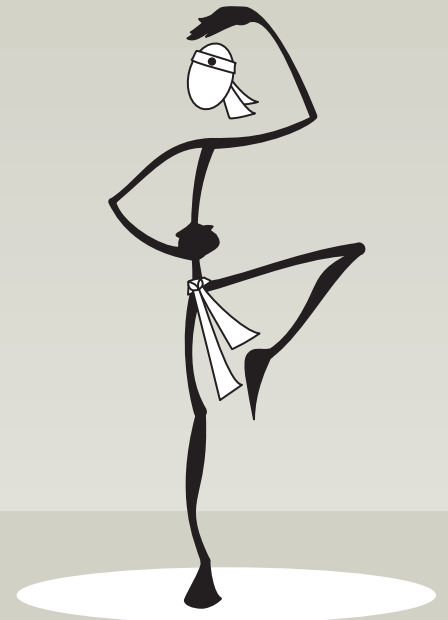
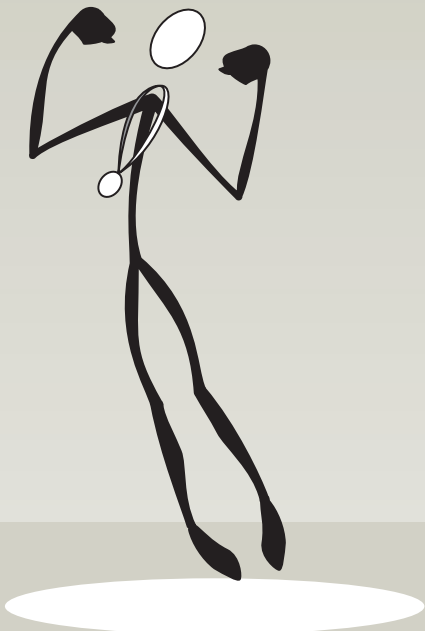
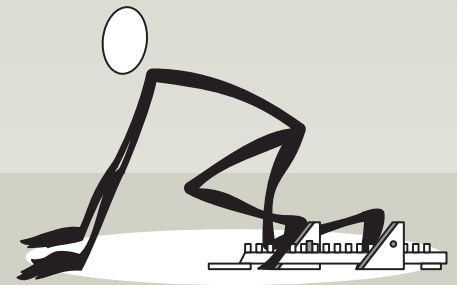
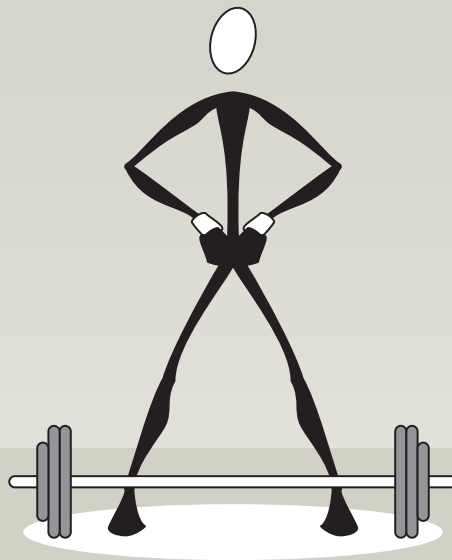
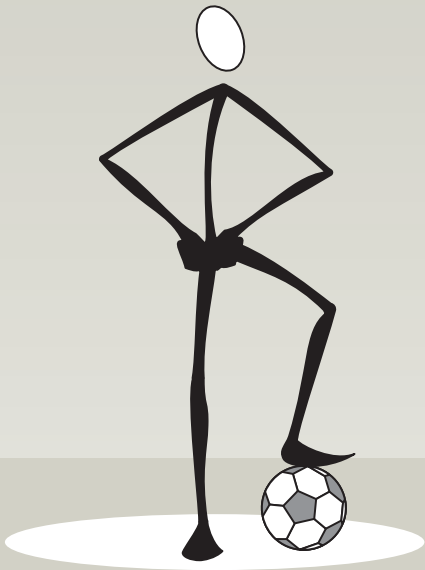


It Only Takes a Spark

Centennial Readiness Training Camp



2010 Pioneers Annual Meeting

It Only Takes a Spark Centennial Readiness Training Playbook


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1. Pioneers Centennial Overview – notes slides
2. Notes Pages for Coaches' Corner
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(provided during training)
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6. Centennial Participation Form
7. Small group breakouts – group and room assignments




Centennial





Goals

- Honor past
- Energize future
- Engage membership
- Grow membership
- Maximize community impact
- Increase Pioneers visibility



Objectives

- Volunteer programs focus
- New member recruitment
 - Goals by group/organization
- Extensive, positive “buzz”
- Interactive/social media - online community of volunteers/members
- Community impact increase
 - Goals by group/organization
- Community impact tracking
- Raise funds



Message

- Energize and motivate
- Recognize and celebrate achievement
- Showcase volunteer projects
- Promote Pioneers culture/values
- Share Pioneers mission



Components

- Volunteer/Community Service
- Technology
- Celebration Event in Boston
- Rewards/Recognition
- PR Media
- Interim Communications
 - How do we gain momentum over next 20 months?



Volunteer/Community Service

Objectives

- Consistent look, elements
 - Visibility
- Life and Regular member engagement
 - Connect past and future
- Enhanced volunteer activity
 - Increase community impact
- New member recruitment
- Funding opportunities



Volunteer/Community Service

Participation Options

- Pioneers Volunteer Community Grant Program – Sparking Local Partnerships (15-20)
- Projects in a Box
- CYOP (Choose Your Own Project)



Volunteer/Community Service

Pioneers Volunteer Community Grant Program – Sparking Local Partnerships

- HQ Financial Support
 - Submit applications
- Local Committee
 - Chapter representation
 - Company representation
 - State/local government representation
 - HQ Staff
 - Sponsor representation



Volunteer/Community Service

Pioneers Volunteer Community Grant Program – Sparking Local Partnerships

- Support
 - Local Business Unit Involvement
 - State President/Corp Comm/External Affairs
 - Local Government Involvement
 - Membership Recruitment
 - Branding/Consistent Collateral
 - Local Sponsorships
 - Organizational Technology
 - Supported PR efforts



