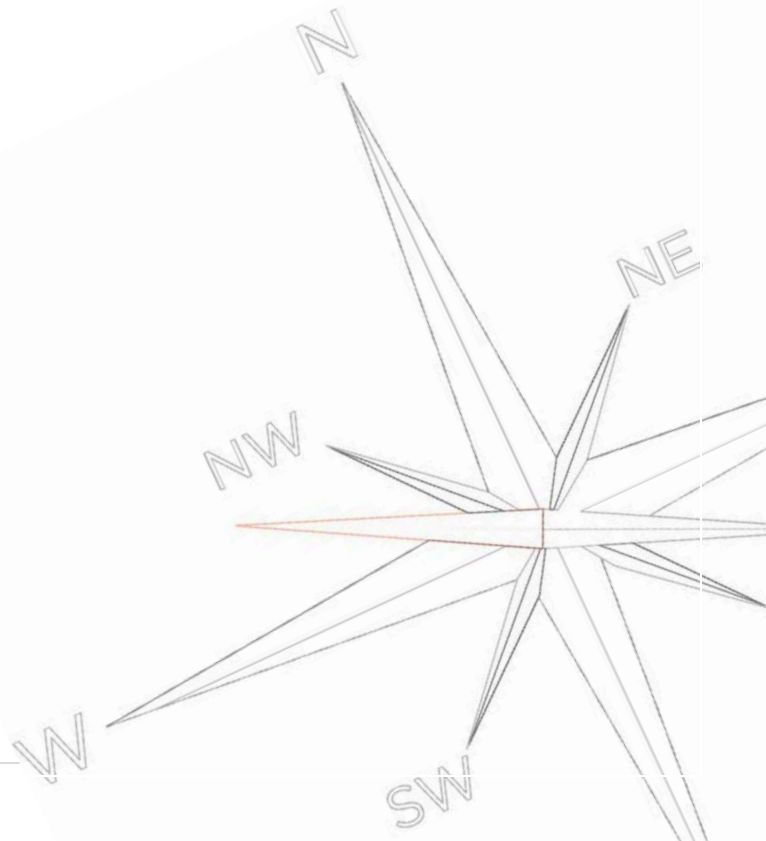


Service Project Toolkit





Greetings Project Leader:

Welcome to The Mission Continues service projects team. The Mission Continues is the only national nonprofit challenging post-9/11 veterans to rebuild a sense of purpose through community service. The work we do is important because many veterans struggle to find purpose at home without the structure, mission, and camaraderie of a military unit. By empowering veterans to serve as civic leaders, their service gives them purpose and strengthens their communities.

Mission Continues service projects have engaged thousands of volunteers in hundreds of communities nationwide. Through our projects, we have shown that our veterans are civic assets and that together, we can all build stronger communities.

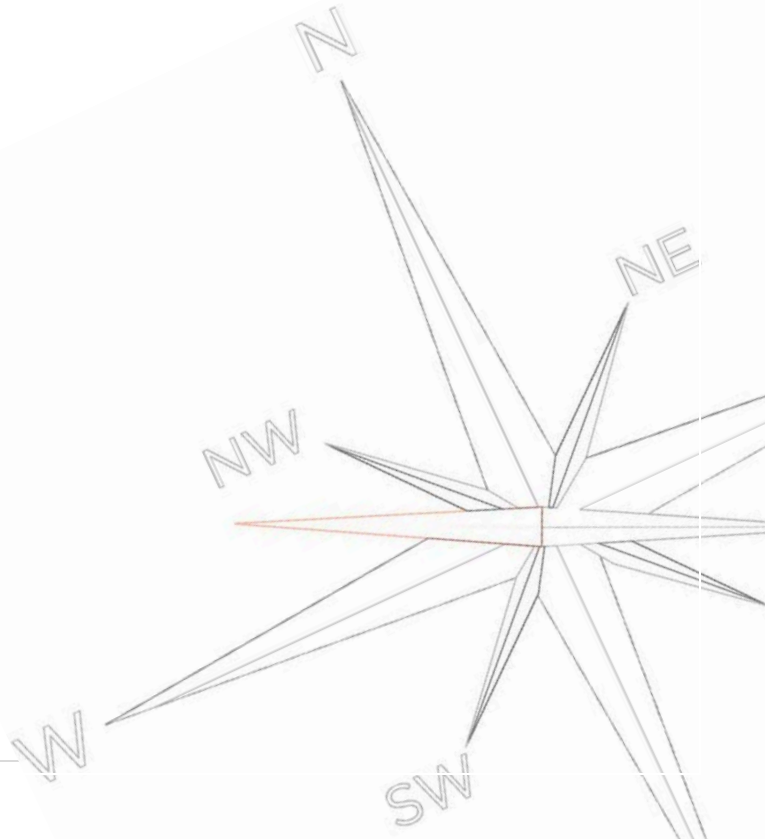
Our service projects engage veterans, active duty personnel, and civilians in community service around the country. If you are a veteran or active duty service member, we hope serving with us will help to remind you that your skills and ethic of service are valuable to your community, and that you'll feel more connected to opportunities to continue to serve. If you're a civilian and supporter, we hope that you will gain a better understanding of our men and women in uniform and a greater appreciation for their service abroad and in our communities.

People of all ages are welcome. No one is too young or too old to serve. Welcome aboard!

For additional information about our programs, please visit our website at www.missioncontinues.org.

Sincerely,

Meredith Knopp
Vice President of Programs



Project Master Checklist:

<input type="checkbox"/> Identify service project location, partner organization and outline basic overview of service project	
<input type="checkbox"/> Recruit additional individuals to assist in planning your project, if necessary	3-6 months out
<input type="checkbox"/> Conduct first site visit(s); Initial details	
<input type="checkbox"/> Register your project on The Mission Continues website	2-4 months out
<input type="checkbox"/> Conduct second site visit and meet with project partner representative	
<input type="checkbox"/> Identify tools and materials needed, submit to The Mission Continues for approval and any request for support	1-3 months out
<input type="checkbox"/> Set realistic goals and expectations for service project	
<input type="checkbox"/> Begin to recruit volunteers-focus on veterans, military personnel and families filling 1/3-2/3 of volunteers needed	
<input type="checkbox"/> Complete The Mission Continues Branding Request Form (Worksheet 4)	
<input type="checkbox"/> Conduct final site visit and take before photos, update website project listing	
<input type="checkbox"/> Set day-of schedule events and speakers with help of The Mission Continues staff	2-4 weeks out
<input type="checkbox"/> Select Team Leaders for the project	
<input type="checkbox"/> Coordinate material and tools acquisition and delivery (if applicable)	
<input type="checkbox"/> Plan final details and reach out to those helping the day of the event	
<input type="checkbox"/> Send e-mail reminders to volunteers, repeat 1-2 days out from event	1-2 weeks out
<input type="checkbox"/> Advertise project on volunteermatch.org and craigslist.org, etc.	
<input type="checkbox"/> Inform volunteers of what to bring, what to wear, where to park, etc.	
<input type="checkbox"/> Give opening & closing remarks, utilize the Run of Show (Worksheet 6), discuss safety	
<input type="checkbox"/> Have all volunteers and fill out the Sign-in Sheet (Worksheet 5) and complete a Media Release Form (Worksheet 7)	The day of the event
<input type="checkbox"/> Photograph project and interact with the media as appropriate	
<input type="checkbox"/> Facilitate group surveys and event clean-up	
<input type="checkbox"/> Send copies of Sign-in Sheets (Worksheet 5) and Media Release Forms (Worksheet 7) to The Mission Continues	1-2 days after event
<input type="checkbox"/> Upload photos to The Mission Continues Shutterfly.com page	
<input type="checkbox"/> Send thank-you notes and e-mail to Team Leaders and volunteers	
<input type="checkbox"/> Complete After Action Report (Worksheet 8) and send to The Mission Continues	1-2 weeks after event



3-6 Months Out

The following steps are the preliminary work in planning your service project. You will establish the who, what, when, where, and why for your event. You should be certain that your goals are attainable and that you can turn your vision of a successful project into reality.

