service


Questions? E-mail Leah Simoncelli at serviceday@auapo.org






SigEp




AU CLUB GYMNASTICS








Women's Initiative




Facebook logo (can make this your profile picture)



E-mail blasts

The part in bold can be sent by itself, or you can use entire email for organizations that have expressed interest and want more detail. Student Activities can provide a list of all sponsored clubs and organizations, and you can ask the president of these clubs/organizations to send the email out through their listserv.

Do Your Service Day is a campus-wide day of community service for the AU community. The goal is to have at least 400 participants do 1,113 hours of service on 11/13. Do Your Service Day doubles as a fundraiser for Un Techo Para Chile, a nonprofit that is working to rebuild the homes of the 45,000 ...families who lost them during the Chilean earthquake. The first 300 participants will receive a free t-shirt! Snacks and supplies will be provided to all volunteers. Find more information on our Facebook page "Do Your Service Day 11/13/10 - sign up here!" or at the following link: <http://www.facebook.com/home.php?#!/event.php?eid=159631580742920>.

So how can you get involved?

- OFF-CAMPUS SERVICE: Choose an off-campus project from the list below, and follow the link to fill out a quick registration form. All the info you need will be there, and you will have a group leader to take care of all the details. JUST CLICKING "ATTENDING" DOES NOT RESERVE YOUR SPOT FOR A SERVICE PROJECT -- PLEASE REGISTER! *APO brothers, please sign up on the APO website, not here.

- ON-CAMPUS SERVICE: Come to the MGC Marketplace anytime between 6 AM and 8 PM on Saturday, 11/13/10, and there will be a variety of on-campus service projects available to any AU student who wants to volunteer. There will be decoration making for Georgetown Children's Hospital (turkey hands, anyone?), card-making for Bon Appetit and Aramark employees, and a special project for the Leukemia & Lymphoma Society.

-EAT Z-BURGER: Come to Z-Burger on Tuesday 11/9 between 6 and 9 PM to raise money for Un Techo Para Chile!

- EAT PIZZA: APO will be sponsoring a Team Pizza Eating Contest. Teams of four can sign up for \$5 each (\$20 per team) and compete to see how fast they can finish one pizza. The team who finishes the fastest will win a prize of a \$75 pizza gift card. Sign-up to compete at the tables in MGC the week leading up to Do Your Service Day.

- DONATE: Any contribution to Un Techo Para Chile would be greatly appreciated. We will have information about the organization and a bucket for monetary donations to a really worthy cause -- www.untechoparachile.cl.

A special thanks to Alpha Phi Omega, the American University Honors Program, American University Student Government, Women's Initiative, the Center for Community Engagement and Service, the Community Service Coalition, Sigma Phi Epsilon, Phi Sigma Sigma, the Class Council of 2011, AU Club Gymnastics, and the Residence Hall Association.

Check back for more details! More projects will be posted soon, including an event with seniors and a project with Martha's Table!

Contact Leah Simoncelli at serviceday@auapo.org if your organization would like to sponsor a table at the event, or with any questions about Do Your Service Day!

YMCA Reston Gala 4:15 PM - 1:30 AM

<https://spreadsheets.google.com/viewform?hl=en&formkey=dHdoUjNsUHFfQWFYQmJWWlk3QmhMOFE6MQ#gid=0>

Grocery Deliveries with We Are Family 9 AM - 2 PM

<https://spreadsheets.google.com/viewform?hl=en&formkey=dFcocVJaVnlZ2tCVU1PX29HcUZ4MHc6MQ#gid=0>

A Wider Circle 8:30 AM - 4:30 PM

<https://spreadsheets.google.com/viewform?hl=en&formkey=dGo3Ql9yTGljYW4wUoljZjltSUo5akE6MQ#gid=0>

Tree Planting with Casey Trees 7 AM - 1 PM

<https://spreadsheets.google.com/viewform?hl=en&formkey=dGU3dTgwR2dLSG5COEFoUkdzb2RZQ3c6MQ#gid=0>