Volunteer/Community Service

Projects in a Box

- Pioneers Environmental Initiative - Sparking a Clean, Green Planet
- Pioneers Literacy Project – Sparking the Love of Reading
- Pioneers Military Mission – Sparking Support for Soldiers and their Families



Volunteer/Community Service





Volunteer/Community Service





Volunteer/Community Service

Projects in a Box

- Support
 - Project manual
 - Membership recruitment materials
 - Branded materials
 - Marketing collateral
 - Organizational technology
 - Sponsorship templates
 - Media templates



Volunteer/Community Service

CYOP – Choose Your Own Project

- Support
 - Membership recruitment materials
 - Branding
 - Organizational technology
 - Sponsorship templates
 - Media templates



Technology Support

- Centennial “Microsite”
- Project pages
- Volunteer pages
- Community building
- Organizational pages
 - President/Chairman blog/facebook
 - Volunteer hours ticker
- Group page
- Unit page

SOCIAL MEDIA: SparkTheChange.net

The Future is Calling International Volunteer of the Year Voting

The screenshot shows the SparkTheChange.net website interface. A central banner features the '100 sparkthechange' logo and '100 MILLION HOURS CHALLENGE'. Below the banner, there are sections for 'ON NEWS OF BIRTH', '100 MILLION HOURS CHALLENGE', and 'OUR PARTNERS' (listing Verizon and QWI). Three red callout boxes highlight specific features: 'Newsroom - Backgrounders, fact sheets, media info, photos & videos,' 'Social Features' (listing unique chapter pages, project video/photos, sharing capabilities, and a thank you wall), and 'Challenge - tracking events & progress w/interactive map'. A fourth callout box points to the 'Spark The Change National Tour' section, which provides scheduling and participation information.

pioneers
a volunteer network

Boston Event

- Annual Meeting and Centennial Celebration
- November 2-5, 2011
- Boston, MA
- Westin Waterfront

pioneers
a volunteer network

Boston Event

A photograph of a snowboarder in winter gear riding down a snowy mountain slope. The background shows utility poles and a clear sky.

 Boston Event



November 2 – 5, 2011

 Boston Event

2011 Annual Meeting (Wednesday – Friday)

- EXPO/Museum Opening with buffet dinner
- Group Meetings
- Board/Committee Meetings

 Boston Event

- Awards breakfast
- Opening session
 - Welcome
 - Roll Call
 - Bylaws issues
- 2011 Awards Presentation
- Group Dinners



Boston Event

Centennial Celebration (Saturday)

- Breakfast program
 - Industry history
 - Pioneers history
- Community Service Project
- Lunch
- Preparing for the future



Boston Event


- Reception
- Dinner/Centennial Awards
 - Spark the Change Award – sponsor company CEOs
 - The Future is Calling Award – sponsor company/group that has most members/volunteer hours per capita
 - Pioneer of the Year – international volunteer of the year
- Entertainment




Rewards/Recognition


Volunteers

- Volunteer hours
 - entered individually in PALS/Volunteer Now
- Possible Rewards
 - Centennial/Pioneers merchandise, keepsakes
 - Special offerings
 - Recognition



Rewards/Recognition





Rewards/Recognition

- All Members
 - Individual giving, royalty-generating member benefits
 - Website, central Topeka PO Box, HQ
 - Possible Rewards
 - Centennial/Pioneers merchandise, keepsakes
 - Special offers



Interim Communications

- Pioneers Website
 - Centennial microsite
 - Social media
 - Organization, group, C/C/C, individual pages in online community
 - Tweets, blogs
 - Text messaging
- Webinars
- Webcasts



Interim Communications

- Conference calls
 - Leadership calls
 - Quarterly “state of the Centennial” address
 - Recognition calls
- IVR/OVM
- Surveys/Weekly Polls – results on website
- Print/mail
- Individual support/contact



PR/Media Relations

- External PR firm
- Local PR/Media support
- Local business unit support (when available)
 - Corp Comm
 - External Affairs



How Can I Participate?

Members/Volunteer Leadership

- Use Centennial opportunity
 - Promote/implement programs
 - Use Centennial tools
 - Communicate with other leaders, membership
 - Recruit new members
 - Build relationships with location management
- Participate/promote Centennial Volunteer Rewards Program
- Submit awards



How Can I Participate?

Members/Volunteer Leadership (cont.)

- Attend Atlanta Annual Meeting – Centennial Readiness
- Attend Boston event
- Centennial microsite/social media
 - Submit stories/pictures
 - Use to generate enthusiasm among chapter/unit
- Help create “buzz” by talking to co-workers, friends and family
- Display/wear Centennial rewards
- Purchase Centennial merchandise
- Contribute financially



How Can I Participate?

Members/Volunteers

- Volunteer
- Recruit new members
- Rewards Program
- Attend Boston event
- Centennial microsite/social media
 - Submit stories/pictures
- Help create “buzz” by talking to co-workers, friends and family
- Display/wear Centennial rewards
- Purchase Centennial merchandise
- Contribute financially



Appendix

Additional Ways to Participate



How Can I Participate?

Members – Donors/Contributors

- Contribute financially
 - Centennial direct mail programs
 - Online
 - » In Memory/Honor, sustainer program
 - Answer the Call volunteer
- Donor rewards program
- Participate in online Centennial activities
- Volunteer for local project
- Attend local projects/events
- Attend Boston event
- Submit stories/photos
- Purchase Centennial merchandise



How Can I Participate?

Prospective Members

- Volunteer
- Join Pioneers
- Purchase Centennial merchandise
- Contribute financially
 - Program items (i.e. books, care package items)
 - Cash



How Can I Participate?

Non-Member Contributors

- Contribute financially
 - Rewards program
 - Honor/Memory program
 - Sustainer program
 - Programs (books, items for care packages, etc.)
- Volunteer
- Purchase Centennial merchandise
- Join Pioneers (if eligible)



How Can I Participate?