Broad Goals and Framework

At The Mission Continues, we believe that the following elements constitute a successful service project:

- The community has visibly benefitted from your service
- Veteran volunteers feel like assets to the community and desire to continue leading and serving with veterans and civilians
- Civilian volunteers have a greater understanding of and appreciation for veterans in their community
- Everyone knows that they are volunteering with The Mission Continues and is able to understand/ articulate our mission.

Make sure:

- There is sufficient time to plan and organize the project
- All of the resources required to complete the project are available or obtainable
- The number of volunteers necessary is reasonable to recruit in the appropriate time frame.

Categories of Service

The Mission Continues participates in service across four broad categories. The categories are flexible, and should fit almost all project ideas. Ensure that your project fits in the following areas:

Category	Description	Examples
Education	Improve educational outcomes for children and youth, particularly those in the lowest performing schools and districts. Help children prepare for school, support their academic achievement, and support academic engagement through civic participation.	Assemble supply care packages; renovate classroom or athletic facilities; organize a school Read Aloud event, etc.
Environment	Promote the health of humans, animals and the ecosystem. This may include activities that encourage organizations and individuals to operate more sustainably, using energy efficiently, and utilizing cost-effective renewable energy technologies.	Plant trees or other greenery in a park or on a street; help at a area Humane Society; clean and remove trash from a park; beach or waterway; remove non-native plants, compost, etc.
Military	Meet the health, educational, and economic needs of military service members, family members, deployed military personnel, and veterans. Includes activities supporting military and veteran health and social services, educational programs for military children, and economic opportunities for military spouses and veterans.	Renovate veterans facilities; visit with residents at a veterans home; assemble care packages for active duty members overseas, etc.
Social Improvement	Use community-based strategies to meet the needs of underserved individuals, families and communities. Includes activities that assist individuals and families that are homeless or at risk of homelessness, engage economically vulnerable Americans in channels that lead to employment or creating communication channels in communities.	Repair the homes of low-income families; create a community garden; repair community athletic and recreational facilities; develop programming at a community center

Initial Details

Outline basic details using The Mission Continues Project Fundamentals (**Worksheet 1**). Record your answers and share them with The Mission Continues Service Project Team.

Finding a Project Beneficiary

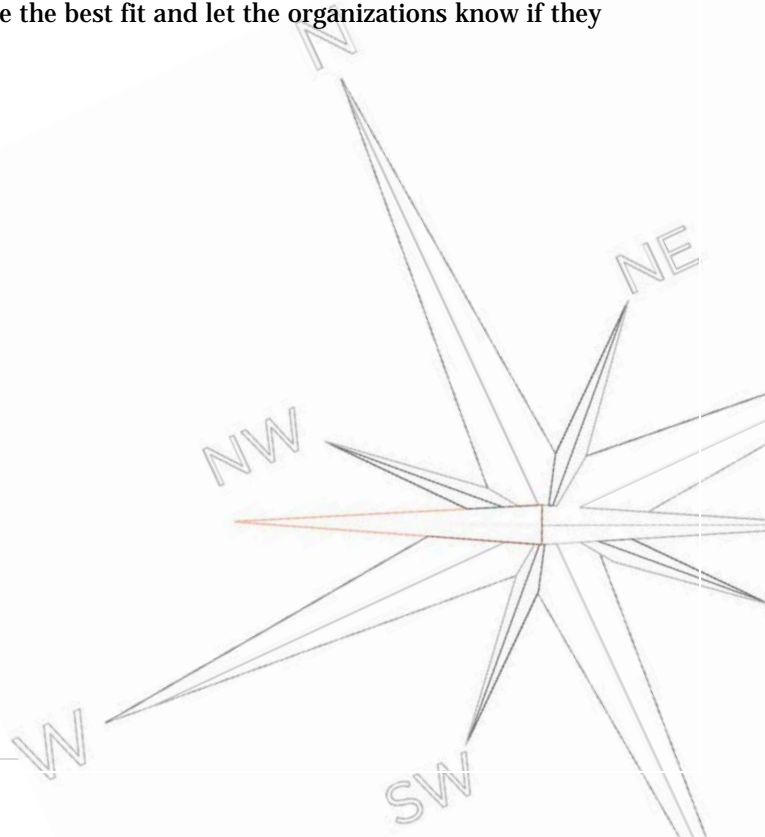
Think about the need you are hoping to address. Seek out partner organizations that work in the same area of need. Use Google and other search engines to find local organizations. You can also reach out to national service organizations such as Habitat for Humanity, Rebuilding Together, Volunteers of America and the American Red Cross to identify a local affiliate office.

First Site Visit

While in the planning stages of your project, visit potential sites to determine the best fit for your project. Evaluate sites with careful consideration. Use the following areas of considerations to decide on a suitable project partner:

- A visible need for the service provided
- The structure and capacity for the number of volunteers involved in the project
- Enough work for volunteers of diverse ages and abilities
- Parking the day of the event
- Work that can be completed within the time and budget allotted to the service project
- A willing and committed point of contact at the service partner who has a desire to receive the service
- Convenience and accessibility of the partner's location for volunteers
- An organizational track record of positively impacting the community
- Sustainable work that has an impact long after your project
- Registered 501(c)(3), 501(c)(19) status, or a school or governmental organization

Discuss the needs of the potential project partner, your goals for the project, and the capacities each side has to achieve those goals during the site visit. See if your vision and the vision of your project partner align. Make note of what work needs to be completed at the site and the logistics of performing such work. After researching, visiting and screening all potential sites, choose the best fit and let the organizations know if they were selected or not.



2-4 Months Out

These next two months are the time to create a relationship with your partner organization, identify the scope of work, identify necessary materials and supplies, fundraise, and recruit volunteers.

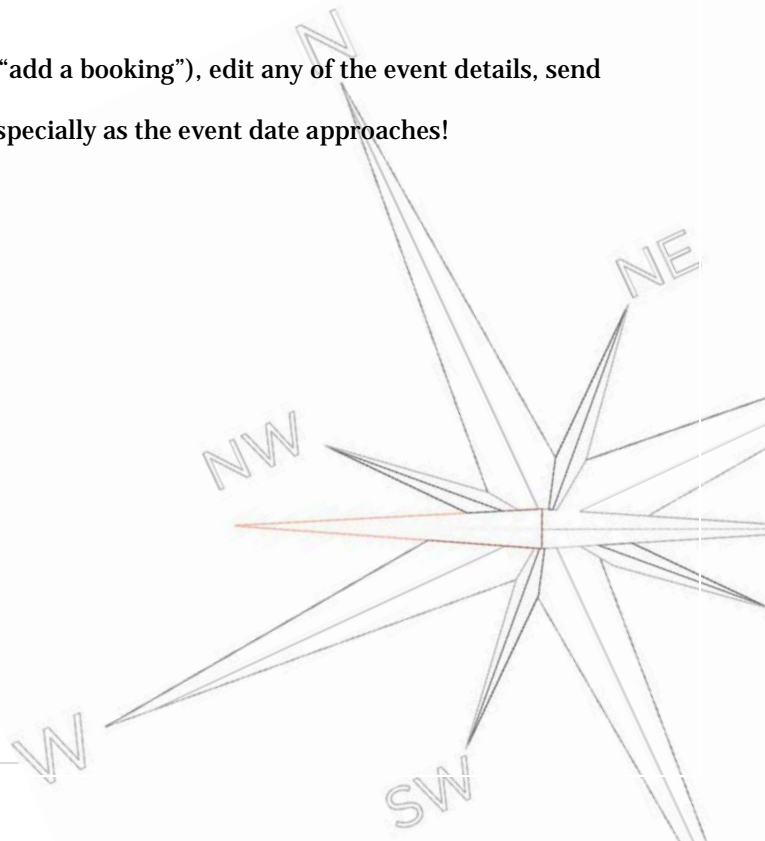
Register Your Project

The Mission Continues wants to know about the great work you are doing! Once your project is registered on our website, volunteers will be able to see all the information about your project and sign up to participate through a website link.

