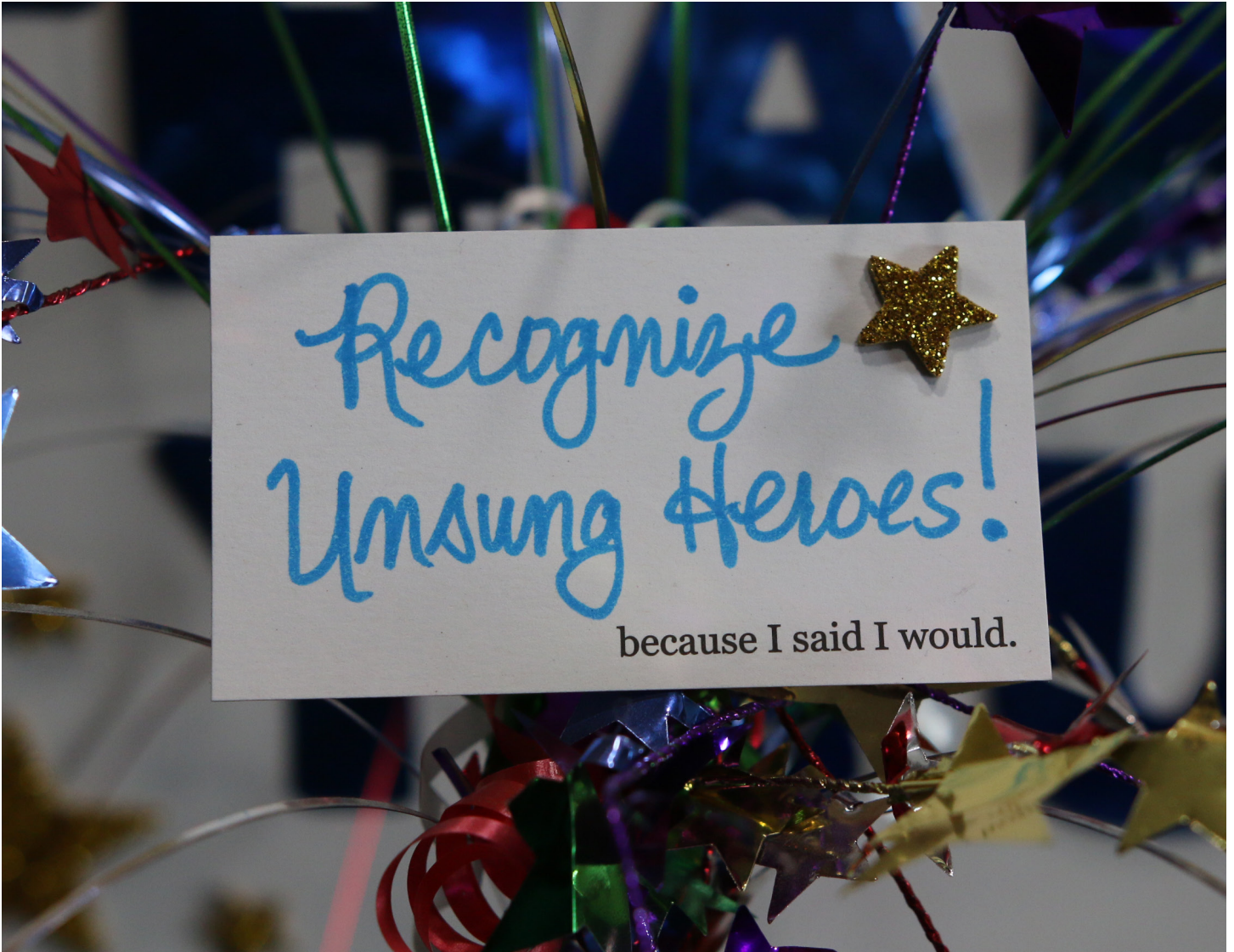


# Recognizing Unsung Heroes:

## A Volunteer Project Plan



A step-by-step guide to help you give back on your own terms!