Board Members

- **Support Centennial plan**
 - Chapter leadership
 - Sponsor companies/executives
 - Members
 - Attend programs and events
 - Internal/external connections
 - Vendors
 - Media
 - Government
 - Personal/professional relationships



How Can I Participate?

Advisory Board Members

- **Support your Board members**
- **Support Centennial plan**
 - Chapter leadership
 - Sponsor companies/executives
 - Members
 - Attend programs/events
 - Internal/external connections
 - Vendors
 - Media
 - Government
 - Professional/personal contacts



How Can I Participate?

Sponsor Companies

- Sponsor Centennial Celebration
- High level executive engagement
- Participate in Key Markets
 - State Presidents
 - External Affairs
 - Corporate Communications
 - Explore granting opportunities
- Attend Boston and Washington DC events
- Support Centennial Plan
- Support Advisory/Board members
- Recognize and thank Pioneers



How Can I Participate?

Former Sponsor Companies/Executives

- Attend Boston event
- Contribute financially
 - Sponsorships
 - Project/program grants
- Participate in local programs
- Volunteer
- Make connections
- Thank/recognize Pioneers
- Purchase Centennial merchandise



How Can I Participate?

Industry Friends

- Sponsor Boston event
- Attend Boston event – purchase table
- Promote via internal/external media
 - (i.e., print ad “Cisco congratulates the AT&T, Verizon and Qwest Pioneers”)
- Volunteer at local projects
- Potential granting opportunities (corporate foundations)
- Purchase Centennial merchandise



How Can I Participate?

Affinity/Member Benefits Partners

- Sponsorship
 - EXPO
 - Project/Program support, grants
 - Attend Boston event
- Volunteer for Pioneers projects
- Participate – 10 Key Markets
- Participate in rewards program
 - Centennial-related marketing strategies
- Pioneers and/or partnership recognition through internal and external marketing/advertising



How Can I Participate?

Project and Program Partners

- Promote Pioneers Centennial
 - Websites
 - Publication articles
 - Use Pioneers Centennial logo
- Attend Boston event (EXPO, gala)
- Contribute financially (honorarium)
- Volunteer
- Purchase Centennial merchandise



How Can I Participate?

Project/Program Recipients

- Volunteer
- Testimonials on website
- Attend Boston event (EXPO, gala)
- Contribute financially
- Purchase Centennial merchandise
- Visibility – tell friends, family, co-workers about the Pioneers



How Can I Participate?

Government Officials

- Pioneers Day Proclamation
- Attend projects/programs/events
- Visibility/individual and organizational recognition
- Industry promotion (corporate volunteerism)
- Community resources

Notes

Enhancing Projects/Programs for Centennial (Michael Sears,
Darrell Liebricht)

Membership Recruitment (Debbie Pyle, Charles Pitt)

Notes

Creating Inclusive Culture - Engaging New Members (Lori Jean Mantooth, Jennifer Highsmith)

Working with Sponsor Company Local Representatives (Pete Martin)

Notes

Building Local Relationships (Joy Kmetz, Gail Butler)

Technology/Social Media (Kelly Hinson, Trish Zimmerman)

Coaches' Corner Panel Discussion Overview 2010 Pioneers Annual Meeting It Only Takes a Spark – Centennial Readiness Training

Project/Program Options for Centennial Year

There are three different ways for units to participate in the Centennial year projects and programs, including one brand new opportunity, one opportunity that includes doing something you already do but a little differently and one option that provides extra support for something you already do.

The three options have commonalities, including project structure, project elements and branding. In order to spark interest in Pioneering both internally and externally during the Centennial year it is important we present our projects and programs consistently, both structurally and visually. All options include the opportunity for that consistent structure and presentation.

The first option is Pioneers Volunteer Community Grant Program – Sparking Local Partnerships. The second is the three projects in a box:

- Pioneers Military Mission - Sparking Support for Soldiers and their Families;
- Pioneers Literacy Project – Sparking the Love of Reading; and
- Pioneers Environmental Initiative – Sparking a Clean, Green Planet

You'll note we are using a consistent naming structure for our projects which helps us create brand consistency. No matter which option you choose we ask that you take what you've learned and incorporate it into your project. For example, if you do lap blankets for veterans you can call your project Pioneers Military Mission – Sparking Support for our Veterans, or if you do Hug-A-Bears you can call it Pioneers Hug-A-Bear Project – Sparking Comfort for Kids. While it seems a small thing to do, it's that kind of consistency that will really help us share with others who we are and what we do.

Beginning to drill down into a little more detail, let's look at option one, Pioneers Volunteer Community Grant Program – Sparking Local

Partnerships, which gives you great local community flexibility. The purpose for creating this project is to help us align a Pioneers community-wide project with our local sponsor company business unit and our local government officials. This will help us increase community visibility and get more local recognition for the Pioneers, both within our sponsor companies and our communities.

As mentioned earlier, there is an opportunity to apply for funding to help offset the cost for this option. In order to qualify for funding you must: 1) work with all Pioneers groups in your community; 2) work with your state or local government officials; 3) work closely with your local sponsor company business unit representative, for example, State President, Corporate Communications or External Affairs representatives; 4) work closely with headquarters staff; and 5) provide some chapter "matching" money for the project.

When putting together a plan, chapters, government representatives, company representatives and headquarters staff will work together to identify the community need and then create the project to address it. The project must follow the model we've been talking about for the past year – which means it should include

- a one-time weekend volunteer opportunity,
- be family-friendly,
- provide the opportunity for lots of people to participate,
- be appropriately branded,
- be managed in Volunteer Now
- include a new member recruitment and engagement component

The second option, choosing one or more of the three Projects in a Box, is simply taking projects that most Pioneers units already do and creating some consistency in the way they're presented and delivered. Across the US and Canada these three projects were piloted in 2009. Following the project model will make it easier during the Centennial year to get global media attention for our organization. The pilots provided some good organizational learning. First, we learned that ALL Pioneers do a fantastic job of executing a project or program. Across the board, no exceptions, the program delivery was stellar. We were, however, able to identify some areas where our pilot chapters really struggled including

- 1) Using our projects and programs as membership recruitment vehicles
- 2) Including new members
- 3) Partnering with our local sponsor company representatives

- 4) Making sure that our projects and programs are correctly branded and presented and
- 5) Using our current technology to manage and track our project and program participation.