1. Go to missioncontinues.org/Programs/wis/register.
2. Login with your existing account or create a new account if you do not already have one on The Mission Continues website.
3. Click on “**Join/Create an event**” at the top of the page.
4. Select the type of project you will complete (Letter Writing Campaign, Fellow Support Project, Veterans Tribute Project, etc.) and click “next” at the bottom of the page.
5. Fill in the details of your project, including the name, a brief description of the work to be done, the date and time, duration, location, as well as an optional picture.
6. Decide if registrants must donate to The Mission Continues to register for the event and specify the maximum number of participants. You should also change the URL from the random string (“5d364122b284979b5”) to something that is memorable and people can visit (“CentralParkCleanup”). You can also specify whether you would like to be notified via email of each new registrant, if you choose to be notified your name will show on the website in the way it was written. Whether the event should be private and invite-only, and whether the event should be displayed on The Mission Continues website to the public.
7. Check that all of the information is correct and click “confirm.”

Managing your project, editing details, inviting friends and family, and emailing registrants is just as easy to do! Simply follow these directions:

1. Go to missioncontinues.zissousecure.com/organize
2. Login with your existing account
3. Select the project to manage or edit
4. From this screen, you can add attendees manually (“add a booking”), edit any of the event details, send email invitations, and email all registrants.
5. Make sure to keep all of the information accurate, especially as the event date approaches!



Second Site Visit

During the second site visit you will meet with the point of contact at your partner organization and build upon your relationship so the project can run smoothly. Both you and your project partner should understand the expectations and responsibilities of your roles. Be sure to discuss the following elements during the site visit:

- The site layout, its amenities, parking arrangements, etc. Make sure volunteers will have access to restrooms and note their location. Find out if the site is handicap accessible.
- If power, water, or storage is required, and where these resources are located.
- Number of volunteers needed from each partner and how recruitment is coming.
- Number of veteran/active duty volunteers required.
- Expertise, skills, and talents needed from each pool of volunteers.
- Tools and materials needed and who will provide them or get them donated.
- Measurements and dimensions for all project areas to establish quantity of supplies needed.
- Food and drinks needed for volunteers and who will provide them.
- Tables needed for sign-in and food and who will provide them, who will man these stations.
- Address safety concerns, the environment outdoors and ensure that a first aid kit will be accessible.
- What media will be contacted and by whom, who will give interviews and converse with media.
- When preparatory work will be performed, and by whom
- Finalize the individual jobs that will be completed.
- Develop an inclement weather plan: outside vs. inside projects.
- Address any and all other questions and concerns.

1-3 Months Out

3 Months Out

Create a Preliminary Budget

Utilize all prior planning and information up to this point to create your budget. The basic parts of a budget include project supplies and materials (cost per unit and quantity) and volunteer materials (name tags, bottled water, snacks, etc.).

Contact Donors and Begin Fundraising

There are some details that must be noted about funding your Mission Continues service project. Some projects are funded previously by a sponsor, and some projects will require additional funding, which will need to be raised by you. The Mission Continues has an event module on our website where you can set up your service project and solicit donations. Below are some guidelines:

- See the Donation Letter Template and Example (**Worksheet 3**) for ways to solicit donations.
- To use the funds raised through The Mission Continues website for your project, email serviceprojects@missioncontinues.org one month prior to your event to start the check request process. Please note: **You will need to raise 10% more than the expected cost of your event** to cover additional expenses like shipping and administrative costs. For example, an event with a \$500 budget will need to raise \$550 through the website to receive a \$500 check. Or, if your event raises less than your budget, you will receive a check for the amount you raised, **minus a 10% administrative fee.**
- Make sure you track all expenses closely and keep all receipts. You will be required to turn in all receipts after your project.
- If you are asking for donations through your project website, any funds raised above the project expenses will go to general operating costs for The Mission Continues. If you do not raise the funds needed, the project will need to be altered to operate with the amount of money that was raised.
- If you are seeking in-kind donations for your project (goods or services, not cash) and the person or company that is donating the goods or services wants a receipt for tax purposes, the organization where you are completing your project must provide the in-kind tax receipt to the donor.

1 Month Recruit Volunteers

Recruitment is one of the most important steps in planning a project. The Scope of Work (**Worksheet 2**) should have given a good approximation as to how many volunteers will be required. Begin to reach out to your networks – family, friends, coworkers, etc. – to fill this quota. **Remember that The Mission Continues believes in veterans working alongside civilians, so it is important to recruit veteran volunteers.**

The webpage set up for your project is a very powerful tool for volunteer recruitment. The site page will track every volunteer that is registered, show how many volunteers have registered in total, allow you to email all those that have registered. *See page 6 for instructions on how to access your project page.*

The following are the easiest ways to reach out to people you already know and encourage them to volunteer:

- Use the email tool on the project page to contact your address book.
- Send an email to people in your address book containing the URL you chose for your project.
- Add the URL for your project in your email signature.
- Create an event on Facebook and instruct attendees to register on The Mission Continues website.
- Invite volunteers to register and post the URL as a Facebook status update, tweet, and Google+ post.
- Use word of mouth advertising, encourage everyone you know to spread the message as well.
- Ask registered volunteers to bring two friends.

The following methods can help spread your reach to your extended network:

- Email the members of any club, organized social group, religious organization, etc.
- Post a flyer at work with the information for the service project and send out an email announcement (check with your boss first!).
- If you are a PTA member or a member of a similar organization, talk to the leadership about connections they may have with veterans and advertising they can perform.
- Post fliers at your gym, Starbucks, supermarket, and anywhere else in the community with a local affairs bulletin board.

Finally, reach into community resources to recruit the balance of your volunteer force and bring veterans on board with the project:

- Reach out to local chapters and posts of veterans organizations, including the American Legion, Veterans of Foreign Wars (VFW), Paralyzed Veterans of America (PVA), Disabled American Veterans (DAV), AMVETS, USVETS and USO.
- Reach out to your local Volunteers of America (VOA) chapter.
- Get in touch with local college campuses; most will have a military affairs office, and some will have ROTC detachments and Student Veterans of America (SVA) groups.
- Talk to the public affairs department of any local military installations.
- Visit <http://www.militaryinstallations.dod.mil/>, they will often send representatives to service projects.
- Post fliers in VA hospitals and other veterans service facilities.



2-4 Weeks Out

Complete The Mission Continues Branding Request Form

The Mission Continues is sometimes able to supply banners, brochures, and other branding materials if you submit the Branding Request Form (**Worksheet 4**) two weeks prior to the event date. The Mission Continues may provide t-shirts at no cost, reduced cost, or at cost. All requests are evaluated on an individual basis. In order to receive branding supplies, you must have 25 or more volunteers registered online.

Conduct Final Site Visit

During the final walk through, visualize the project happening and ensure:

- All materials and tools needed are accounted for.
- Power and utilities are in the right places.
- All tools and materials will be delivered before the day of the project, and, if so, coordinate logistics for delivery and storage.
- All volunteers will receive proper instructions. Determine how volunteers should dress based on potential weather and type of work. Write directions for the volunteers to get to the site, verify the parking situation, and develop mass transit alternatives. (If the project is located in an awkward or hidden location (for example, behind a building), note this in a message to the volunteers and plan to arrange for signage or balloons so volunteers know that they are at the right place.)
- The project on The Mission Continues website is correct. Instructions for how to edit this information can be found on page 6.