## Overview

About Volunteer Project Plans .....	<a href="#">page 3</a>
Basic Project Overview.....	<a href="#">page 4</a>
Commitment Decision Checklist .....	<a href="#">page 5</a>
Overview of Project Team Roles .....	<a href="#">page 6</a>

## Project Team Materials

<https://youtu.be/5Z9UBUYjXKE>



<b>Project Leader Checklist</b> .....	<a href="#">page 8-9</a>
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Project Adaptation Options .....	<a href="#">page 10</a>
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<b>Project Co-Leader Checklist</b> .....	<a href="#">page 13</a>
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Equipment and Supplies Checklist.....	<a href="#">page 16</a>
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Promise Card Printable Template.....	<a href="#">page 19</a>
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<b>Photojournalist Leader Checklist</b> .....	<a href="#">page 22</a>
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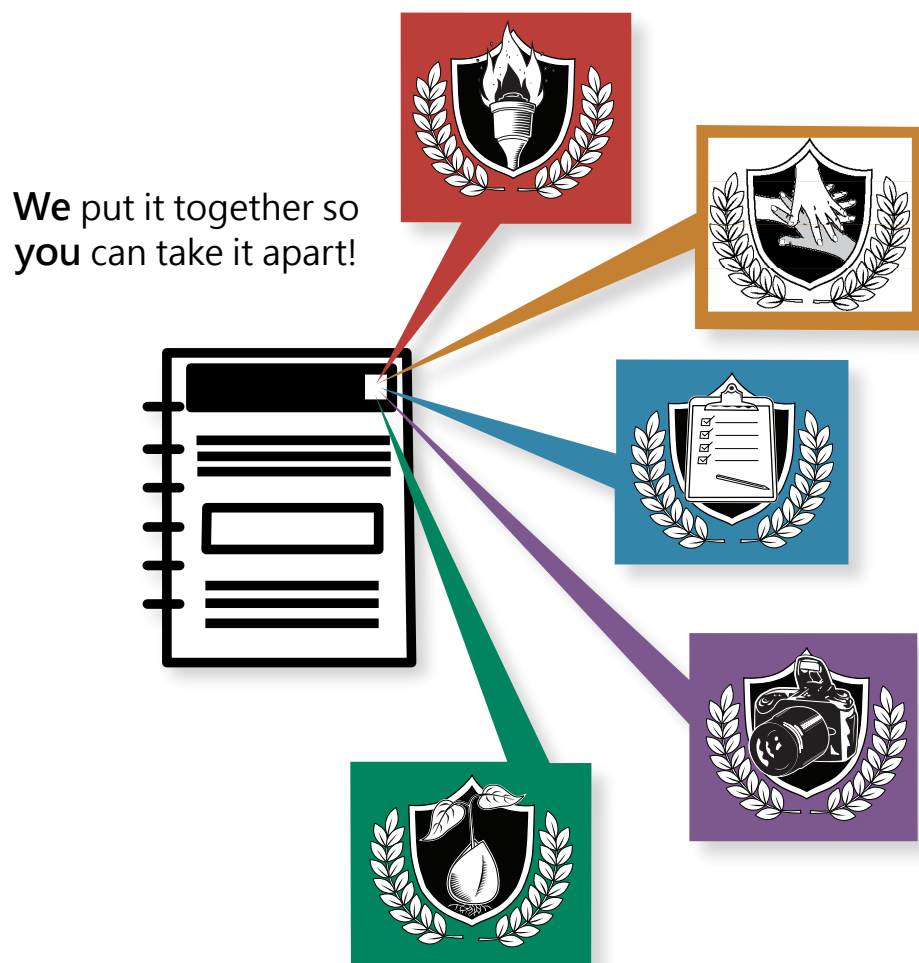
Fundraising Guide Sheet.....	<a href="#">page 26</a>
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## What is a Volunteer Project Plan?

A **Volunteer Project Plan** is a step-by-step guide to complete a service project in your community.

All around us, there are opportunities to help our neighbors and our communities. However, it can be overwhelming trying to figure out what to do and where to start. A **Volunteer Project Plan** is the answer to this dilemma. We provide the tools and information you will need, including easy-to-use checklists.

All you have to do is distribute the checklists and other resources amongst members of your team according to their designated roles. The pages needed for each of these roles are indicated using a unique icon in the upper left corner.



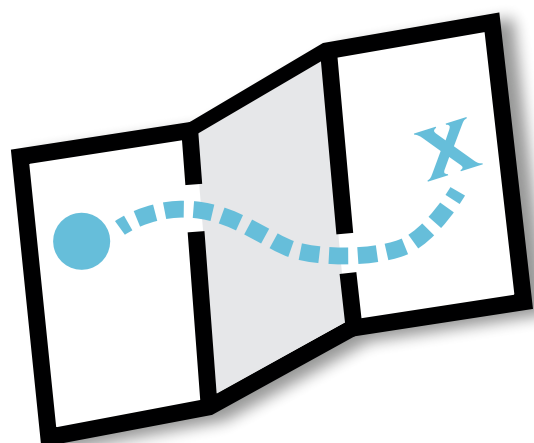
Please review the [Commitment Decision Checklist](#) on page 5 to help you decide if this project is right for

because  
I said  
I would.