So as we look at how we can best support our chapters during the Centennial Year, those are the areas where we really need to focus. The support you'll receive if you do one or more of these projects in a box during the Centennial Year includes a project manual, project marketing collateral, membership recruitment materials, public relations and media templates, local sponsorship templates, branding and technology support. The materials will be provided to you at minimal or no cost.

The third and last option is for you to choose your own project as your "Centennial" project. If you go this route, we'd still like you to use correct branding, make sure the project is appealing to younger, actively working Pioneers, make sure there are plenty of opportunities for people to participate and engage your local sponsor company business unit when possible. There will be materials available for you, including membership recruitment brochures and posters, press release templates, local sponsorship templates and technology-based tools.

Project/Program Q&A:

1. **Question:** I still don't really understand the whole Community Grants program. Can you explain that a little bit more for me?

Answer: The idea behind this program is to create a community-wide program to address a specific community need during the Centennial year. For example, let's pick a community, say Denver – in Denver there are Qwest, AT&T and New Outlook Pioneers. These three Pioneer groups would get together and figure out how many volunteer hours they think they can commit to a Denver project – say they decide they can do 5,000 hours between the three groups. The next step would be to work with the Qwest and AT&T state presidents and/or external affairs people to connect with the Denver city government with the offer of these hours and possibly some money to support the project. Perhaps the city of Denver needs to build an accessible walking trail in a local park, so the local Pioneers would take that on as a project, capping hours at 5,000 and submitting a grant application to Pioneers headquarters to offset part of the cost of the building materials. This is just a great project all the way around,

because it gets the Pioneers in front of civic leaders, it gives our sponsor company external affairs people a different and positive story to share with both local government officials and the media about our companies and industry, and also fills a community need. Everyone wins – and the Centennial hook just adds that much more to the story.

2. **Question:** I still don't really get the whole project in a box idea. Will you explain that a little more?

Answer: You may remember a few years ago the Pioneers organization did a survey of employees in our sponsor companies who were not Pioneers. One of the outcomes we were looking for from that survey is what would inspire those employees to join the Pioneers. They shared a lot of information back with us, basically telling us what would appeal to them as Pioneers. We weren't doing several of the things they said they wanted, like planning our projects on the weekend, making it easy to contribute and creating family-friendly projects. So, we looked at Pioneers projects that lots of units already do, like care packages for the soldiers, donating books to kids and different environmental projects like beach cleanups or highway trash removal, and tried to add elements that would make them appealing to potential volunteers. For example, for the military project we added including soldiers and their families to what we already do, as well as planning the kit packing on a weekend. We added a little twist to the book giveaway by creating a book fair on a Saturday where families could come and get free books. And for the environmental project, we added a branded, eco-friendly tote bag, recycling tips and a green light bulb to give to people in the neighborhoods where we were cleaning a park – to help increase the Pioneers visibility in the neighborhood. Basically, the idea is to create some consistent branding and project elements, which in turn will help us recruit new members. Denver headquarters also developed some great branded materials for us to use, so we look like Pioneers no matter where we're doing the projects.

3. **Question:** If we decide to just do our own Centennial year project, can we still get recruitment materials and other support?

Answer: Membership recruitment materials are available to every chapter, council and club and little or no cost. The materials available include a membership recruitment brochure and poster. Both are available in either printed versions or printable pdfs if you want to print them yourself. You can find these items by visiting www.pioneersvolunteer.org and clicking on the Pioneers Essentials

link. You'll also continue to receive technology support and will have access to local sponsorship proposal templates and press release templates.

4. **Question:** Is everyone eligible to receive funding from Denver headquarters for the Centennial year and, how do we apply?

Answer: Everyone is welcome to apply for funding, however, you should keep in mind that you have to meet certain criteria to qualify. You all should go back to your chapters and discuss the options for Centennial year participation. Share what you've learned today and decide whether you want to do the Pioneers Volunteer Community Grant Program, do one or more of the projects in a box, or simply do a Centennial project of your own choosing. There's a form in your playbook we are asking you to complete and return to Denver headquarters by April 30. If you decide you want to do the Pioneers Volunteer Community Grant Program, you may be eligible for funding. You'll need to fill out the grant application form in your playbook and also return that to Pioneers Denver headquarters by April 30. The application form also clearly defines the criteria you must meet to be considered for funding. You can apply for up to \$50,000 per community, but that will be shared among all Pioneers groups in that community and must be used exclusively for the Community project agreed upon by the chapters, local civic leaders, sponsor company representatives and HQ staff.

5. **Question:** Are we planning to do one project across North America on the same day? If we are, what project is it?

Answer: You'll find in your playbooks a commitment project/program commitment form. The last question on that commitment form is: "My chapter would like to participate in a one-day organization-wide project in 2011," answer yes or no, followed by, "if yes, we would be interested in the following type of project (check all that apply)." This is your opportunity to let us know how many of you want to do this and what type of project you'd like to do. Once we receive your completed forms, which are due back to Denver headquarters by April 30, 2010, we'll make that decision based on your feedback.

Membership Recruitment Plans:

In 2009 AT&T launched a company-wide membership recruitment campaign for the first time in several years. Almost 6,000 new

Pioneers were recruited in 2009. The campaign was company supported, but primarily driven by Pioneers chapters. To begin with every chapter was asked to increase their membership by 10% from their local employee base. Contests and incentives were developed as well as lots of tools to assist the chapters, including an online membership application, a training portal, a handbook, a recruitment video and standardized collateral and materials. While a 10% increase was a pretty high goal, seven chapters did reach it and many chapters continued their efforts through the end of the year with that goal in mind. The chapters that were most successful had some commonalities – they had some new business locations to tap into, like wireless, yellow pages and call centers. They also had tremendous support from their company local management because they'd worked hard to develop that relationship prior to the recruitment campaign. Good results were also achieved with on-site incentives and, as we all know, the one-on-one ask, person to person, was the best recruitment strategy.