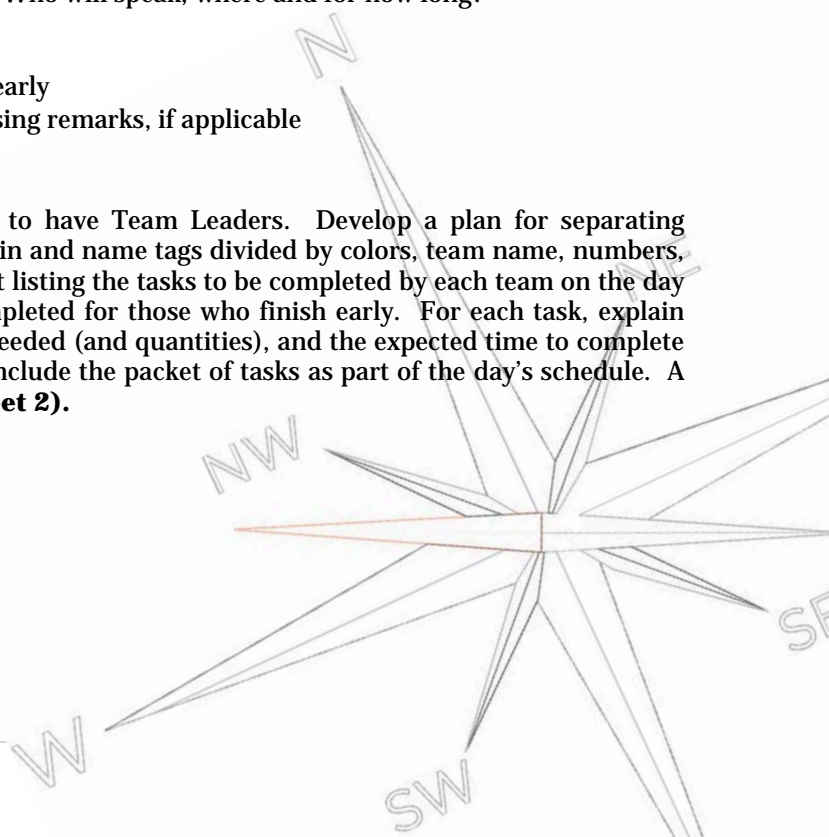
Set Day-of Schedule

Having a schedule is the best way to keep your project organized and on time. The Run of Show (**Worksheet 6**) will allow you to plan your schedule and each team's activities. Always make sure to allow more time than the task likely needs. The following are elements of a thorough schedule:

- Tasks that must be completed before volunteers arrive
- What time volunteers arrive
- How long to allow for sign-in and late arrivals
 - What time opening remarks will begin? Who will speak, where and for how long?
- What time will the project begin
 - Any meal breaks or other activities
 - Auxiliary projects for teams that finish early
- What time the project will end, and time for closing remarks, if applicable

Select Team Leaders

Often, the easiest way to ensure a smooth project is to have Team Leaders. Develop a plan for separating volunteers into teams. This can be done prior to check in and name tags divided by colors, team name, numbers, etc. Prepare your Team Leaders by drafting a document listing the tasks to be completed by each team on the day of the event, as well as auxiliary tasks that can be completed for those who finish early. For each task, explain what it is, how it will be done, the materials and tools needed (and quantities), and the expected time to complete that task. Name or number each team for clarity and include the packet of tasks as part of the day's schedule. A sample layout is found in the Scope of Work (**Worksheet 2**).



Coordinate Material and Tool Acquisition

Some projects require a large amount of materials and tools, but to be effective they need to be at the project on the day of the event. There are two steps to this process: acquisition and delivery. When will items be purchased and delivered, and by whom? Who will collect donated items and bring them to the project site? Where can materials and tools be stored until the day of the event? The details of material and tool acquisition and delivery are specific for each project, so develop a plan to complete this important step.

1-2 Weeks Out

All the pieces are in place and it is now time to put them together into a successful project. With the project date so close, most of the details should be in place, so use your time to disseminate this information, address concerns, and finalize plans. Much of this phase will include community outreach, so brush up on your public relations skills and always emphasize how great your project will be for the community.

Plan Final Details

Print out all materials needed for the project, including multiple copies of the schedule and team tasks and Sign-in Sheets (**Worksheet 5**).

- Additional details include preparing for meals or snacks and bottled water. Often the project partner will provide these items. If not, a business in the community will likely be able to donate them. If it is a hot day, plan to supply additional bottled water, preferably cold in large coolers or through other means. You may also want to check with the project partner about opening up an air-conditioned “cool down” area inside for very hot days. Arrange who will provide the tables for sign-in, food, etc.
- In addition to providing the volunteers with directions, you may want to place markers directing volunteers to parking and the project site in the surrounding area.
- Balloons are effective markers at denoting the path, along with any other signage or arrows you may have available. Make sure that access to the site from a main street is easy and clear.
- Complete the Run of Show (**Worksheet 6**) with The Mission Continues service project and communications teams’ help. The Run of Show (**Worksheet 6**) also includes The Mission Continues talking points. Make sure to run through opening and closing remarks prior to the event.

Send Reminders to Volunteers

A project is nothing without its volunteers! You can message every registered volunteer using the project page on The Mission Continues website. Access instructions are included on page 6. Generally, it is best to send a message to registrants two weeks prior to the event, one week prior to the event, and the day before the event. If you still need volunteers, encourage registrants to invite their friends and family to register as well. It may also be helpful to give the volunteers detailed directions to the project site, especially if it is in a tricky or hidden spot. Finally, make sure to thank the volunteers ahead of time for the service they are about to perform.

Partner with The Mission Continues staff for media and public relations outreach.

Advertise Project on volunteermatch.org and craigslist.org

Many people in your community may want to volunteer but may be unaware of your project or even of The Mission Continues. Individuals and families looking for volunteerism opportunities often visit the Volunteer Match and Craigslist websites, so create listings advertising your project on both websites. You may also want to post on local volunteer forums such as Serve DC or Volunteer San Diego. Make sure to link to your project webpage on The Mission Continues website and tell potential volunteers to register.

The Day of the Event

What to Bring

This checklist serves as a baseline for what to bring – your project may require more.

- This toolkit
- All worksheets completed from this toolkit
- Copies of the day-of schedule and team tasks for each of the Team Leaders and Project Leaders
- List of pre-registered volunteers from The Mission Continues website, Sign-in Sheets, Media Release Forms, and pens
- Name tags and permanent markers
- A first aid kit and personal safety equipment
- A camera
- Banners and signs (if applicable) with rope, zip ties, and duct tape for hanging
- Promotional Materials (if applicable)
- Tee shirts (if applicable)

Arrival at the Site

Plan to arrive at the site one hour before volunteers.

- Set up the sign-in table
- Distribute supplies and materials to the different work areas
- Hang event signage
- Make sure restrooms are open and food and water is available
- Have all Team Leaders arrive 30 minutes early

Brief the Team Leaders; make sure they know what work needs to be accomplished, how to do it, and where the necessary supplies are. Also, make sure your leaders are easily identified.

Sign-In

Several team members should be assigned to work the sign-in table. Make sure all volunteers mark off their names on the list pre-registered volunteers from the website or sign-in with their name, email address, and veteran status on the Sign-in Sheet (**Worksheet 7**). **Volunteers who have not completed the online Media Release Form must also sign a physical copy (Worksheet 7)**. Assign volunteers to teams, if applicable. Let the volunteers know where to go until the opening remarks.

Opening Remarks

The Run of Show (**Worksheet 6**) outlines The Mission Continues talking points, as well as when other speakers should be introduced. In addition to a Mission Continues speaker, the project partner may want a representative to speak, corporate sponsors may send a speaker, and local leaders or politicians may want to address the audience as well.

A Note about Safety

Safety is the number one priority for all service projects and care should be taken to minimize risks. Any precautions or special instructions should be relayed to volunteers during the opening remarks. All volunteers must sign the liability waiver on the Sign-in Sheet (**Worksheet 5**) prior to working. Volunteers should be given safety equipment if needed, and a first aid kit should be on hand.



Photography Checklist

It is important to document all of the great work being performed! Make sure there is at least one dedicated photographer to capture all of the following items:

- The general work area
- The opening speeches
- A group picture of all of the volunteers (with a banner, if available)
- Candid photographs of volunteers engaged in service at several areas throughout the site
- Veterans working alongside civilians for the betterment of the community
- The exterior of the project site (with their branding, if available)
- Any special events or guests
- Any other memorable or meaningful images
- “After” pictures of the project site

If Media Arrives

It is very possible that local media outlets will cover your event as community news. As The Mission Continues Project Leader, you are responsible for interacting with the media and serving as spokesperson for your project as well as The Mission Continues. This is easier than it sounds, and the most important part is just being familiar with The Mission Continues and the organizational mission, values, and philosophy. ***Please refer to the Run of Show for talking points (Worksheet 6).***

If you see media vans arriving or someone approaches the sign-in table, welcome them to the site and introduce yourself. Explain briefly what service is taking place, and find out what they are looking for to compile their story. Introduce them to any Mission Continues Fellows that are at the project, veteran volunteers, and project partner representatives as well.