# The Issue:

In an article entitled **What Makes a Hero?** the Greater Good Science Center defined heroism as, *“a concern for other people in need – a concern to defend a moral cause, knowing there is a personal risk, done without expectation of reward.”*

Celebrities and other ‘superstars’ are often exalted as heroes. But what about those local, everyday heroes that work quietly and without ceasing to keep their promises to make our communities better? In fact, most heroes are normal, everyday people. It’s the act that makes the hero a hero.



# The Plan:

Gather some friends and choose some people in your community that quietly and continuously keep their promises, then choose how you wish to celebrate them. Use our checklists to plan and complete the project. Then share your results — it’s that **easy!**

# The Impact:

The simple act of recognizing someone sends a strong message: ***We value you and all that you do.*** In addition, this project may propel volunteers to consider the possibility that they too are capable of heroic acts—even as an everyday citizen. Last but not most certainly not least, if others observe the recognition given to a local hero, they may also find themselves more motivated to become involved in their own communities. **It’s a win-win-win!**



because  
I said  
I would.

# Commitment Decision Page

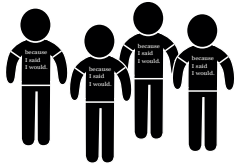


Please consider if you are able to do the following before making this commitment.



Prep time: 3-4 hours  
Service time: 2-3 hours  
Total time: 5-7 hours

## You will need:



A planning team of 4-10 people who will give 5-7 hours each total



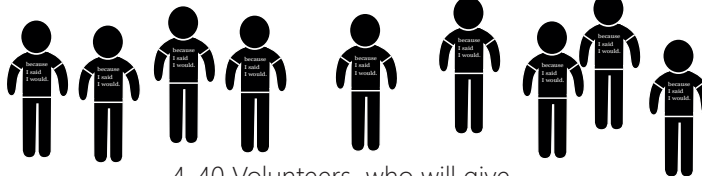
Art & writing supplies, banners & balloons  
Less than \$25



Photography equipment



Identified local heroes that keep promises.  
1 for every 5 volunteers



4-40 Volunteers who will give 2-3 hours of time each

## Steps:

### 1. Plan

The leadership team will:

1. Arrange a planning meeting
  - Do you need to adapt/ adjust?
  - Who will you recognize, why, when, how, where will you make & give the presentations?
2. Obtain equipment & supplies
3. Get the necessary approvals
4. Spread the word & gather volunteers

### 2. Serve

Volunteers will:

A. Choose one or more ways to recognize each Hero



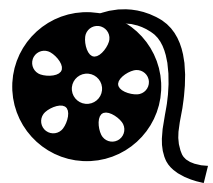
Card Shower



Balloons and Banner



News Story



Video Montage

B. Recognize the Heroes using what you made

### 3. Report

Return your completed [Impact Report](#) form



### 4. Celebrate!

You and your team just did something uncommonly **AWESOME!**



because  
I said  
I would.



# Overview of Project Team Roles

## Chapter Leader



- Helps ensure that nothing 'falls through the cracks'
- Serves as a backup for other roles as needed

## Project Co-Leader



- Oversees the planning, organizing and execution of the project including reporting impact
- Distributes checklists and ensures that planning tasks are completed by coordinating with the other roles below

## Logistics Leader



- Works with **Project Leader** to identify needed equipment & supplies
- Orders or procures any supplies, food, or other materials
- Brings above to the location and sets up before the event

## Photojournalist Leader



- Promotes the event
- Captures the experience to share success and inspire volunteerism
- Ensures that policies and personal preferences regarding photography and posting to social media are strictly enforced

## Fundraising Leader



- Works with the **Project Leader** to determine if additional funds or supplies are needed
- Finds and collects donations if necessary

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I said  
I would.

# PROJECT LEADER SECTION



- Helps ensure that nothing 'falls through the cracks'
- Serves as a backup for other roles as needed



BEFORE

## Before

- ☐ If desired, review the [Adaptation Options Page](#) for ideas to scale this project up or down
  - ☐ Have a planning meeting to divide roles, choose the unsung heroes to recognize in your community and come up with specific examples as to how they are good at keeping their promises
    - Plan to recognize 1 unsung hero for every 5 volunteers. Pick a few extra heroes in case you have a larger number of volunteers than expected
    - You may need to have a second status and update meeting– What tasks are completed on each person's "Before" checklist. Are we on track? Are there any unexpected roadblocks?
  - ☐ Determine the best way to recognize the Heroes
 

These are only suggestions. Be as creative as you wish!