The most successful AT&T chapter was the Nevada chapter. This chapter's approach included:

- 1) Engaging the State President who is a long-time Pioneer and believes strongly in the value of Pioneers. It can't be stressed enough how important it is to build a relationship with your state president. Make sure they are a Pioneer and know about all the Pioneers activities.
- 2) Reminding people that 55% of their membership dues stay local and are used for our chapter's projects.
- 3) Getting people involved right from the get-go! Have project sign-up sheets at your recruitment events.
- 4) Offering incentives to join – use old stuff to give away during recruitment meetings when people sign up on the spot.
- 5) Creating a powerpoint presentation that all units can use in presentations – AT&T developed a recruitment video as well, which was really helpful.
- 6) Trying to schedule meetings through managers to insure a captive audience. This is where your state president relationship can really pay off.
- 7) Building a recruitment team based on what people like to do. For those people who really enjoy public speaking and talking to people, let them lead the way, especially in group meetings. For those who would rather stay in the background, have them hand out cookies and membership applications.
- 8) Telling people that our organization is current and vibrant and constantly changing – we welcome new ideas and projects!

Using these strategies the Nevada chapter was able to double membership during the company-wide campaign, and one individual personally recruited 178 new members!

Membership Q&A:

1. **Question:** What is the recommendation for getting our sponsor company to help us with a recruitment campaign?

Answer: First, contact your group Vice President to request meetings with your company high level executives. Then put together a presentation outlining what the campaign would look like and include information about how the Pioneers members and organization adds value to your company and helps achieve our company business objectives and social responsibility objectives. The key really is to create that value proposition that ties into your company's business objectives and then identify Pioneers champions among your senior management to help you.

2. **Question:** Can we recruit contract employees?

Answer: Unless a contractor was an employee of the company before they became a contractor, contractors cannot be Pioneers.

3. **Question:** How should I set my chapter new member recruitment goals moving forward?

Answer: The best option is to rough guess how many employees you have in your chapter area and then set a goal of having a designated percentage of those employees signed up as Pioneers. For example, if you approach a call center that has 320 employees and currently only 93 of them are Pioneers, that's about 29%. But, your goal might be to increase that 29% to 35%, or 112 Pioneers total. Each sponsor company really should have a goal set of what percentage of active employees they would like to see belong to the Pioneers.

4. **Question:** Can we use the membership recruitment materials everyone's been talking about for our recruitment campaign and how can I get them? Did we have to pay for them?

Answer: The best way for everyone to get the materials is to go to the Pioneers website at www.pioneersvolunteer.org and click on

Pioneers Essentials. You can download pdfs for free, or order printed materials. Every year Denver headquarters has some money budgeted to cover print materials, which they pay for on a first-come, first serve basis, so check with headquarter staff to see what's available in 2010.

Creating an Inclusive Culture – Engaging New Members:

Once you have a successful membership recruitment campaign, the next step is to be sure all those new members get involved in volunteering. When we look at volunteer trends, we know that people who get involved will stay with the Pioneers organization over the long haul and those that don't may leave. We also know that people who get involved soon after joining are more likely to take on leadership roles. We also know there are things we can do to inspire people to get involved from the get-go.

We do this by encouraging new members to share their ideas, bring new projects to the table and really feel like they're part of your volunteer efforts. One of the Pioneers values is to create a fraternal or social aspect to volunteering, so it's doubly important to help new members get involved and feel valued.

It's also extremely important to create a fun, positive environment for people to join – let's face it, people volunteer because they want to feel good about what they're doing. If someone shows up to volunteer and they hear people making negative comments about their job, their boss, the organizers of the volunteer project or other volunteers, they could leave with a negative impression of Pioneering, instead of leaving feeling like they've done something valuable and great.

Just remember, you're all trying to do something good and to feel good about what you've done together. Don't hold back in saying thank you and expressing appreciation for everyone's contributions.

It's also important to get people signed up for a volunteer project as soon as they join. This is when people are most excited about getting involved. The idea of having project volunteer sign up sheets at recruitment events is great. Other things you can do to get people involved include using technology to keep people informed about your upcoming projects and volunteer needs.

The Pioneers have a new tool called Volunteer Now where you can go to the Pioneers website to check out and sign up for projects. Make

sure to promote the tool to new members. You can also find out if there's a way to post upcoming projects on your company intranet with a link to Volunteer Now so you keep all company employees in the loop about what's going on with Pioneering. Pioneers headquarters also sends out a new member welcome packet, either electronically or through the mail, that directs people to the Volunteer Now website to check out volunteer opportunities. So, it's really important that you get your projects entered in Volunteer Now so people can see them when they go to look for something to do.

You may also consider assigning a Pioneer in each location to personally welcome each new member or follow up with an "old" member who doesn't volunteer and personally invite them to attend your next Pioneers project.

Creating an Inclusive Culture Q&A:

1. **Question:** How do we know who our new members are and how do we get them involved with volunteering?

Answer: You can get new member information from your membership database by running reports in PALS. And once you know who your new members are, you can send them an email, call them on the phone, or just contact them in some way to ask them to volunteer for your next project – and the sooner you can contact them, the better. It's also a great idea to have volunteer program sign up sheets at your member recruitment meetings. And, even in the age of technology, one of the most effective ways to engage someone is by sending a personal, handwritten note.

2. **Question:** What should we do if someone acts inappropriately at a Pioneers project or event?

Answer: You should pull the person aside and let them know how much you appreciate their volunteer time – and that you try to create a fun, comfortable environment for all volunteers and hope they understand that their behavior may be making others uncomfortable and suggest they take a different approach.

3. **Question:** As a recent retiree, I'd like some ideas on how to bridge the gap between our retirees and our active employees.

Answer: Sometimes it's not about how old you are, but what you're good at. If you maintain a varied slate of projects there should

always be elements that appeal to every age. For example, if you want to donate books, you can include your active employees in the book collections through collection boxes at work sites, but your retirees can empty the collection boxes and sort the books for distribution. Or, if your chapter makes hug-a-bears, perhaps your retirees can sew them, but your active employees can pack and deliver them. It's a great idea to have activities for children at your projects – more families will come and you can bring either your kids or your grandkids. Also, when everyone is gathered together it's really important to focus on things that are relevant for everyone – preferably related to the project you're doing. You may want to equip yourself with stories about successful projects and the people you've helped instead of talking about work or the "good old days."