If they want to interview you, and they likely will, focus on how your project fits within The Mission Continues philosophy and two or three key points that you would like to make. Be yourself, and pretend any cameras or microphones are not there. After asked a question, fully think through your response before verbalizing it. Keep answers short, stick with what you know and smile.

After any interviews or coverage, email The Mission Continues communications team at info@missioncontinues.org with the name of the outlet so we can accurately keep track of the media coverage The Mission Continues receives.

Closing Remarks

After finishing the project and cleaning up the site, have the group of volunteers gather again. The closing remarks should take place 15-30 minutes before the scheduled end of the project. Keep these remarks shorter than the opening, thank volunteers for attending and reiterate what was accomplished at the event. Encourage the volunteers to attend another project and reference any upcoming Mission Continues projects in your area. Thank the volunteers again.

Clean Up

Make sure that all tools and materials have been gathered from the site and that no trash is on the grounds after the volunteers leave. The site should be left cleaner than when you arrived. You may want to use this opportunity to take additional “after” pictures as well. Remember to collect all signage, banners and other items from the sign-in area, and other branding. Finally, thank your leadership team and the project partner representative for all of their hard work at the event and in planning a successful project.

Get Immediate Feedback

As the project starts to wind down and your team begins clean up, solicit immediate reaction on what worked well, how successful the project was, and what could be improved next time. This will also help in completing your After Action Report (**Worksheet 8**).

After the Event

The following tasks must be completed before your project is complete:

1. Send copies of the Sign-in Sheets (**Worksheet 5**) to The Mission Continues 1-2 days after the event. For our accountability purposes, we need copies of the Sign-in Sheets. Either scan these sheets and email them to serviceprojects@missioncontinues.org, or copy them and mail to:

The Mission Continues
Attn: Service Projects
1141 South 7th Street
St. Louis, MO 63104

2. Share the success of your project! Have your designated photographer upload their pictures to <http://themissioncontinues.shutterfly.com>
3. The last step in closing out your project is to complete the After Action Report (**Worksheet 8**) and send it to serviceprojects@missioncontinues.com no later than two weeks after the event.

Send Thank You Notes to Project Leaders and Volunteers

Make sure to thank all of the people who had a hand in ensuring the success of your project! Send all the volunteers an email from the project page on The Mission Continues website (instructions are on page 6). Send handwritten notes to your Team Leaders, the project partner, any special guests who attended, and any media that captured the event. Send these notes no later than seven to ten days after the project.

An example of a thank you note:

Dear [Volunteer or Leader],

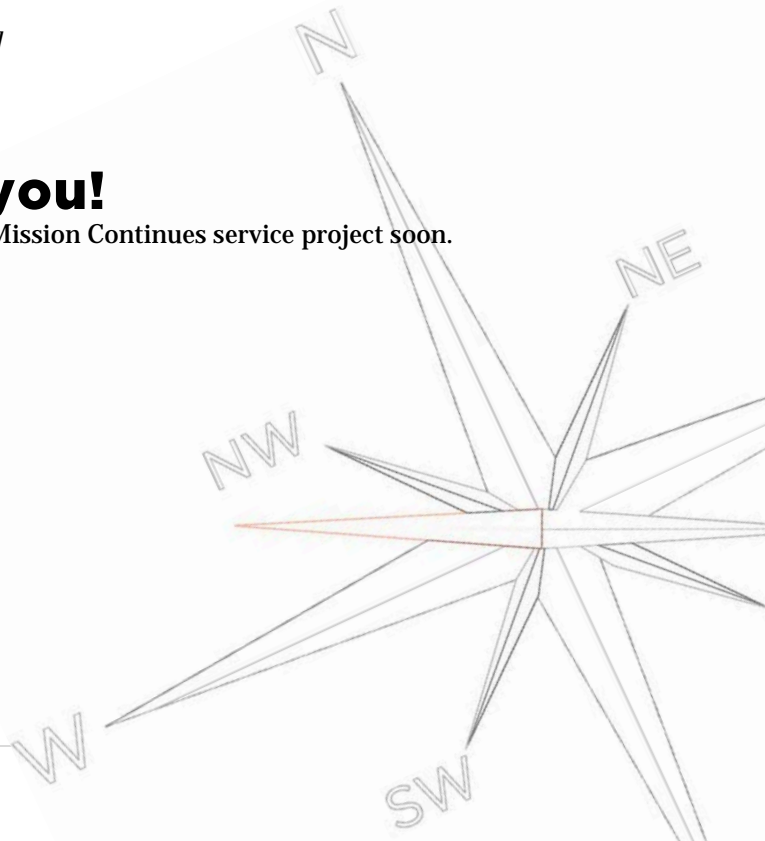
Thank you for volunteering with The Mission Continues. As a Mission Continues volunteer, you are a valued part of our movement to build the next greatest generation of veterans. With your support we were able to accomplish [outcomes of project]. I look forward to working with you again.

*Sincerely,
[insert your name]*

Your Work is Complete

Thank you!

We hope you will come back and lead another Mission Continues service project soon.



Worksheets

Worksheet 1: Project Fundamentals

Worksheet 2: Scope of Work

Worksheet 3: Donation Letter Template and Example

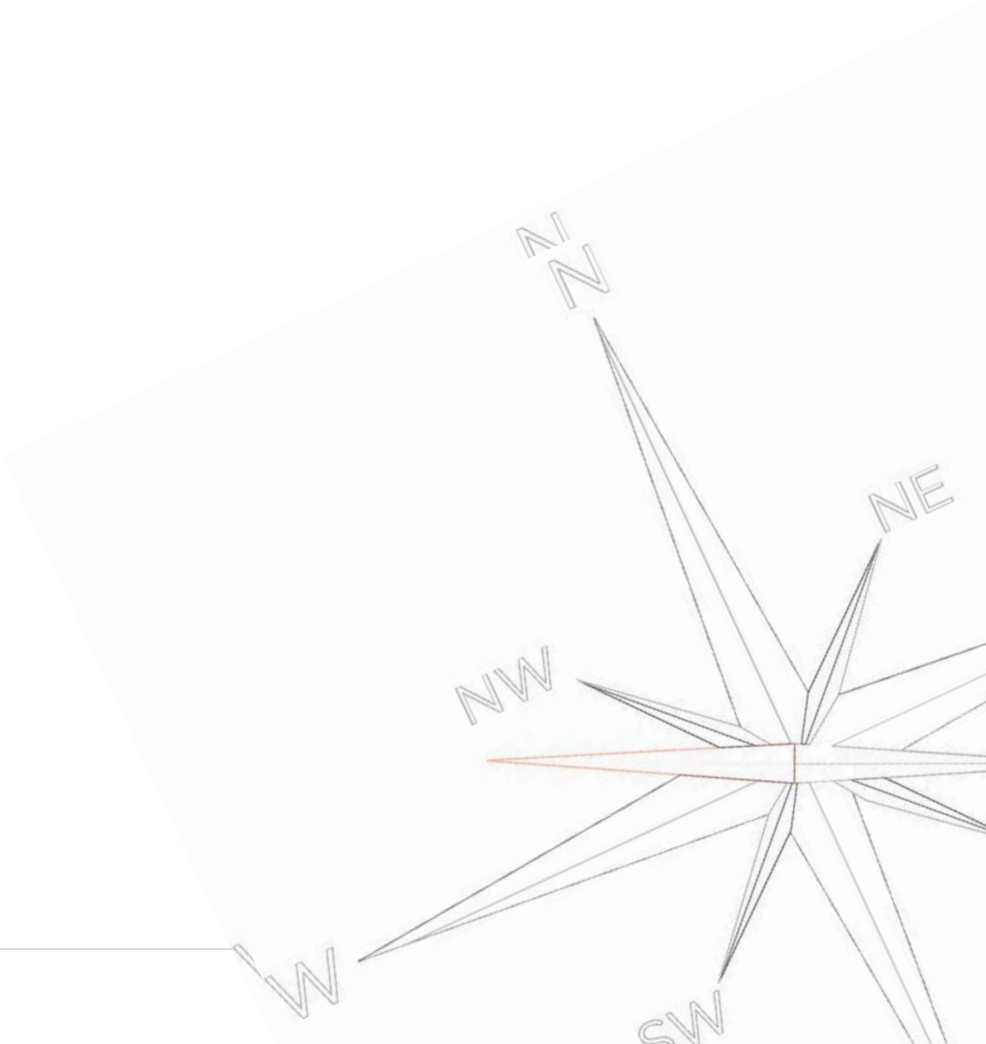
Worksheet 4: Branding Request Form

Worksheet 5: Sign-in Sheet

Worksheet 6: Run of Show

Worksheet 7: Media Release Form

Worksheet 8: After Action Report





Worksheet 1: Project Fundamentals (page 1 of 2)

This worksheet will guide you through the process of outlining basic details, goals, and logistics for your service project. This should be completed as one of the first steps in planning, and will help develop the project idea you currently have.