    - **Card Shower** – collect cards and notes to give to the person
    - **Banner and Balloons** – make a banner celebrating this individual and get balloons
    - **Video Montage** – Make a video thanking this person
    - **Hit the News** - gather stories and publish a story in the local newspaper, present the person with a laminated copy
  - ☐ If necessary, work with the Fundraising Leader to procure extra funds or equipment PRIOR to setting a date for the project
  - ☐ Select a date & time for 1) Creation of the recognition formats and 2) The presentation of the recognition to the **Ungsung Heroes**
- Note:** You may choose to make and do the presentation on the same day ~or~ you may want to or need to do the presentation at another time
- ☐ Coordinate with the **Logistics and Fundraising Leaders** to obtain equipment/supplies
  - ☐ Get necessary approvals (if going to a workplace make sure to talk with the company and/or the supervisor in advance)
  - ☐ Decide who will be making the presentation to the Ungsung Heroes
  - ☐ Double check with Logistics that all equipment and supplies are acquired and copies of Volunteer Role sheets, surveys and Promise Cards are ready
  - ☐ Just prior to the day of the event, check with Logistics to ensure the equipment and supplies are packed up and ready to go

**Pace yourself!**

because  
I said  
I would.





## During

DURING

- ☐ Give the [Impact Presentation](#) at the beginning of the event
- ☐ Ask each volunteer to complete a **Promise Card** expressing his or her commitment to this project...and then collect them
- ☐ Be the main point of contact
- ☐ Oversee the other roles to ensure everyone is on track
- ☐ If you are planning on having in-person presentations on the same day, make sure the presenters are prepared to recognize the Unsung Heroes using your chosen format

~OR~

- ☐ If you are doing the presentation/s on another day, record the date/time & address here:  
\_\_\_\_\_  
\_\_\_\_\_
- ☐ At the end of the day, return **Promise Cards** to their respective writers



## After

AFTER

- ☐ Make sure the **Leadership Team** has completed their after service responsibilities
- ☐ Ask the **Fundraising Leader** for the collected information for the [Impact Report](#)
- ☐ Complete and send the **Impact Report** to *because I said I would*
- ☐ Work with **Fundraising Leader** to thank any donors who may have had a part in making this project possible!
- ☐ Thank your team and remind them of the impact of their hard work!
- ☐ Thank any other partners (if applicable)



- You can adjust (or scale) the project **Up** or **Down** if desired.
- Simply adapt the information and checklists provided to tailor this project to the interests of your volunteers and the specific needs of your community.

### Scale it Up:

Coordinate a Community-wide event or Celebration

Every community has a number of citizens that are unsung heroes and this option gives you and your team the opportunity to recognize them! Gather a team, put together a community nomination process and then have a large scale community celebration to recognize all those that are nominated. You can make this option as big as you have the time and money to do. Don't hesitate to ask for community sponsorships to help with the success of this celebration.

### Scale it Down:

Recognize one Unsung Hero in your Community

Choose one unsung hero in your community; someone that quietly goes above and beyond each day, and then choose how you wish to celebrate them; i.e. cards, a signed banner, flowers, dinner, etc. If you are going to recognize the hero during the work day, make sure to get permission from the company and/or supervisor. Gather some friends, pick an unsung hero, and celebrate them!



Use this presentation guide to share the importance of this project before you begin. It is essential that everyone understands the impact that their efforts will make. A motivated team works harder!

I'd like say a few things before we get to work to remind us of why we are all here today and the impact we are making together.

- First of all, thank you for joining today's event, in an effort to make a difference in society through the act of celebrating unsung heroes in our community!
- In an article entitled **What Makes a Hero?** the Greater Good Science Center defined heroism as, *"a concern for other people in need – a concern to defend a moral cause, knowing there is a personal risk, done without expectation of reward."*
- As a culture we tend to exalt celebrities and superstars that we see on television, in the movies or on social media. But what about our local, everyday heroes that work quietly and without ceasing to keep their promises and make our community better? Most heroes are normal, everyday people.
- We are taking this a step further and recognizing a hero in our midst that is great at making and keeping promises. This is so needed in our society as a whole.
- Remember the smiles, the stories, and the laughs, and afterwards, reflect on the impact of human connection and the importance of simply saying thank you and affirming that "I have noticed the amazing work you are quietly doing."
- Again, thank you for helping to make this world a better place!