4. **Question:** How can we create a more family-friendly environment at our projects and should we be planning special activities for children?

Answer: Parents want to spend time with their children on the weekends and they'd also like opportunities to involve their children in activities that re-enforce good values. So, if you plan your projects for the weekends, you need to plan to have children and also plan some type of activity for them letting them participate in the project. A great example of this is the cards and crafts stations at a military project, or a story reading.

Working with Sponsor Company Local Representatives:

Engaging your local sponsor company management is critical to Pioneers' success. Keeping in mind that your local company unit has business objectives and that time and resources must first be focused on meeting them, if there's any way you can help meet those objectives, even the most resistant manager will welcome a partnership with Pioneers.

Being able to tangibly document your IMPACT is a must. That means you have to go the extra mile to track how many volunteers you have, how many hours each of them is volunteering and what kind of impact those volunteer hours are having in your community.

In addition, the Pioneers Volunteer Community Grant Program that includes your company, your local government and the Pioneers is a great value-add to your sponsor company. Our sponsor companies are constantly trying to create strong, positive relationships with local

governments and to have a great story like a Centennial anniversary and the contribution of volunteer hours and dollars to a community-identified project is something that would be hard to pass up.

Another way to demonstrate value is to be sure you're including active employees and continuing to recruit them to Pioneering. The team building and morale benefits are things you can't buy! Lastly, be sure you always represent your company in a positive light when you're in the community doing Pioneer work. Whether you're actively employed or retired, you are the best good will ambassadors a company could have!

Working with Sponsor Company Representatives Q&A:

1. **Question:** What should we do if our company management doesn't support the Pioneers?

Answer: First, find the highest level Pioneer in your location and ask them to schedule some time with your manager to share with them how supporting Pioneers helps achieve your business objectives. You may also want them to explore whether something has happened in the past that's created a negative impression and let them know that lots of things have changed with the Pioneers in the last few years – including a new brand and image – and a desire to really help increase your company's success. Then keep inviting your manager to Pioneers projects - this lets them know how much good work you're doing in your community in the name of your company. Also be sure that your Pioneering activities don't interfere with your ability to get your job done.

2. **Question:** If we're looking to start building a new relationship with our State President, who should we call? Who should do the calling and wouldn't you think every State President knows about Pioneers and what we do?

Answer: First, while you would think most State Presidents would know about the Pioneers and what you do, remember that their primary responsibility is to further the company's business objectives. So, unless you're helping with those objectives and actively sharing how, you may simply not be on your State President's radar. If you want to initiate a relationship, you should identify the highest ranking Pioneer you can find and ask them to begin sharing Pioneers information with your State President. Also, be sure to submit Pioneers articles and information for company publications and

intranet. You may even want to begin sending notes with upcoming projects and media mentions to your State President. After you've "warmed up" your State President by sharing lots of Pioneers information and stories, request a meeting. The objective of the meeting should be to share a little about what the Pioneers are doing and then ask your State President what the Pioneers can do from a volunteer perspective to help your state meet their business goals and objectives. Then, follow up and follow through. Before you know it, you'll have one strong Pioneers advocate.

3. **Question:** what do our sponsor companies want from Pioneers?

Answer: The answer to this question could be slightly different depending on what sponsor company you're with. But, for the most part, all of our companies would agree that they see Pioneers as great good will ambassadors in local communities. And the good news for Pioneers is that in recent years current and potential customers and employees want to know that they're spending their money with companies who care about their communities and demonstrate giving back. That means that the value of a good will ambassador is increasing and may very well be demonstrated in the bottom line. And one of the things our companies really appreciate about the Pioneers, both those who are still working and those who are retired – is that incredible company loyalty you all share, not only to your companies but also to the telecommunications industry. However, our companies want us to keep up with the times and to position the Pioneers to be relevant to younger employees. With the focus on providing volunteer programs and community support, if the Pioneers don't create an environment that's appealing to active, younger employees, our companies will create a different opportunity for them. So it's imperative that we change with the times as demonstrated by the Pioneers with the new spark image.

4. **Question:** How can we find out what our company's business objectives are and help meet them, and why don't our companies let us take time off work to volunteer anymore?

Answer: Our companies are in the business of making money. So, anything you can do to help impact the bottom line will generally help meet your company's business objectives. For example, if being a Pioneer helps build team spirit and increases morale, that can impact a company's bottom line. If you're visible in your community and that influences people's purchasing choices, that impacts bottom line. You might also try to initiate some dialogue with management and let

them provide input as to what they need from you – they may have community impact or corporate social responsibility objectives they need to meet that you could help with. Unfortunately, with the onslaught of competition in the past decade, profit margins have narrowed, our employee base has been reduced and in this environment it just isn't possible to give everyone time off to volunteer.

Building Local Relationships:

Your local sponsorships have to bring value to the companies you partner with. As much as most companies love to do nice things for good people, they also have business objectives to consider when deciding where and how to invest resources. The good news is, even though decisions are bottom-line driven in this day and age the bottom line can be impacted by perception of a company's values and image. Statistics show that both consumers and potential employees are actually influenced by a company's commitment to the people who buy and use their products and to their communities in general. It is also helpful to choose partners who share your organization's values.

Another quality appreciated by most companies is a willingness to try new things and look at things differently. It's also helpful if you have a good handle on your membership and their communication preferences so partners don't waste resources reaching out to people who have no interest in their products or services. In addition, a genuine willingness to help your partner gain value from a partnership is what can set you apart and inspire others to want to be a better partner to you. Every potential partner, whether it's another service organization, a local government or a local company, will be looking for the Pioneers to meet a different need. To be able to brainstorm together on the best way to create a win-win partnership can be your greatest asset.

As Pioneers also forge many partnerships or alliances with other non-profit or service organizations, another recommendation is to be sure you lead those partnerships and are recognized for the work you do in the context of those partnerships. This can sometimes be challenging, especially when your role is to support another organization's project or program through providing volunteer hours. When forging these types of partnerships, it's helpful if you place a value on your volunteer hours and then be sure you receive benefits equivalent to that value.