Project Idea _____

Project Leader _____

Why?

1. What community needs does this project address? Why is addressing this need important?

(Ex): Create community garden at Northgate School

i. Importance: Teach students the importance of sustainability

ii. Importance: _____

Brief description of project _____

Project Date _____

Day of Week _____

Time _____

Duration _____

Expected number of Volunteers (all) _____

Expected number of Veterans _____

Civilians _____

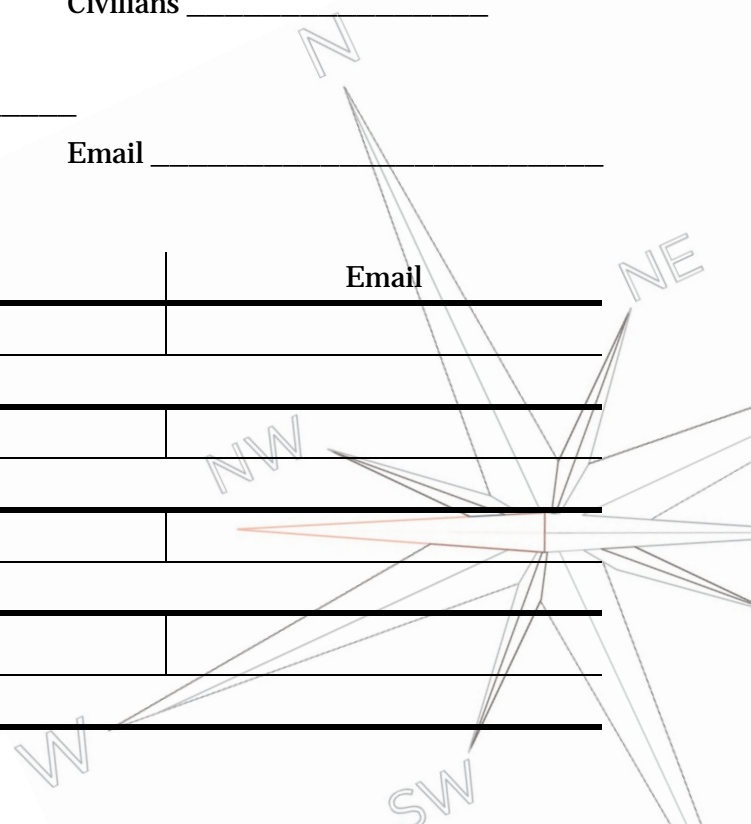
Project Leader Name _____

Phone Number _____

Email _____

Leadership Team Contact Information

Name	Phone	Email
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____





Worksheet 1: Project Fundamentals (page 2 of 2)

Shipping Address _____

Project Partner Name _____

Address _____

Point of Contact Name _____

Phone Number _____

Email _____

Project Web Address _____

(on The Mission Continues website)

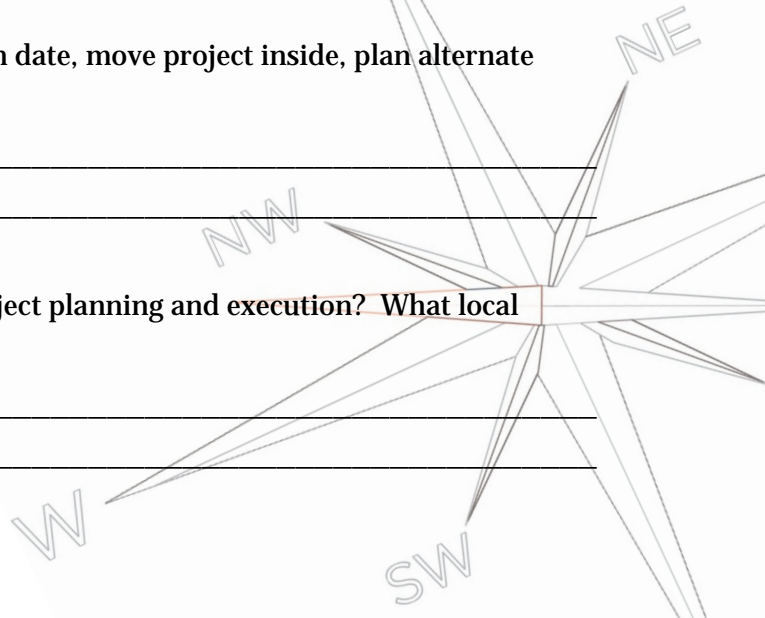
Budget Size _____

Fundraising Goal _____

- In-kind donations (goods or services, not cash) must be approved and processed through the development department. For approval and processing, fill out the In-Kind Donation Form (**Worksheet 3**) and send it to development@missioncontinues.org.
- To use the funds raised through The Mission Continues website for your project, email serviceprojects@missioncontinues.org one month prior to your event to start the check request process. You will need to raise 10% more than the expected cost of your event to cover additional expenses like shipping and administrative costs. This means an event with a \$500 budget will need to raise \$525 through the website to receive a \$500 check. Track expenses closely and keep all receipts!
- If you are asking for donations through your project website, any funds raised above the project costs will go to operating costs for The Mission Continues. If you do not raise the funds needed, the project will need to be altered to operate with the amount of money that was raised.

What is your inclement weather contingency plan (rain date, move project inside, plan alternate activity, etc.)

What community resources exist that can assist in project planning and execution? What local limitations and restrictions exist as well?





Worksheet 2: Scope of Work (Page 1 of 2)