It's the  
act that makes  
the hero a hero.



# PROJECT CO-LEADER SECTION

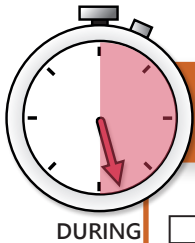


- Oversees the planning, organizing and execution of the project including reporting impact
- Distributes checklists and ensures that planning tasks are completed by coordinating with the other roles below



## Before

- ☐ Work with the **Project Leader** to make sure everyone has completed their 'Before' service tasks
- ☐ Ensure that nothing falls through the cracks
- ☐ Provide backup for other roles as needed



## During

- ☐ Work with the **Project Leader** and other Leadership Team roles to make sure things run smoothly
- ☐ Ensure that nothing falls through the cracks
- ☐ Provide backup for other roles as needed



## After

- ☐ Work with the **Project Leader** to make sure everyone has completed their 'After' service tasks
- ☐ Ensure that nothing falls through the cracks
- ☐ Provide backup for other roles as needed

because  
I said  
I would.



# LOGISTICS LEADER SECTION



- Works with Volunteer Project Leader to identify needed equipment & supplies
- Orders or procures any supplies, food, or other materials
- Brings above to the location and sets up before the event



## Before

- ☐ Work with the Project Leader to determine [equipment & supplies](#) needed & quantities for each
- ☐ Once your team chooses a location to create the recognition format —find out where to park and enter the building, and a description of the room/space where the event will occur (if applicable)
- ☐ Obtain information about rules, regulations, policies and other considerations that may influence how the project is done (including photography)
- ☐ Communicate above to **Project Leader** and help make any necessary adjustments
- ☐ Collaborate with the **Photojournalist Leader** to inform volunteers of the above as well as important contact names and phone numbers for the **Day of Service**
- ☐ Make copies of the volunteer role sheets and **Promise Cards** (and cut them out)
- ☐ Just prior to the **Day of Service**, make sure the equipment and supplies (including photocopies and Promise Cards) are packed up and ready to go



## During

- ☐ Bring the equipment and supplies and copies of the **Day of Service** materials to the selected location
- ☐ Set up the registration table (or clipboards) and set out volunteer role checklists
- ☐ Help volunteers sign-in and select a role to start with
- ☐ Oversee the equipment and find a volunteer to help hand out supplies if needed
- ☐ Work with the **Project Leader** to coordinate other needs as they arise
- ☐ Continually ask volunteers if they need anything– bathroom breaks? Water?
- ☐ Make sure volunteers have something to do at all times; rotate people as needed
- ☐ Verify that all equipment and supplies are returned
- ☐ Oversee packing and cleaning up



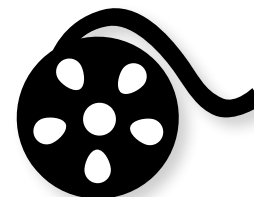
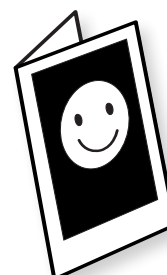
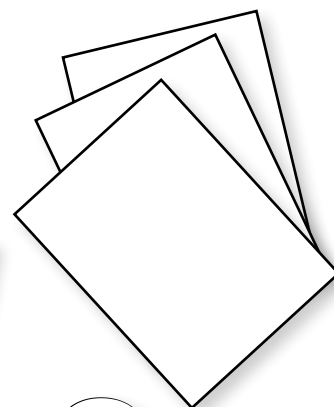
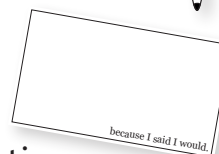
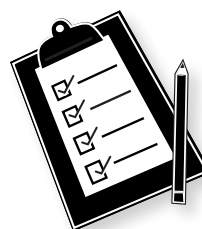
## After

- ☐ Return any borrowed or unused supplies
- ☐ Let the **Project Leader** know of any donations so that a personalized thank you can be made



- Try to get as much of the equipment & supplies donated as possible.
- See if you can borrow something if it cannot be donated.
- Let organizations, friends, and others know that you are helping your community through volunteerism.