For example, if you staff a water station at the March of Dimes Walk and 15 Pioneers spend 6 hours a piece, that's a donation of 90 hours, which has a cash value of \$1,822. Request that you receive the same level of benefits that others sponsors in that range receive. Be sure you're mentioned in programs, annual reports, newsletters, press releases and anywhere else you can get your name.

Building Local Relationships Q&A:

1. **Question:** When you're talking about local sponsorships, are you talking about our sponsor companies or other companies? Why do we need local sponsors and how does that relate to the Pioneers Centennial?

Answer: When we're talking about local sponsorships, we're not talking about your sponsor companies. We're talking about partnering with local businesses that provide either cash or in-kind contributions to the Pioneers in exchange for something, like access to your membership, advertising space in your newsletter, your endorsement, or something like that. The Centennial opportunity here is enhanced because we anticipate the Pioneers will be getting lots of attention during the Centennial year, not only because turning 100 is a big deal, but also because you'll be creating the attention with your projects and programs. And we all know it's become a pretty important thing for businesses to demonstrate their community involvement these days, so that presents even greater opportunities for the Pioneers.

2. **Question:** Can we contact our international and national partners, like Liberty Mutual, to sponsor local projects and programs during the Centennial year?

Answer: You should check with your Denver headquarters team – they'll be working on international Centennial sponsorships with all of the Pioneers affinity partners for the Centennial. Some of those sponsorships will include opportunities to partner with local representatives.

3. **Question:** Don't most companies have foundations or programs where they just give money away to people who do good work?

Answer: Most companies do have foundations, but because lots of those foundation portfolios have taken a hit in the past few years, many of them have really cut back on the proposals they fund. Also,

many of them have already committed money through multi-year grants or ongoing projects, so when you take that into consideration and the shrinking pool of available funds, and the increased competition for those funds, it's simply not that easy to get foundation money. A lot of companies have also shifted their foundation focus to fund programs that engage their employees and further their business interests. For all those reasons, sometimes it's better to approach a company with a sponsorship proposal and a value proposition, which opens up several additional money channels.

4. **Question:** Why doesn't the Pioneers organization forge partnerships with national sponsors that benefit chapters?

Answer: All of the affinity partnerships do benefit chapters, as 70% of the net royalty payments are distributed to chapters. Good national and international partnerships are really hard to find and build, but the Centennial creates lots of opportunities for the Pioneers to do this, especially the way the projects and programs will be structured. Much of what you are being asked to do around branding and creating consistency in the way you deliver projects and programs will increase the Pioneers appeal to potential national and international partners.

5. **Question:** As Pioneers we always say we don't volunteer for recognition, so why should we ask for recognition by other organizations when we volunteer to help them?

Answer: In order for the Pioneers to be a viable organization, you always need to be telling your story and spread the word about who you are and what you do. Other organizations know this, which is why sometimes it's hard to get them to give you the recognition you deserve. Competition for those media mentions and for funding is fierce, so no one really wants to share. Remember, you're not looking for individual recognition for the things you do, but you're looking for people to know about and recognize the Pioneers as an organization. After all, we've been around for 100 years and it's about time people find out about us!

Technology/Social Media:

If you still think social media is a fad, you're going to find yourself behind the eight ball in engaging your new members. Most volunteer organizations are already including social media/networking and other online tools to strengthen their messaging and reach. You can do the

same – and the use of some of these tools will be a tremendous asset to you during your Centennial activities.

Not all your strategies need to be for the tech savvy only – you can create blogs from key leadership that are easily accessible from your website, you can use text messaging in lieu of tweets. But, you're going to have to have a way to create Pioneers communities throughout your Centennial activities. For example, you can create communities at the group level, at the chapter or unit level, at the project level and you can even create individual volunteer pages. Using social media is a great way to expand your reach as an organization and increase not only your visibility, but also understanding of the Pioneers – who we are and what we do.

In preparation for the Centennial activities, we've also created an easier tool to use for signing up to volunteer for projects and reporting. You can access this tool, called Volunteer Now, through the Pioneers website at www.pioneersvolunteer.org. Volunteer Now is fairly new, having just launched in July 2009, and we're still improving the functionality and ease of use. The tool was really developed in response to the growing need for better tracking of our activities and impact. It's become increasingly critical to be able to tell people, especially current and potential funders, not only how many members we have, but how many of them are volunteering, how many hours they are volunteering and for what projects they're volunteering. It's also critical that we be able to quantify our impact.

Technology/Social Media Q&A:

1. **Question:** Will you please explain the different types of social media – what's the difference between facebook, myspace, linkedin and twitter? Is a tweet different than a blog?

Answer: Social media serves a great purpose, in that it allows us to keep our relationships and contacts current and up to date and to continually grow our personal and professional networks. Facebook and linkedin both operate within the same type of technology. They are websites that allow people who "join" to create personal pages where they can post pictures and messages. Once you create your page you then invite people to be your "friends" and they can access your page and also post reply messages. Facebook is the fastest growing "online community" among adults, and linkedin is more for professional networking, career building and job searching. Twitter is a tool used to send short messages to other people who also have

Twitter accounts and who have signed up as one of your followers. A twitter message is called a tweet. When you send a tweet, it goes to all of your followers who can then see your message by logging into their Twitter account, either through a computer or an iPhone. A blog is an online message from you to those who visit your website and usually includes regular, frequent updates with new information.

2. **Question:** Why should we use social media when most of our members don't even have high speed internet – how does that bring value to the Pioneers and shouldn't we be investing our resources in something our members will actually use?

Answer: Current statistics show that the fastest growing segment of internet users are 65+ years old, and that includes facebook! All these tools are not just passing fads, and in a year or two the majority of you will be using them. The other thing to consider is that you want to keep recruiting new members, so it's really important to communicate in a way that reaches them. That's one of the really interesting things about younger people – if you don't speak to them in the way they prefer, they'll tune you out. So, while it's important to balance investment of resources between current members and new members, you don't want to find yourself behind as you work so hard to position your organization for your next 100 years.