Clean Up Turtle Park 8:30 AM to 2:30 PM

<https://spreadsheets.google.com/viewform?hl=en&formkey=dGINOUVGMVpQMjBINVMoWUJDRIgnUUE6MQ#gid=0>

City-Gate Game Day at Deanwood Library! 11:30 AM to 3 PM

<https://spreadsheets.google.com/viewform?hl=en&formkey=dDlFWkF5LTBEME8tcW13T2V1M2NQdoE6MQ#gid=o>

Today@AU

A month before the event, submit an announcement with the date of the event and a Facebook page where more information can be found. Two weeks and one week before the event, do the same. Also submit a request for the day of the event so last-minute volunteers can do on-campus service.

Logo (for use on flyers, in ask letters, on directional posters for the event, etc.)



Chalking

Chalk is available from Student Activities by request.



Social Media

- Facebook Page
- Facebook picture as Do Your Service Day logo
- Facebook statuses with Do Your Service Day page tagged
- Twitter hashtag #dysd

- Add link to others' social media pages! Ex: KOGOD Marketing linked to the Facebook page at the Twitter page. Additionally, Un Techo Para Mi Pais, the umbrella organization for Un Techo Para Chile that includes similar programs in many different countries, included a story about Do Your Service Day from the AU website on its Facebook page for U.S. Volunteers (see Page 33 under "Internal Press Coverage" for more details). This connection was made by an AU alumna who works for Un Techo Para Mi Pais; a friend forwarded her the Facebook event and she contacted me. You never know who friends of friends of your friends know!

Word-of-mouth

This really cannot be overestimated in its importance. Get people talking about the event, have those signed up tell their friends, and pick out "opinion leaders" (students who are thought of as leaders on campus) to be your ring leaders for getting the word out.

APO chapter meeting

If you are a brother of APO and are organizing this event, make sure you announce the event at one of the first chapter meetings of the semester, and bring make announcements often so more brothers sign up for service. If you are a member of another organization, do the same at your meetings but be sure to include the Service Vice President (service@auapo.org) in your plans and attend an APO chapter meeting to get as many brothers signed up as possible.

Community Service Coalition weekly meeting

Attend a Community Service Coalition meeting to get volunteers signed up. Because the Coalition is made up of many different participating organizations, ask members to spread the word to their respective organizations. It is a prime networking situation.

Signage

Balloons

Helium balloons were donated by the AU Campus Store. Note that the Campus Store doesn't open until 10 AM on Saturday, so balloons would not be available until that time for a weekend event.



Yard Signs

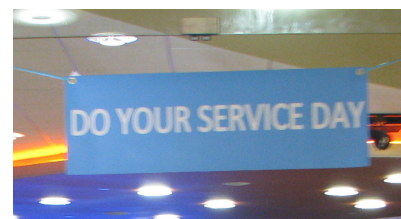
The AU Methodists were happy to allow us to borrow their yard signs and tape our flyers to them for the day of the event so that passersby could be a part of Do Your Service Day.

Parking Garage Sign

You can buy a large white "banner" (about the size of a twin size bed sheet), paint it, and hang it in the Bender Arena parking garage as long as Student Activities approves the sign first.

Banner

I used funding from the Honors Capstone grant to buy a 3 foot by 1 foot blue-and-white sign that says "DO YOUR SERVICE DAY" which can be used every year.



White Board

The Career Center has a portable white board that they lent to us for the day of the event.


Directional Signs

University Event Scheduling, which books spaces on campus, has directional signs and an easel that can be used for events upon request. The Center for Community Engagement and Service also has a large easel that can be borrowed by request.



Financials

There are pockets of money throughout the organizations of American University: you just have to know where to look. The financial sponsors listed below are a good place to start, but the list is certainly not exhaustive.