Team Name/Number _____

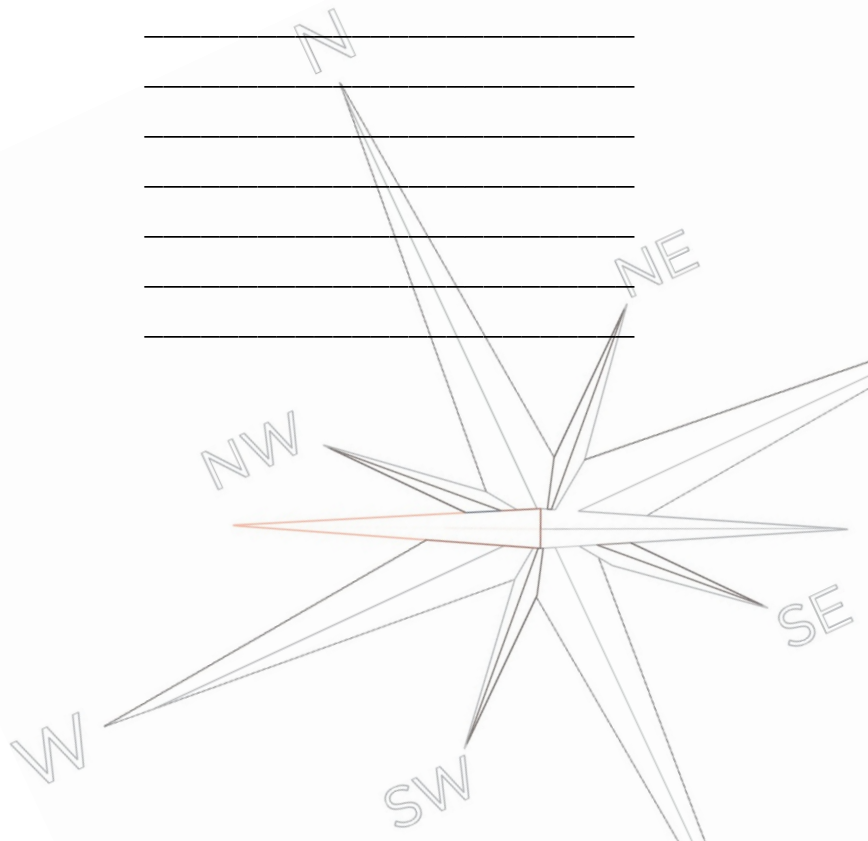
Team Leader _____

Volunteers _____

Task Description and steps _____

Materials

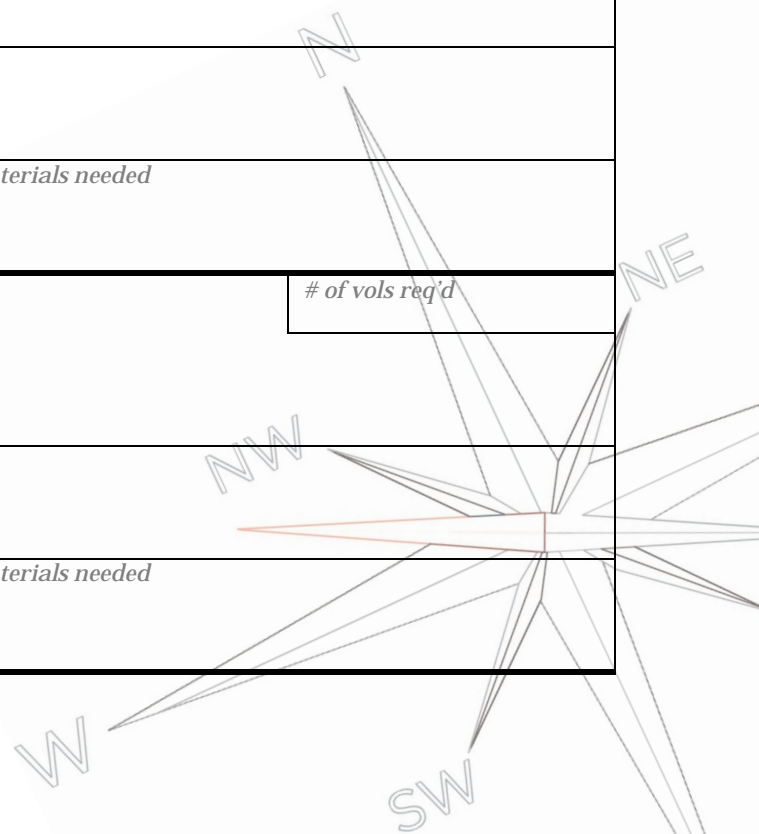
Tools





Worksheet 2: Scope of Work (Page 2 of 2)

<i>task to be completed</i>		<i># of vols req'd</i>
<i>preparatory work needed</i>		
<i>tools needed</i>	<i>materials needed</i>	
<i>task to be completed</i>		<i># of vols req'd</i>
<i>preparatory work needed</i>		
<i>tools needed</i>	<i>materials needed</i>	
<i>task to be completed</i>		<i># of vols req'd</i>
<i>preparatory work needed</i>		
<i>tools needed</i>	<i>materials needed</i>	
<i>task to be completed</i>		<i># of vols req'd</i>
<i>preparatory work needed</i>		
<i>tools needed</i>	<i>materials needed</i>	





Worksheet 3: Donation Letter Template/Example (page 1 of 3)

Name

Company (if sending to a corporation)

Address

City, State Zip

DATE

Dear (name of contact),

(insert a few lines about yourself: Introduce yourself/if you are a veteran, tell what branch of military you served in, if you are a civilian, why you are inspired by The Mission Continues/ maybe a little of you your story). Currently, I am a (role with The Mission Continues: volunteer, Fellow, etc.) The Mission Continues is the only national nonprofit challenging post-9/11 veterans to rebuild a sense of purpose through community service. The organization provides 28-week community service fellowships to post-9/11 veterans so they can serve at a nonprofit in their community.

Because I believe in the importance of service, I am leading a project for The Mission Continues. For my service project I (explain project/activity). As the project leader, I am requesting (cash/item) to help support this project.

I would appreciate your consideration in helping me in (XYZ) service project. This project will (explain how it will impact the community). (Call for action on how they will donate- i.e. if cash sponsorship they can donate on your service project page on the website or send a check in to The Mission Continues office with the project name in the memo line. If it is an in-kind donation, let them how they can contact you). I look forward to hearing from you. Please contact me if you have any questions.

Respectfully,

Signature

(printed name)

(phone number/email)



Worksheet 3: Donation Letter Template/Example (page 2 of 3)

John Smith
ABC Hardware
123 First Street
Anytown, MO 12345

December 14, 2011

Dear Mr. Smith,

My name is Thomas Jones. My uncle served in the United States military, and he always told me how important it was to serve your country or in your community. Currently, I am a volunteer for a nonprofit organization called The Mission Continues. The Mission Continues is the only national nonprofit challenging post-9/11 veterans to rebuild a sense of purpose through community service. The organization provides 28-week community service fellowships to post-9/11 veterans so they can serve at a nonprofit in their community.

Because I believe in the importance of service, I am leading a project for The Mission Continues. For my service project I am leading a group of 25 volunteers to do a school makeover at Johnson Elementary School. The project will include making over the playground and the library. As the project leader, I am requesting a \$250.00 donation and an in-kind donation of needed supplies (please see attached list).

I would appreciate your consideration in helping me in the Johnson Elementary School Makeover service project. This service project will impact 280 kids in our community. It will provide them with a safer environment and fun atmosphere. If you would like to donate, you can send a check to The Mission Continues, 1141 South 7th Street, St. Louis, MO 63104. Please indicate in the memo line that the donation is made for the Johnson Elementary School Makeover. If you can help with any of the needed supplies please contact me on my mobile phone at 314-123-1234. I look forward to hearing from you. Please feel free to contact me if you have any questions.

Respectfully,

Signature

Thomas Jones
tjones1@email.com



Worksheet 3: Donation Letter Template/Example (page 3 of 3)

Example List of Supplies requested for in-kind donations

- 6 cans of concrete paint – red, blue, green, yellow, purple, and orange
- 5 cans of wall paint – beige
- Stencil materials
- 3 rolls of painter's tape
- 6 paintbrushes, 3 inches wide
- 2 rolls of plastic
- 3 rollers and 6 roller inserts for painting



Worksheet 4: Branding Request Form

Please submit this form to serviceprojects@missioncontinues.org, no later than 14 days prior to the event. We will contact you shortly with what materials we will be able to provide and to confirm your information. This form can be used to supply you with t-shirts, banners, fliers and brochures.

Project Name _____

Project Location _____

Project Date _____

Project Leader _____

Phone Number _____

Email _____

Shipping Address _____

Brief Description of Project _____

of Volunteers: Expected _____

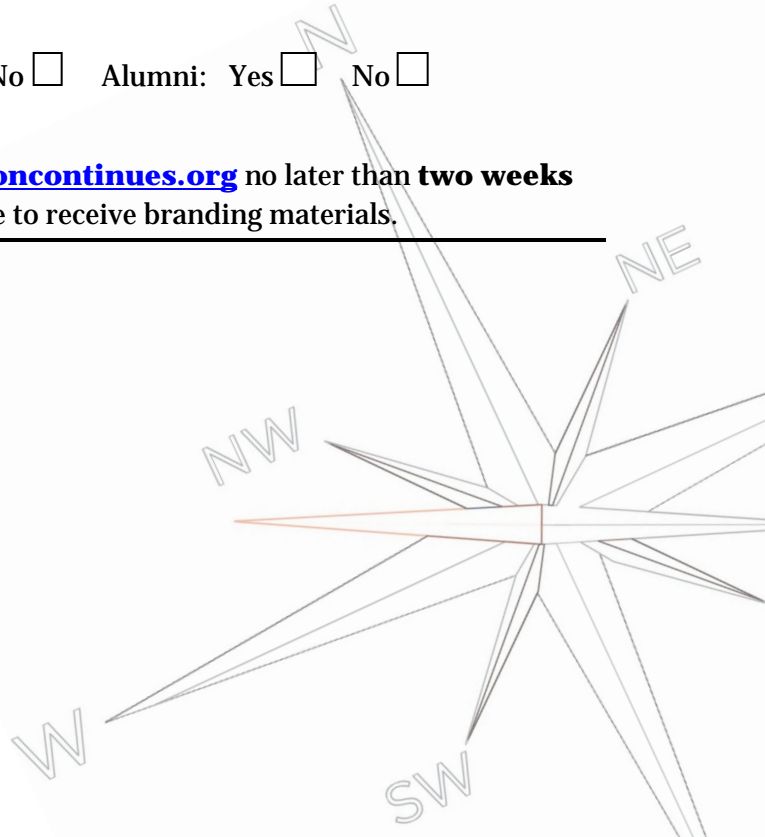
Registered _____

Media Expected _____

1. Are you a Mission Continues Fellow Yes No Alumni: Yes No

Please email this form to serviceprojects@missioncontinues.org no later than **two weeks** prior to the event in order to be eligible to receive branding materials.

for staff use only:





Worksheet 6: Run of Show/Talking Points (Page 1 of 2)

Sample Run of Show:

RUN OF SHOW

Heroes Night Out – Green Zone Resource Center
 1150 S. Bell Blvd., Cedar Park, TX 78713
 Thursday, October 6
 PROJECT START TIME: 8:00 A.M.
 PROJECT END TIME: 4:00 P.M.