- ☐ Registration table or clipboards
- ☐ Writing materials
- ☐ Blank paper
- ☐ Snacks & Water for volunteers
- ☐ Copies for each volunteer [ = \_\_\_ copies of each]
  - ☐ Volunteer Role sheets
  - ☐ Promise Cards
- ☐ Materials needed for creating the presentation format (list below)
  - ☐ \_\_\_\_\_
  - ☐ \_\_\_\_\_
  - ☐ \_\_\_\_\_
  - ☐ \_\_\_\_\_
  - ☐ \_\_\_\_\_
  - ☐ \_\_\_\_\_
  - ☐ \_\_\_\_\_
  - ☐ \_\_\_\_\_



# Volunteer Role Checklists (Day of Service)



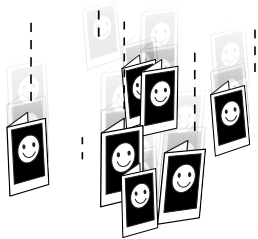
Pick a role and then grab your corresponding checklist!

## Greeters/Welcome Party



## Creation Station

This group will work on making the presentation. Start by choosing one of the following creative options, or use your own idea!



- **Card Shower** – collect cards and notes to give to the person on a designated day



- **Banner and Balloons** – make a banner celebrating this individual and get balloons



- **Video Montage** – Make a video thanking this person



- **Hit the News** - gather stories and publish a story in the local newspaper; present the person with a laminated copy of the newspaper story

## Presenters



If you have enough volunteers, make sure to rotate people between stations so that everyone has a chance to participate!

because  
I said  
I would.



PLEASE DISTRIBUTE

## 1. Greeters/welcome party

- ☐ Provide a friendly welcome to the volunteers
- ☐ Help direct volunteers to their respective stations
- ☐ Have fun...and smile!
- ☐ Take a picture and post it to social media to spread awareness about volunteerism using the hashtag *#becauseIsaidIwould*

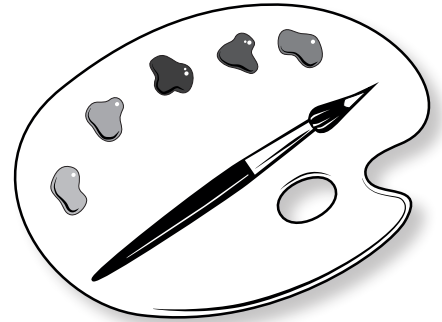


CUT HERE



## 2. Creation Station

- ☐ Meet everyone at your station
- ☐ Divide tasks for your selected recognition format
- ☐ Write your assigned tasks below
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐ Help pack up the presentation for transport or mailing
- ☐ If mailing, give the completed presentation to the Volunteer Project Leader to send
- ☐ Take a picture and post it to social media to spread awareness about volunteerism using the hashtag *#becauseIsaidIwould*



CUT HERE



## 3. Presenters

Use this checklist if you are doing an in-person recognition event; complete the following:

- ☐ Transport the items created above to the location of the recognition event
- ☐ Display or prepare the recognition items for the presentation
- ☐ Determine in advance who will say what
- ☐ Write notes for your speaking part, on the back of this list, if applicable
- ☐ Take a picture and post it to social media to spread awareness about volunteerism using the hashtag *#becauseIsaidIwould*



**because  
I said  
I would.**





## Instructions for using a Promise Card:

- Write your promise to complete this project on the card
- Give the card to the Volunteer Project Leader
- Fulfill your promise
- Get your card back. Keep it as a reminder that you are a person of your word!

because I said I would.

because I said I would.

because I said I would.

because I said I would.

because I said I would.

because I said I would.

because I said I would.

because I said I would.

because I said I would.



1. Tally up the impact of your project
2. Share the results on social media to inspire others to volunteer
3. Send this form to: [projects@becauseisaidiwould.com](mailto:projects@becauseisaidiwould.com)



**Promises  
matter!**

### Volunteer Hours:

Estimated total number of hours of planning time:

\_\_\_\_\_ Hours

Estimated total number of day-of-service hours including set up time, time recognizing the heroes, and clean up:

\_\_\_\_\_ Hours

### Cost:

Estimated savings from donated equipment and supplies:

\$\_\_\_\_\_ Dollars

Total cost of purchased supplies and equipment:

\$\_\_\_\_\_ Dollars

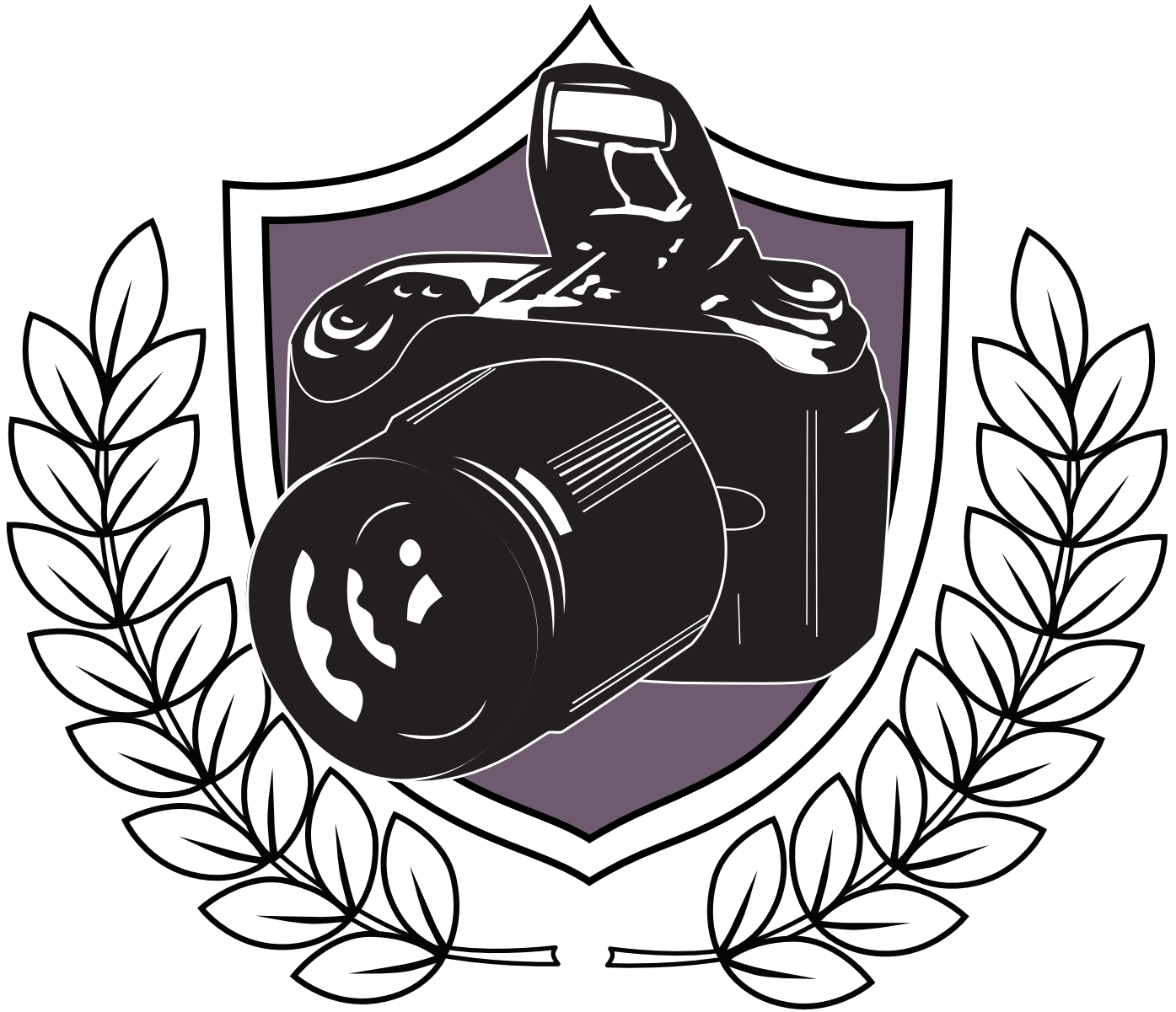
### Impact:

Total number of Volunteers participating in the recognition event/s: \_\_\_\_\_ Volunteers

Total number of Volunteers participating in the planning: \_\_\_\_\_ Volunteers

Total number of "Everyday Unsung Heroes" that were recognized: \_\_\_\_\_ Heroes

# PHOTOJOURNALIST LEADER SECTION



- Promotes the event
- Captures the experience to share success and inspire volunteerism
- Ensures that policies and personal preferences regarding photography and posting to social media are strictly enforced



# Photojournalist Leader Checklist

**A picture is worth a thousand words.** Capture the moment and share the impact volunteering can make!

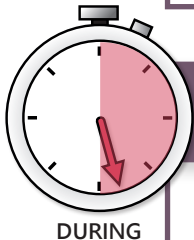
**Remember:** depending on location and the person you are recognizing, the rules and regulations of photography may vary. Make sure to ask if the person is comfortable having his or her picture taken.