Funding for T-shirts		
Purchase	Cost	Source of Funding
300 Do Your Service Day t-shirts 	\$500	Student Government
	\$500	Residence Hall Association
	\$250	AU Honors Program
	\$300	AU Class Council of 2011
	\$250	Women's Initiative
	\$252.50	Alpha Phi Omega
Total	\$2052.50	

Funding for Advertising Materials		
Purchase	Cost	Source of Funding
Chalk		AU Honors Program
Banner	\$45	AU Honors Program
Color copies	\$44.25	AU Honors Program
Supplies for parking garage banner	\$18.26	Alpha Phi Omega
Total		

Funding for Event Materials		
Purchase	Cost	Source of Funding
Art materials for card-making (CVS)	\$66.37	Alpha Phi Omega
Total		



Fundraising for Un Techo Para Chile (“A Roof for Chile”)

Z-Burger Fundraiser	
Type of donation	Donation Amount
Percentage of business increase	\$80
Cash	\$32.25
Total	\$112.25

The fundraiser was held on Tuesday, November 9 from 6 to 9 PM. We received a percentage of how much business increased that night as compared to an average night. We were permitted to decorate the entire restaurant with flyers, a bedsheet-size banner hung below the restaurant sign outside, signs above the register, and a sign in the window that spelled “SUPPORT CHILEAN EARTHQUAKE VICTIMS.”

The following was used both in full-page flyer form and as a ¼ page hand-out as a tool to supplement word-of-mouth marketing of the fundraiser.



**Z-BURGER
FUNDRAISER
TODAY
6 PM TO 8:30 PM
PROCEEDS BENEFIT THE
VICTIMS OF THE CHILEAN**



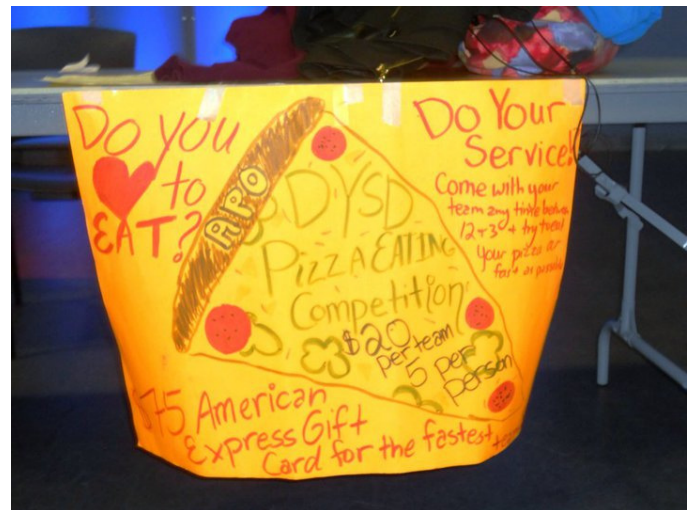
Table Sponsorships at the Do Your Service Day Event	
Sponsoring Club	Sponsorship Amount
AU Club Gymnastics	\$100
AU Men's Club Lacrosse	\$100
Sigma Phi Epsilon	\$50 (Co-sponsor)
Phi Sigma Sigma	\$50 (Co-sponsor)
Total	\$300

Groups interested in sponsoring a table at the event (i.e. a name placard designating the table they sponsored) could donate \$100 to Un Techo Para Chile to do so. \$50 co-sponsorships were also available.



Pizza-eating Competition at Do Your Service Day	
Number of teams	Cost per team
7	\$20
Total	\$140

The Pizza-eating fundraiser at Do Your Service Day was held from noon to 3 PM. A team of 4 had to eat a pizza as fast as possible. Each team was timed separately, and the winning team won a \$75 gift card for more pizza. Seven teams participated, each making a \$20 donation to Un Techo Para Chile in order to be part of the competition, meaning a total of \$140 raised. Pizzas and the gift card were paid for from the Alpha Phi Omega Treasurer's budget, so the competition was entirely profit.