3. **Question:** Can anyone join the Pioneers through the online membership application?

Answer: Currently you can only join the AT&T Pioneers through the online membership application accessed through the www.pioneersvolunteer.org website. But, by the end of second quarter 2010 any employee of our current sponsor companies will be able to join the Pioneers using the online membership application.

4. **Question:** If we're already entering our bulk hours in Volunteer Now, why do we need to enter hours for individuals?

Answer: The reason we need people to enter hours assigned to individual names and not bulk hours is because more and more our sponsor companies and funders want to know how many people are actually volunteering and for what projects. They don't necessarily want to know who you are, but maybe want to know the average age of those who volunteer, or whether people volunteer for a variety of projects or just one. We're not able to provide that kind of reporting

when hours are entered in bulk. However, we'd rather have bulk hours than no hours at all. So while we'd really like to have those individual hours and will continue to try to make entering them easier, we'll take the hours however we can get them.

5. **Question:** Do you have to enter your hours individually in order to earn Pioneers Centennial rewards and receive member recognition?

Answer: The only way we can actually credit you for what you've done is to know that you've done it. So, the answer is, yes, you do have to enter your hours individually to earn those Pioneers Centennial rewards and receive your individual member recognition. However, we will have some awards and recognition that are also based on group and project volunteer hours, so don't stop entering those bulk hours!

6. **Question:** How do we control what people post on social media sites – what if they say something bad about the Pioneers or our sponsor companies? Who's checking this?

Answer: While controlling information on community sites was initially a huge concern, as the use of these tools has increased to epidemic proportions, people have relaxed a lot about what people post. And it's always good if you're able to resolve an issue like this with honesty and transparency – it actually increases respect for your company or organization. It is a good idea to have someone spot check your sites, but self-policing is also a great thing. If someone is doing something inappropriate, there is usually someone who will tattle. If someone really wants to say something bad about the Pioneers or one of your sponsor companies, they don't need to post it to a Pioneers site – they can post it in lots of other places as well.

Sparking Pioneers for a New Century of Service 2011 Project/Program Chapter Interest Form

Sponsor Group: AT&T Qwest Verizon SaskTel Bell Aliant Telcordia
(Circle One) New Outlook Canadian Pioneers Frontier FairPoint

Chapter Name: _____

Contact Person: _____

E-mail address/phone number: _____

1. My chapter will be submitting a grant application for the Pioneers
Community Volunteer Service Grant – Sparking Local Partnerships program
_____ Yes _____ No

2. My chapter will be doing “projects in a box.”
_____ Yes _____ No

If yes, please check the project(s) you would like to do

- _____ Pioneers Literacy Initiative – Sparking the Love of Reading
- _____ Pioneers Environmental Initiative – Sparking a Clean, Green Planet
- _____ Pioneers Military Mission – Sparking Support for Soldiers and their Families

3. My chapter will be doing our own Centennial project.
_____ Yes _____ No

4. My chapter would like to participate in a one-day organization-wide
project in 2011.
_____ Yes _____ No

If yes, we would be interested in the following type of project (check all that apply):

- | | |
|-------------------------------|-----------------------|
| _____ Education | _____ Environmental |
| _____ Health & Human Services | _____ Life Enrichment |
| _____ Fund Raising | |

Please complete and return by April 30, 2010 to:

Pioneers
930 15th Street, 12th Floor
Denver, CO 80202



**Pioneers Volunteer Community Grant Program
Sparking Local Partnerships
Grant Application**

Must be submitted and signed by Chapter President by April 30, 2010.

Chapter Name:

Sponsor Group (i.e., Verizon, AT&T, New Outlook):

Business Address:

Chapter President:

Phone Number:

Email address:

List Executive Board members with current position title:

Chapter Information:

- 1. # of Total Members**
- 2. # of Members Actively Volunteering**

3. Volunteer hours entered in PALS in 2009
4. List all other Pioneers chapters in your community
5. What other chapters in your community agree to participate in this project?
5. What is your chapter's total annual operating expense?
6. What is your chapter's gross annual revenue?

Funding Request:

1. Dollars Requested (not to exceed \$50,000):
2. How much is your chapter willing to contribute or "match" financially?
3. Attach line item budget for your proposed project

Project Information:

1. Provide description of project:

2. What community impact are you projecting to have with this project/program (i.e., number of people served, community cost savings, etc.)

3. What are you hoping to accomplish with this project/program?

4. How will this project/program enhance the Pioneers Centennial efforts?

Please indicate your willingness to do the following:

Yes No

- My chapter will work with my local sponsor company representatives on this project
- My chapter will work with headquarters staff on this project
- My chapter will assist with solicitation of local Centennial sponsors
- My chapter agrees to provide all benefits required to national/international Centennial sponsors
- My chapter will assist with forging local media relationships
- My chapter will use *Volunteer Now* to manage this project/program and track all volunteer hours
- My chapter will record all volunteer hours in *Volunteer Now* on an individual basis
- My chapter will use all branded marketing collateral material provided by Denver headquarters

- My chapter will meet all stated requirements and any additional requests made

_____ Date: _____
Chapter President

Please Note: Grants will be awarded based on:

- 1. Appropriate, timely and complete submission of this application.***
- 2. Your group Vice President's input.***
- 3. Your sponsor company's input.***
- 4. Other considerations as determined by Pioneers International Board of Directors***

**Centennial Celebration
Boston, MA, November 5, 2011**

To be completed by Chapter Presidents:

Do you plan to attend the Centennial Celebration in Boston in 2011?

Yes _____ No _____ Maybe _____

I would be interested in purchasing a chapter table for 10 at \$1,500

Yes _____ No _____ Maybe _____

I would be interested in purchasing individual tickets at \$150 each

Yes _____ No _____

How many tickets? _____

I would like the option of paying 50% of the total in 2010 and the remaining 50% in 2011

Yes _____ No _____

Group and Chapter Name: _____

Contact Name: _____

E-mail Address: _____

Phone: _____

Please complete by April 30, 2010 and return to:

**Pioneers
930 15th Street, 12th Floor
Denver, CO 80202**