BEFORE

## Before

- ☐ Take notes at the planning meeting so you know the correct date, time, and option selected for the project
- ☐ Recruit additional volunteers for the **Day of Service**; advertise the project using flyers and on social media, including the roles needed on the day of service
- ☐ Contact local newspapers, news stations, and magazines (if applicable)
- ☐ Charge batteries for your camera/s & ensure your phone is charged
- ☐ Check that you have extra batteries and/or chargers
- ☐ Pack up your photography/ recording equipment
- ☐ Check with the **Logistics Leader** to understand the rules of what can and cannot be captured



DURING

## During

- ☐ Bring and set up photography equipment
- ☐ Capture the project through photo or video (or both)
- ☐ Interview 5 or more people (see [Interview Guide](#))
- ☐ Make sure volunteers know how to use the hashtag **#becauseisaidiwould**



AFTER

## After

- ☐ Use the completed Photojournalist [Interview Guide](#) to write a short paragraph about an interesting part of the project
- ☐ Announce the outcome on social media platforms
- ☐ Send a recap—including photos and write-up of interviews—to [projects@becauseisaidiwould.com](mailto:projects@becauseisaidiwould.com)



## Tips for taking interesting photos.

### Before and After—

- Show a striking difference between the start of the project and at the end

### Subject selection—

- Choose people/places/things to photograph that are unexpected, surprising, emotional, or action-oriented

### Frame and focus—

- Eliminate unnecessary background by getting 'up close' to the intended subject/s of the photo

## Don't forget to take these shots!

- Before and after
- A group photo
- Action shots

## Sample Interview Questions

1. What is the most unexpected thing to occur today?
2. Have you ever done something like this before?
3. What did you learn today?
4. Has this issue affected you directly or indirectly?
5. What did you discover while interacting with others? Does anything stand out? Any interesting discussions?

Write a short story that recounts interesting experiences people had during this event. Share your story with *because I said I would* and post it to social media to increase awareness and promote volunteerism!

Use the back of this sheet if desired

Email to ***projects@becauseisaidiwould.com***



# FUNDRAISING LEADER SECTION



- Works with the Volunteer Project Leader to determine if additional funds or supplies are needed
- Finds and collects donations if necessary



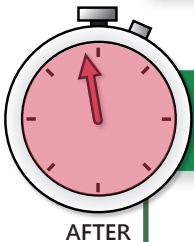
## Before

- ☐ Check with the **Logistics Leader** to find out what equipment/supplies are still needed (if any)
- ☐ Identify possible donors (or lenders if borrowing) for supplies or equipment
- ☐ Give donated equipment/supplies to logistics
- ☐ If additional funds are needed, plan and complete a fundraising event **PRIOR** to the **Day of Service** (see [Fundraising Guide Sheet](#))
- ☐ Work with the **Project Leader** to use acquired funds to purchase needed equipment or supplies



## During

- ☐ Collect and compile information for the [Impact Report](#) by doing the following:
  - ☐ Recognize and record how many volunteers are there
  - ☐ Find out from the **Logistics Leader** the cost of the supplies and how many of each were needed
  - ☐ Distinguish between what was donated, borrowed, and purchased



## After

- ☐ Inform the **Project Leader** of information collected for the **Impact Report**
- ☐ Work with the **Project Leader** to thank any donors who had a part in making this project possible!



Below are some important considerations for planning and completing a fundraising event. The more time you have in advance to plan, the more likely it is that you will have a successful event.

## Ideas:

1. Flea market
2. Bake sale
3. Ice cream bar/potato bar/spaghetti dinner/pancake breakfast
4. Bingo
5. Silent Auction

1. Make a thorough supplies list. Don't forget about the place or specific services you may need like landfill fees or food delivery.
2. Do the math to find out your 'break even' point: Subtract the cost of doing your fundraiser from the minimum amount of money that you could possibly raise. Make sure it is possible that you can raise enough funds to make your efforts worthwhile.
3. Research nearby similar fundraisers and schedule accordingly to reduce duplication of 'like' projects in the same area at the same time
4. Promote/advertise your event as far in advance as possible
5. Make it clear what methods of payment will be accepted (cash, Paypal, credit, checks)
6. Inform donors that their donation is NOT tax deductible (because you are not a non-profit organization)
7. Ensure your electronic payment methods are fully functional
8. Get sufficient bills and coins to make change if collecting cash
9. Donate the surplus: Any amount in excess of what is needed should be gifted to *because I said I would* or invested in another project
10. After your fundraiser, make personal thank you notes/calls using the donor's name