Penny Wars Competition	
Name of Organization	Donation Amount
Total raised	\$268.05
Alex's Lemonade Stand	\$134
Un Techo Para Chile	\$134

Alpha Phi Omega held a competition among its brothers for two weeks called Penny Wars. Each family had a jar for donations of coins and dollar bills. Pennies added to the family's total, while silver coins and dollar bills subtracted from the total. The family with the most money (or least amount of "negative money") won the competition.

Each family within APO chose a nonprofit organization; half of the money went to the winning family's chosen organization, and the other half went to Un Techo Para Chile. The winning family, Hedge, chose Alex's Lemonade Stand (a nonprofit that fights childhood cancer) as its nonprofit of choice. The total amount of money raised was \$268.05, so \$134 was donated to Alex's Lemonade Stand, and \$134 to Un Techo Para Chile.



Raffle

Because one of the goals of Do Your Service Day is to have participants do as many hours of service as possible, a raffle was a way to encourage this: one raffle ticket was given per hour of service. Donations were accepted, benefitting Un Techo Para Chile.

Note: Raffle tickets are available for free through Student Activities.

The prizes included three year-long Capital Bikeshare Memberships, an iHome, one \$20 gift card to Angelico's, and one \$20 gift card to Boeeymonger's.



Other donations	
Type of donation	Donation Amount
Checks	\$55
Cash	\$26
Total	\$81

Donations received from tabling the week prior to the event, at the Z-Burger fundraiser, and at the Do Your Service Day event.



Volunteer vest from working with Un Techo Para Chile in the south of Chile after the earthquake.

Fundraising Ask Letter

3 November 2011



To Whom It May Concern,

I'm writing to inform you of an opportunity to support community service initiatives right here in DC through a student-led project at American University. On November 13, 2010, American University students will be participating in a campus-wide event called Do Your Service Day. Students will take part in community service projects all over the city and on AU's campus, ranging from tree plantings to supporting the Cystic Fibrosis Foundation's fundraising gala to making cards for seniors and decorations for area hospitals. The goal is to complete 1,113 hours of service on 11/13 through the work of at least 400 participating students. In order to make this event a success, we need the financial support of local businesses and on-campus organizations in order to provide food, t-shirts, and supplies to all volunteers.

The event will double as a fundraiser for the nonprofit organization Un Techo Para Chile ("A Roof for Chile") that is currently working to help the 45,000 families that were displaced by the devastating Chilean earthquake earlier this year. Any money that is not used specifically for the event will be donated to Un Techo Para Chile (untechoparachile.cl). In this way, you are supporting a local community service event that also has an international reach. There are two levels of support available to community and on-campus partners:

Diamond Level: \$100 donation – Gold Level: \$50 Donation

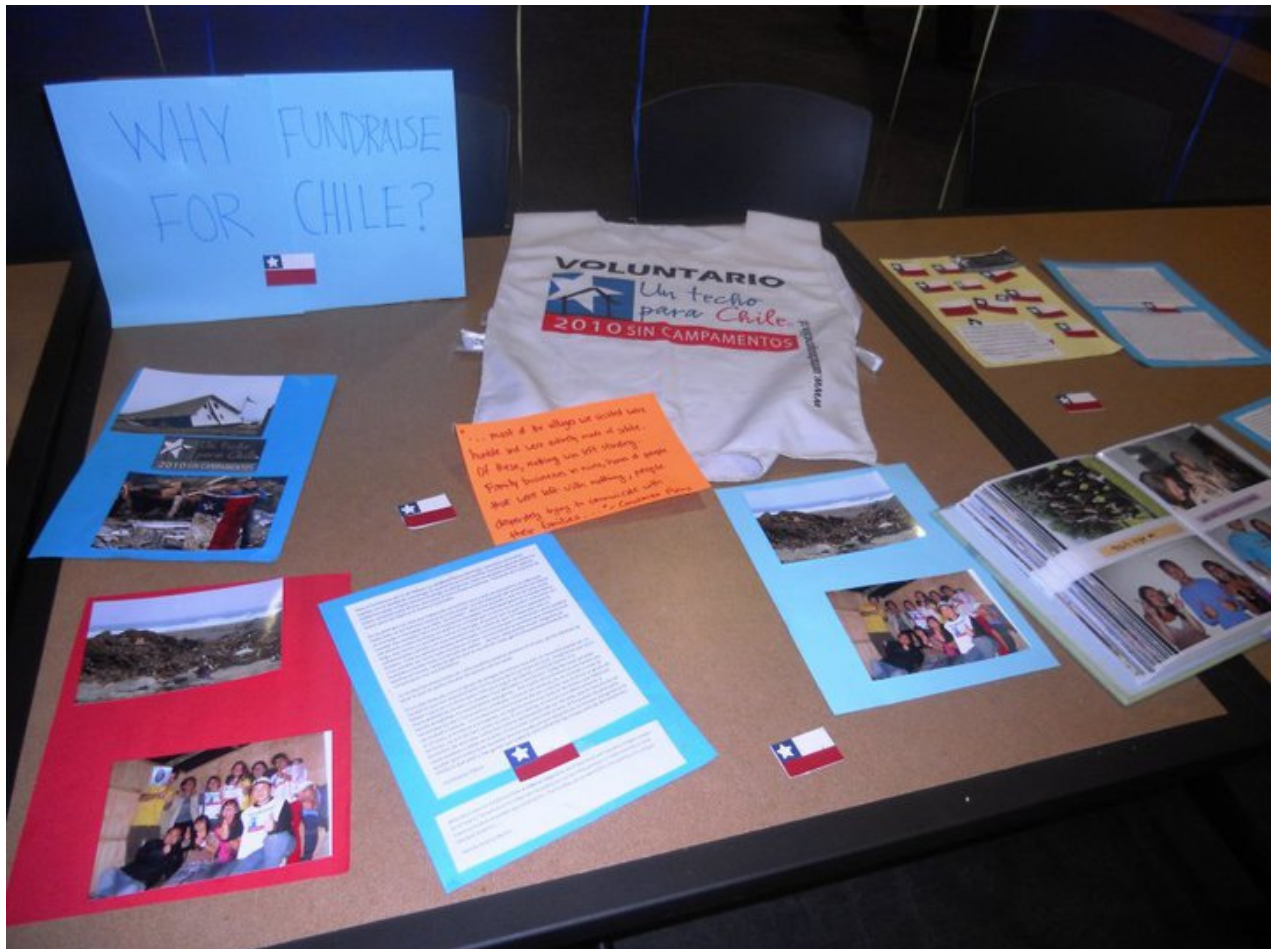
\$100 will allow your organization to sponsor a table at our event where the on-campus service projects will take place. \$50 will get you a shared table co-sponsorship with another organization. Your logo and any information about your business/organization you'd like to submit will be featured at our registration table on the day of the event, and mentioned in all publications about Do Your Service Day. Checks can be made out to American University with Alpha Phi Omega – Do Your Service Day in the memo line.

Please contact Leah Simoncelli at serviceday@auapo.org or (724)396-1506 for more details about supporting Do Your Service Day. Thank you for your time and consideration.

This event is supported by the American University Honors Program, Alpha Phi Omega national community service fraternity – Eta Phi chapter, American University Student Government, Women's Initiative, the Center for Community Engagement and Service, the Community Service Coalition, Sigma Phi Epsilon, Phi Sigma Sigma, the Class Council of 2011, AU Club Gymnastics, and the Residence Hall Association.

Why Fundraise for Un Techo Para Chile?

A table was set up at the Do Your Service Day event (pictured below) where attendees could look at my photo album from my stay in Chile including photos of the destruction caused by the earthquake and tsunami. There was also an explanation of why we were fundraising, printed pictures of the south of Chile in the weeks after the earthquake, and stories from locals about their experience.