Opening Remarks

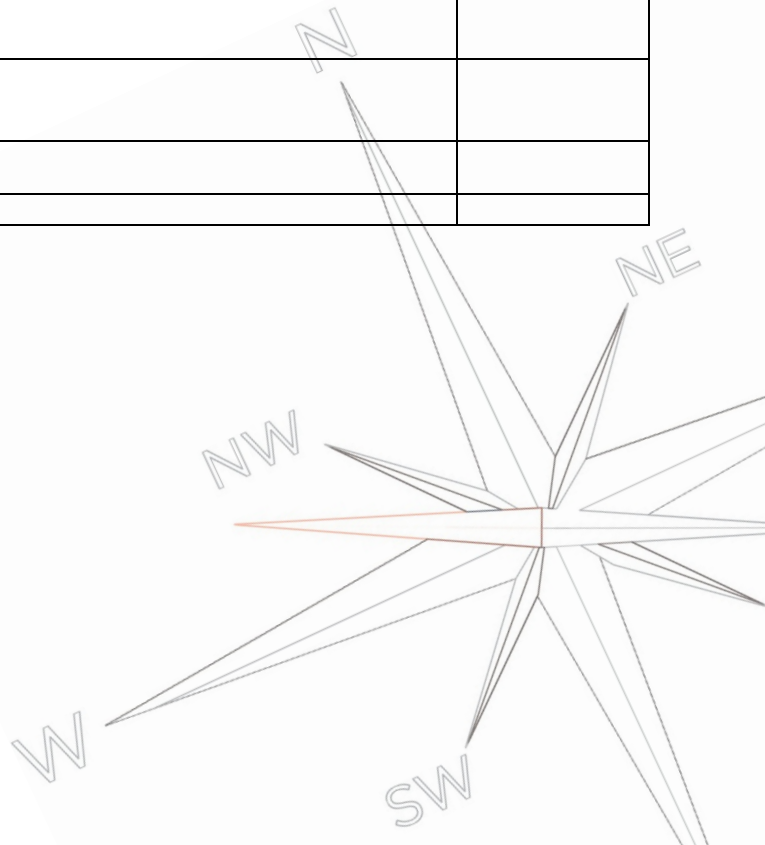
NOTE: Each speaker should limit comments to 3 minutes or less.

Representing	Speaker	Position	Remarks to include
The Mission Continues			
[Project Partner Organization]			

Closing Remarks

Representing	Speaker	Position	Remarks to include
The Mission Continues			
[Project Partner Organization]			
[Local government, military base, etc.]			

Time	Activity	Notes
6:00–7:00 AM	Project Leaders arrive for final prep, to stage supplies and review assigned task	
7:00 AM	Set up check-in, food, hang banners	
8:00 AM	Volunteer check-in – light breakfast	
8:30 AM	Opening Remarks – group photo	
8:45 AM	Break into teams – work on projects	
12:00 PM – 1:00 PM	Lunch break	
1:00 PM – 2:30 PM	Continue work on all projects until complete	
3:30 PM	Closing remarks – group photo	
4:00 PM	Complete any unfinished projects, clean up	





Worksheet 6: Run of Show/Talking Points (Page 2 of 2)

Talking Points

What is The Mission Continues?

We are the only national nonprofit challenging post-9/11 veterans to rebuild a sense of purpose through community service.

Why is it important?

Many veterans struggle to find purpose at home without the structure, mission and camaraderie of a military unit. By empowering them to serve as civic leaders, their service gives them purpose and strengthens their communities.

About Our Service Projects

- The Mission Continues service projects have engaged thousands of volunteers, in hundreds of communities, and clearly shown that our veterans are civic assets and that together, we can all build stronger communities.
- If you are a veteran, we hope that you see today how your skills and ethic of service are valuable to your community, and that you'll feel more connected to opportunities to continue to serve.
- If you're a civilian and supporter, we hope that you will leave here today with a better understanding of our men and women in uniform and a greater appreciation for their service abroad and what they bring home to our communities.
- We'd like to encourage you to share your experience here today. Snap photos, post on Facebook, tweet about what you did and what you learned. Tweet at us @missioncontinue (no "s"!) and tell us how you're going to continue to serve!

About Our Fellowships

- The Mission Continues challenges post-9/11 veterans to serve again in their communities through a service fellowship at a nonprofit organization.
- The Mission Continues has awarded 200 fellowships in 30 states to date. Fellowships are 26 weeks long, done at local nonprofits in their communities, and Fellows are eligible for a cost-of-living stipend during their service.

About our 2012 Growth & Impact

- Over 2.2 million veterans have served in Iraq and Afghanistan, and over 5 million have worn our country's uniform since 9/11. All of them are seeking renewed purpose as they transition home to their families and communities.
- In 2012, The Mission Continues will drastically expand its Fellowship program to engage all post 9/11 veterans, welcoming 500 new Fellows to The Mission Continues family next year.
- This growth is fueled by a deep belief that this generation of veterans is poised to be the next greatest generation. We know this will not only impact the 500 Fellows who serve next year, but the thousands of lives and hundreds of communities they touch with their work.



Worksheet 7: Media Release Form

For consideration, the receipt and sufficiency of which is hereby acknowledged, I irrevocably authorize The Mission Continues and all of its subsidiaries, to use and publish for any lawful purpose the photographic images taken by me on behalf of The Mission Continues.

I hereby grant to The Mission Continues full permission for advertising and publication purposes, or any other legal purposes to use, publish or license photographic portraits, pictures, prints or other reproductions in connection with the agreement, and to make changes or alterations therein and / or additions hereto in connection with testimonial copy with fictitious names or otherwise and for any and all commercial purposes whatsoever.

I do hereby waive any right that I may have to inspect or approve the finished product or advertising or other copy that may be used in connections therewith or the use to which it may be applied and The Mission Continues may edit, modify or reuse the above in any manner for purposes of advertising and trade in any and all media, without limitation.

I do hereby warrant that I am of full age or I am the parent or guardian of the subject, and have every right to contract in my or his/her own name the above regard and further that I have read the above authorization and release, prior to its execution, and that I am fully familiar with the contents thereof.

**THIS IS A RELEASE OF LEGAL RIGHTS.
READ IT AND BE CERTAIN YOU UNDERSTAND IT BEFORE SIGNING.**

Releasee's printed name

Releasee's signature

Date

Parent/Guardian's signature if Releasee is under 18

Date



Worksheet 8: After Action Report

Event Data and Impact

Project Leader: _____
Project Location: _____
Project Date: _____
Total # of Volunteers: _____
Veterans _____ # Civilians _____
Project Budget: _____ Project Expenses: _____
Project Impact: _____

Quotes from volunteers:

1. _____
2. _____
3. _____

Lessons Learned

1. Successes to build upon:

Observation: _____

Recommendation: _____

Observation: _____

Recommendation: _____

Observation: _____

Recommendation: _____

2. Opportunities for improvement:

Observation: _____

Recommendation: _____

Observation: _____

Recommendation: _____

Observation: _____

Recommendation: _____

Concluding remarks: