

Community Impact Day – Implementation Core Process

Program Management Overview

- 10 Months Out
 - “Save The Date” Page Live – promoting the program and collecting emails for those who want to be notified when the signups are released
 - Invitation Sent To Former Volunteer Host Locations – “start dreaming up your Wishlist” and key dates they should know
- 8 Months Out
 - Nonprofit Project Submissions Link Released – plug in projects to the Sign Up Genius as they are received
 - Social Campaign Promoting Volunteer Locations Begins – each nonprofit receives their own social post, or we group them by organization type
- 6 Months Out
 - Volunteer Leads Select Key Locations – we utilize our board, ambassadors, leadership program, and sponsors to lead a location
 - They are responsible for recruiting 10 volunteers to that location and keeping morale high during the actual volunteer day
- 4 Months Out
 - Sponsors & Larger Volunteer Groups Receive Exclusive Access To Sign Ups
 - Presenting Sponsor receives exclusive “first dibs” on the sign-up opportunities for 1 week
 - Level Sponsors then receive the sign-ups exclusively for 3 days
 - Then we send the sign-ups to groups who have pledge larger groups of (+50) volunteers
 - Finally, we release the sign-ups to the public by sending in our newsletter, announcing on socials, and linking on our program page
- 3 Months Out
 - Planning Begins For Post-Volunteering Celebration Party
 - Invite Sponsors To Setup Display Table At Celebration
 - Invite Local & State Legislators
- 2 Month Out
 - Media Coverage Interviews Requested & Press Invites Sent
 - Confirm All Volunteer Host Locations Have *At Least 4 Volunteers*
 - *If not, we conduct a geographic profile of our members who are closest to these nonprofits, and encourage them to volunteer there*
- 1 Month Out
 - Free T-Shirt Deadline For Volunteers, Submit Order To Printing Partner
 - Yard Signage Promoting Volunteer Location Goes Out At Each Location
- Day Of
 - Executive Director, City Mayors / Managers, Photographers, Media Partners, etc. go on CID tour visiting locations and thanking volunteers
- 1 Week Post
 - Recap Video Released In Chamber Newsletter
 - Recap Article In Chamber Magazine
 - Post-Program Media Coverage Released

Program Collateral Examples

- [2024 CID Program Page](#) – program description listed on our website’s calendar
 - [2024 Post-Volunteering Celebration Page](#) – how we track volunteers attending the optional, free after party program
- [2024 Sign Up Genius](#) – linked on program page, how volunteers pick their projects
- [2024 Projects Submission](#) – where organizations submit projects for volunteers
- [2023 Post-Program Survey For Volunteers](#)
- [2023 Post-Program Survey For Volunteer Host Locations](#)

Program Materials

- [T-Shirt Design](#) – Gildan Soft Style 64000, Heather Royal Blue
- [Yard Sign](#) – Each location hosting volunteers receives a yard sign for way-pointing
- [2024 Board of Directors Sign Up Sheet](#) – Circulated at Board Meeting
- [Large Groups Sign Up Sheet](#) - Larger groups receive excel sheets to collect all their group’s information before submitting it to Chamber

Communication Plans

- [Timeline & Emails To Volunteers](#)
- [Timeline & Emails To Nonprofits](#)

Media Coverage & Management

- [Chamber & Media Coverage Tour Map](#) – how we organized our team, media, and photographers across selected locations on the day of CID
- [FOX17 West Michigan TV Broadcast Pre-Coverage Supporting Program](#)
- [WOODTV8 TV Broadcast On-Site Coverage Of Program](#)
- [City Of Holland Video Featuring Volunteer Project – Moran Park Build](#)
- [Michigan Municipal League Nomination for Community Excellence Award](#)
- [Chamber Recap Video](#) - featuring submitted photos from volunteer locations & members that was then released in our weekly newsletter

Marketing Examples

- [Individual Volunteer Host Location Social Post](#) – promoting volunteers to sign up here
- [Print Ad In Chamber Magazine](#) – promoting opportunities for Leadership Week
- [Newsletter Snapshot Feature](#) – promoting the release of sign-up opportunities
- [2023 Recap Article In Chamber Magazine](#) – detailing the success of the program
- [2023 Community Impact Day Report](#) – detailing further specifics on the program
- [2024 Community Impact Day Report](#) – detailing further specifics on the program