Earthquake stories

I asked my Chilean friends and one Chilean student who is at AU for the year to recount the stories of where they were and what happened in the aftermath of the February 27, 2010 earthquake. These stories were displayed in Spanish at the event, with highlights that I translated into English for the display.

Examples:

“All the vases, decorations, and frames started to fall to the floor... imagine the sound!...the scariest part was that I wasn’t with any of my family.” – Diego Ignacio Adriazola Sandoval

“[We were camping in Argentina and] the people who were next to us asked if we were Chilean and told us that in the early morning there was an 8.8 earthquake in Chile that affected the south central zone, and we went to a business close to the camping ground to find a phone or something so we could communicate with someone, but they had a TV with the Spanish CNN channel where they only showed images of destruction...” – Guillermo Alejandro Leon Cajas

“... most of the villages we visited were humble and were entirely made of adobe. Of these, nothing was left standing. Family businesses in ruins, homes of people that were left with nothing, people desperately trying to communicate with their families...”

– Constanza Palma

“We are nothing compared to this enormous planet, we are nothing compared to nature, and we were part of something that definitely united us on a global level.”

– Andrea Gaete Moreno



House in Iloca, Chile where the earthquake struck then was followed by a tsunami.

Reflections

When volunteers returned to the Tavern, I asked them to reflect on the service they had done that day. What did service mean to them? Why did they come to Do Your Service Day?

The following are some of the responses:

“Service means giving back to the local or larger community that gives so much to me. Designing new technology makes small advances, but serving each other is the only way in which our world will really progress.”

“Service is making our world a better place to live, one little action at a time.”

“...most notably participating TWICE in the pizza eating contest... All proceeds to Un Techo Para Chile so the nausea was worth it!”

“I came to serve because I love volunteering and when we all work together it makes the world a better place.”

“Today, I helped plant trees with Casey Trees! It was awesome and now I know how plants work so I can have one someday!”

“Service is a great thing to do and my neighbor mentioned it to me last night... so why not?”

“Service means being selfless and helping people out. It means putting others before oneself.”

Legal Issues

Waivers

If student travel is dictated, that student must sign a waiver. If students will be riding in an AUTO van or any other vehicle and that is their only transportation option, they must sign a waiver. If a group leader, however, suggests several transportation methods and students are free to choose with method they will take, a waiver is not necessary.

These waivers can be found outside the Student Activities office.



Pizza-eating competition

Eating two slices of pizza as fast as possible is considered a “high risk” activity by American University. Each participant was required to sign a waiver in order to participate. This is no large barrier, but rather a warning: make sure you check with your Student Activities advisor about all aspects of your event to avoid liability issues.

Again, these waivers can be found outside the Student Activities office.

Photos

Post a sheet at each entrance to the event that says something to the effect of, “By entering this event you consent to having your picture taken for an Honors capstone document and use on the Alpha Phi Omega website.”

Also make a note on the registration form that photos may be taken but will not be used to make money.



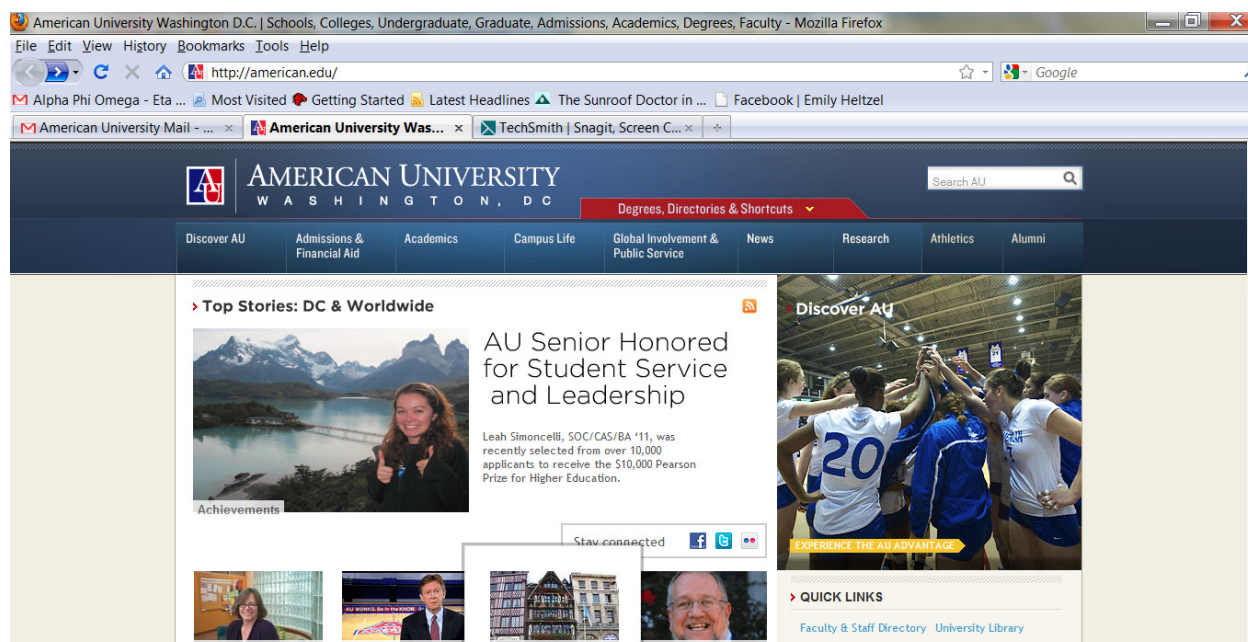
Press Releases

AU students and many AU offices are not permitted to send out press releases, unless they are internal. That is, I can send a press release to *The Eagle*, as long as it is not meant for outside publication. Everything must be done through AU Media Relations.

Internal Press Coverage

The American University website featured an article about Do Your Service Day and the Pearson Prize for Higher Education that I had recently been awarded for my commitment to service. It remained the main story on the AU website for nearly a week.

This story was also featured on the U.S. Volunteer Facebook page of Un Techo Para Mi Pais, the umbrella organization for Un Techo Para Chile and similar programs in other countries.



The full story is on the following page.



AMERICAN UNIVERSITY
WASHINGTON, DC

ACHIEVEMENTS

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AU Senior Honored for Student Service and Leadership

By Tony Azios

November 19, 2010

More than 10,000 undergraduates applied for the first Pearson Prize for Higher Education, an award recognizing community service and leadership. Only 20 received the Pearson Foundation's top prize of \$10,000. Leah Simoncelli, SOC/CAS/BA '11, was one of those 20.

Simoncelli applied for the competitive prize while studying abroad in Chile, where she assisted communities affected by two natural disasters that struck on February 27, 2010.

"I had wanted to go to South America for years and years," says Simoncelli. "Finally, in my junior year, it was my turn."

However, 10 days into her program in Santiago, Chile, her dream semester suddenly turned tragic as a magnitude 8.8 earthquake struck. It was one of the strongest earthquakes in recorded history, and caused a tsunami that swept over coastal towns throughout the country within 30 minutes. At least 45,000 families lost their homes, and the nation's infrastructure was paralyzed.

Along with other students in AU's Santiago program, Simoncelli sprang into action. She traveled south by bus to the epicenter of the disasters to partner with the local chapter of international aid organization Un Techo para Mi País (UTPMP: A Roof for My Country). There, she helped to build temporary housing for affected families, and was particularly moved by the young children who were too afraid to walk near the ocean after surviving the waves that destroyed their towns.

Following her time abroad, Simoncelli continues to lend a hand to her former host country, while simultaneously serving communities on and off AU's campus. As the AU representative for Alpha Phi Omega, a national, co-ed service fraternity with active chapters on more than 350 college campuses, she helped to organize this year's annual Do Your Service Day on November 13. Participating AU students surpassed their goal and collectively dedicated 1,195 hours of service to a variety of local nonprofit and community organizations in just one day. The projects included cleaning up Turtle Park, working with at-risk children through City Gate, and assisting the Cystic Fibrosis Foundation with a fundraising gala.

Closest to Simoncelli's heart, however, are the efforts she spearheaded to help the Chilean earthquake victims. She raised \$700, as well as the campus community's knowledge of the ongoing struggle there to rebuild.

"I probably can't get back to Chile to help anytime soon, but I can raise money and awareness to help the people who lost their homes and sources of livelihood," says Simoncelli.

Alpha Phi Omega faculty advisor Professor Paul Albergo, SOC, provided significant support for both Simoncelli's Pearson Prize application and her ongoing service work.

"Leah is affable, organized, dedicated, and an all around great student," he says.

Simoncelli is also a Presidential Scholar in University Honors, has served as coordinator for the AU Eagle Endowment for Public and Community Service, and completed internships with the Montgomery County Community Foundation and Community Foundation of Westmoreland County, PA.

Working closely with the Career Center's Office of Merit Awards, Simoncelli recently completed a Fulbright Grant application. If selected, she will serve as an English teaching assistant in Argentina, and hopes to continue her public service work with homeless populations there. She is also looking into working further with UTPMP's Argentina branch.

For now, Simoncelli is ecstatic to have been chosen among so many applicants for the Pearson Prize. The rigorous application process included submitting an essay, letters of recommendation, a college transcript, and later, a personal video. Simoncelli filmed the video above at her host-mother's dining room table in Santiago.

The Pearson Prize provides assistance to students who may have been bypassed by the traditional scholarship system, whose off-campus achievements outshine their academic performance, or who may have discovered their direction or engaged their real passion after their freshman year.

Students inspired by Simoncelli's story may apply for the 2011 Pearson Prize starting January 15, 2011.

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Student Work

Two students decided to take on Do Your Service Day as a visual media project.

Christina Charley, an undergraduate AU student, created a short video of the event, which she attended with some of her sorority sisters. A DVD of her video is provided along with this document.

Konstantin Vengerowsky, a graduate student at AU, created a story which he narrated, using pictures I provided and an interview. The video was posted to YouTube and can be found at <http://www.youtube.com/watch?v=vJmGZDWXDVI>. A screenshot of the video is below.



Recommendations for Fall 2011

Plan, plan, plan.

Plan early. Plan EARLY. Begin your planning process the semester before you'd like your event to take place. Follow the timeline provided, or at least read it over so you have a good idea of how early you need to begin the process.

Take Student Activities 101 and Finance 101 before you start (assuming your club/organization is under Student Activities, as Alpha Phi Omega is). These will be invaluable tools in allowing you to both understand processes and sign off on documents.

Apply for food donations at least 2 months in advance. Most chain restaurants want requests six weeks in advance, and some even longer. Ask everyone in your organization for the contacts they have in local restaurants, and use them. In today's economy, food donations are harder and harder to come by – but it is certainly worth the effort to ask.

Order t-shirts 2 months in advance. If your event is in mid November, then your t-shirt order should be submitted to Student Activities in the first couple of weeks of school. This is why prior planning is so vital. Once the order has been submitted, follow the t-shirts through each step of the process. The order goes through your advisor in Student Activities, then their Finances Department, then the Office of the Controller, then to the t-shirt company (in this case, Custom Ink). Be sure to receive a confirmation on the order each step of the way. The t-shirt company should be an approved vendor of Student Activities.

Make it bigger and better.

Do Your Service Day has the potential to be an inter-university event. There are chapters of Alpha Phi Omega at many local universities, and there are certainly students eager to volunteer at a university you would contact. The seed has already been planted, and AU organizations have already sponsored the event: the next step is to expand the event to a larger DC community. A reasonable goal would be to increase the numbers of the event by 25% next year.

With no precedent, AU completed 1,195 hours of service in one day.

Just think of what can happen next year!