Thank you for your interest in Spartans Serve, a year-round initiative that encourages Spartans around the globe to make an impact in their local communities.

This Project Planning Guide is intended to assist you in the creation, promotion, execution and follow-up of a service project.
SPARTANS SERVE KEY POINTS

ABOUT SPARTANS SERVE
Spartans Serve is a year-round initiative designed to show the world the extraordinary impact Spartans can make through service. This organized, collaborative effort brings Spartans together to serve others in their communities while demonstrating the reach and power of the Spartan network.

Global Day of Service
Every year in April, as part of the Spartans Serve initiative, there is a Global Day of Service to harness the power of this spirit of service and demonstrate what Spartans can do in a single day.

Since 2013, Spartans Serve has been a great success. More than 57,000 hours of service have been donated by more than 12,000 volunteers in nearly 1,000 locations. These volunteers have provided a collective impact valued at $1.375 million to their causes.

WHY SHOULD YOU PARTICIPATE?
When you’re a Spartan, you’re part of something far bigger than campus’ 5,200 acres. We’re a global community and passionate about making the world a better place. Spartans have a proud tradition of service — many MSU alumni are inspired to serve in their personal and professional lives. This extends to alumni clubs, employers, individuals and MSU departments or programs, who are actively involved in their communities. Additionally, thousands of students give back each year through campus’ Center for Community Engaged Learning.

Spartans Serve is an opportunity to:
• Demonstrate that any MSU alumnus, student, faculty, staff or friend regardless of size or proximity to East Lansing, can make a difference in their communities.
• Represent the values of Michigan State University across the nation.
• Attract new volunteers, including service-minded individuals and alumni of all ages.
• Engage Spartans in your community.
PLANNING A SERVICE PROJECT

The success of your service project will depend on many factors but having an individual or small planning committee who is willing to take on a leadership role during the planning phase is perhaps the most important. Planning committees should be inclusive so as to represent the diverse interests of your community — one of the more noteworthy aspects about service projects is that they bring individuals from different backgrounds together to focus on a common goal.

DEVELOP AND DEFINE A GOAL

A service project should target a specific community need and work to address it. Regardless of the scale of the project, its success depends on careful planning, with the focus always on a goal.

Questions the individual or planning committee should ask:

- What community need are we looking to fill?
- What type of project is our community interested in?
- How many volunteers can our community accommodate?
- Is there a financial commitment/outlay?

INVESTIGATE POSSIBLE SERVICE PROJECTS

Identify a community partner/organization.

- Talk to alumni and friends in your community to solicit ideas for community partners/organizations that might be good partners for a service activity.
  - Ask for recommendations of community partners/organizations that people have volunteered with in the past.
  - Post requests in your individual and group social media channels.
  - Discuss the options as a group if possible. This can be helpful and create a broader sense of ownership for the service project.
- Do not hesitate to reach out to community partners/organizations to discuss possibilities.
- Volunteers are diverse in interests, ages and physical capacity.
  - Consider project options that accommodate a variety of needs. If you live in a larger community, geography may be a factor.
  - Consider doing several projects with several community partners/organizations to attract different audiences.
  - If you are considering more than one project in your community, think about including both an indoor and outdoor option, or a morning and afternoon option.

Things to keep in mind:

- Many projects attract large volunteer groups yielding impressive outcomes, but even the smallest of projects has the potential to make a difference and impact your community.
- How many volunteers is the community partner/organization in need of?
- Does the proposed project date fall on a nationally recognized day of service, or other day that may affect volunteer participation?

Examples of previous service projects include:

- Outdoor clean-up — beaches, campgrounds, cemeteries, parks, streams/rivers/lakes, statues/sculptures.
- Drives — books, clothing, food, school supplies, pet supplies.
- Maintenance/construction — housing, park benches and tables, painting, playground equipment.
- Landscaping — flower and tree planting, urban gardens, beautification.
- Social services — meal assembly/packing/delivery, meal preparation and service, activities with children/families/senior citizens in need, animal welfare.
Below are several national organizations that may be in your community and are potential sources for service projects:

- American Red Cross
- Habitat for Humanity
- Feeding America
- Salvation Army
- Ronald McDonald House
- United Way
- Kiwanis International

**SELECT A SERVICE PROJECT AND APPOINT A PROJECT COORDINATOR**

Taking all of the above into account, select a service project. Up to this point, an individual or a planning committee has been doing the work during the planning phase. You may continue to operate in this manner, but you should select a project coordinator for the service project. If you are doing multiple service projects, select a coordinator for each one.

The project coordinator should:

- Act as the point person/liason with the community partner/organization.
- Have their name and contact information listed on the specific project page on [serve.msu.edu](http://serve.msu.edu).
- Field questions from volunteers.
- Do an on-site walk through with the community partner/organization, if appropriate.
- Attend the service project and serve as the on-site contact.

**FINALIZE THE SERVICE PROJECT DETAILS WITH COMMUNITY PARTNER/ORGANIZATION**

This includes:

- Scope of work — description of work to be done.
  - This should be as thorough as possible in order to best describe the volunteer activity on [serve.msu.edu](http://serve.msu.edu).
- Date, time and location.
- Hours of service desired.
- Minimum and maximum number of volunteers, if relevant.
- Any age or other volunteer restrictions, e.g. no children under six.
- Dress code requirements or items volunteers are asked to bring, e.g., must wear closed-toed shoes, bring own shovel, etc.
- Any other information that is pertinent for volunteers, e.g., park in the lot across the street.
- Additional forms that volunteers need to complete prior to the service project, e.g., some community partners/organizations have their own forms that must be completed by anyone who volunteers.
- Name and contact information of the person at the community partner/organization who will be the main liaison with the project coordinator.

Many community partners/organizations are well versed in working with volunteers, so the above information should be straightforward, but do not hesitate to ask if anything is unclear or you need further clarification. Remember, you want this service project to be rewarding for your volunteers and these details are important to their experience.
REGISTER THE SERVICE PROJECT
Refer to “Registering a Service Project.” This document is available in Appendices section of this guide or in the Volunteer Tools.

The project submission will be reviewed by the MSU Alumni Office. Please allow up to three business days for approval.

Once your service project has been approved, you’ll receive an email confirmation sent to the email provided in the project contact field.

Save your confirmation email as it provides you with:
• The link to your service project’s specific page.
  • The link is titled “Your Service Project’s Page >>.”
  • This page is unique to your project and you can use the page URL to promote the project and recruit volunteers.
• The link to edit your project page and manage volunteers.
  • The link is titled “Edit Your Project.”
  • Like the link above, it’s unique to your project, but it is intended only for project management, not for project promotion, i.e., do not post this link on social media.

If you misplace this email, please contact Maria Giggy, Alumni Programs Director, MSU Alumni Office, atiggym@msu.edu or (517) 355-7724 to request that the link be emailed to you.

COORDINATE WITH THE MSU ALUMNI OFFICE
The MSU Alumni Office provides basic outreach and promotion for service projects that are registered on serve.msu.edu.

For alumni clubs, please keep in touch with your MSU Alumni Office engagement director so they are aware of your service project and can assist in promoting your event through their social media.
PROMOTING YOUR SERVICE PROJECT

COORDINATE WITH THE MSU ALUMNI OFFICE
The MSU Alumni Office provides basic outreach and promotion for service projects that are registered on serve.msu.edu.

For alumni clubs, please keep in touch with your MSU Alumni Office engagement director so they are aware of your service project and can assist in promoting your event through their social media.

PROMOTE AND RECRUIT VOLUNTEERS FOR YOUR SERVICE PROJECT

Suggestions include:
• Using your individual and group social media channels and other communication tools, e.g., email, newsletter.
• Asking your community partner/organization if they can assist in outreach and promotion using their communications channels.
• Encouraging people to invite alumni and friends via word-of-mouth.
• Promoting your service project through the media.

Tips:
• Include the URL of your specific project page on serve.msu.edu in all outreach and promotion so people can learn more about the project and register to volunteer.
• Request that all volunteers register on serve.msu.edu to ensure an accurate headcount and facilitate project-related communications. Additionally, a number of projects have specific capacities and/or registration requirements which make advance registration through serve.msu.edu imperative.
• Consider adding a second service project if your first one fills quickly.

SOCIAL MEDIA AND EMAIL RESOURCES
The official social media accounts of the MSU Alumni Office and the university are:
• Hashtag: #SpartansServe.
• Facebook: @msualumni and @spartans.msu.
• Twitter: @msualumni and @michiganstateu.
• Instagram: @msualumni and @michiganstateu.
• YouTube: MichiganStateAlumni.

MARKETING AND PROMOTION TOOLS
Refer to “Branding and Media Kit.” This document is available in Appendices section of this guide or in the Volunteer Tools.

Tips:
• The MSU Alumni Office wants to see your content. Share your posts, photos and videos by using #SpartansServe. Using this hashtag will make your posts easily searchable for the MSU Alumni Office and other Spartans.
• By making sure you tag and mention MSU Alumni social media channels, you’ll be opening up your message to a much larger audience.
• Tag your alumni club, MSU department or program, employer, volunteers and any community partner/organization to amplify your message.
MANAGE YOUR SERVICE PROJECT
Refer to “Managing a Service Project.” This document is available in Appendices section of this guide or in the Volunteer Tools.

Once your service project has been approved, you’ll receive an email confirmation sent to the email provided in the project contact field.

Save your confirmation email as it provides you with:
• The link to edit your project page and manage volunteers.
  • The link is titled “Edit Your Project.”
  • This link is unique to your project, but it is intended only for project management, not for project promotion, i.e., do not post this link on social media.

What does the “Edit Your Project” link enable you to do?
• Edit service project details.
• Increase or decrease the number of volunteers needed.
• Specify volunteer signup notification preference – do you want to receive an email each time a volunteer registers?
• Get a list of volunteers/see who’s volunteered.
• Remove a volunteer upon request, or change their contact information.
• See volunteer contact information.
• Send service project updates and/or reminders to volunteers.

FIELD QUESTIONS FROM VOLUNTEERS
We request that all volunteers register for service projects on serve.msu.edu to ensure an accurate headcount and facilitate project-related communications. Additionally, a number of projects have specific capacities and/or additional registration requirements which makes advance registration imperative.

The name of the project coordinator will be listed on the specific project webpage on serve.msu.edu as the contact for your service project.
• Volunteers may be in touch with the project coordinator with questions or to clarify information.
• Volunteers are requested to contact the project coordinator if they have to change any contact information or cancel their registration.

For details on how to change a volunteer’s contact information or cancel their registration:
• Refer to “Managing a Service Project.” This document is available in Appendices section of this guide or in the Volunteer Tools.

For general questions volunteers may have:
• Refer to “Spartans Serve Frequently Asked Questions.” This document is available in Appendices section of this guide or in the Volunteer Tools.
FINAL SERVICE PROJECT PREPARATIONS

COORDINATE AN ON-SITE WALK THROUGH, IF APPROPRIATE
Depending on the project, the project coordinator may want to do an in-person walk through with the community partner/organization in advance of the event to ensure that everyone is clear on the scope of work. Make sure that there is an appropriate area where the volunteers can meet when they arrive to check-in.

DEVELOP A “RAIN/INCLEMENT WEATHER PLAN,” IF APPROPRIATE
If your service project is being held outside, develop a rain plan with the community partner/organization, e.g., an indoor activity such as stuffing envelopes for a mailing.
• Ensure that the rain plan includes communicating with the volunteers – this should decrease the no-show rate if the project is still taking place.
• Consider an alternate date if the service project cannot take place on the scheduled date.

CONSIDER REFRESHMENTS FOR THE SERVICE PROJECT
While it’s not imperative, you may want to determine if there’s a way to provide water and/or snacks for your volunteers. Perhaps an individual or organization would be willing to sponsor the service project in this way. In some instances, the community partner/organization can make refreshments available.

CONSIDER GATHERING AFTER THE SERVICE PROJECT
After a day of service, consider celebrating. Invite volunteers to socialize and share stories of the day, especially if there is more than one project in your community. Some might plan a picnic or let people know that they should plan to bring a lunch for after the service activity. Others might designate a centrally located restaurant where volunteers can gather as they finish their work. It’s up to the project coordinator to decide how/if this will work, but many volunteers really enjoy the opportunity to build on the friendships they made during the day. Additionally, it’s a great opportunity for you to engage new and returning volunteers and share future opportunities for connecting locally.

Be sure to let volunteers know if there will be an opportunity to gather after the service project. The reminder email is a great way to communicate this.

SEND A REMINDER EMAIL TO VOLUNTEERS
Two to five days in advance of the service project, send a reminder email to all volunteers. The email should include:
• A reminder about the service project for which they have registered.
• Date and time.
• The service project address, directions, parking and/or public transportation information, if applicable.
• Locations where volunteers should meet to check-in.
• What to wear and/or bring.
• For outdoor service projects, what to do in the event of rain/inclement weather.
• Name of, and contact information for, the project coordinator.

For details on how to download a list of volunteers:
• Refer to “Managing a Service Project.” This document is available in Appendices section of this guide or in the Volunteer Tools.

For sample reminder email copy:
• Refer to “Sample Reminder Email.” This document is available in Appendices section of this guide or in the Volunteer Tools.
FIELD QUESTIONS FROM VOLUNTEERS
We request that all volunteers register for service projects on serve.msu.edu to ensure an accurate headcount and facilitate project-related communications. Additionally, a number of projects have specific capacities and/or additional registration requirements which makes advance registration imperative.

The name of the project coordinator will be listed on the specific project webpage on serve.msu.edu as the contact for your service project.

• Volunteers may be in touch with the project coordinator with questions or to clarify information.
• Volunteers are requested to contact the project coordinator if they have to change any contact information or cancel their registration.

For details on how to change a volunteer’s contact information or cancel their registration:
• Refer to “Managing a Service Project.” This document is available in Appendices section of this guide or in the Volunteer Tools.

For general questions volunteers may have:
• Refer to “Spartans Serve Frequently Asked Questions.” This document is available in Appendices section of this guide or in the Volunteer Tools.
DAY OF THE SERVICE PROJECT

THE PROJECT COORDINATOR SHOULD:

• Plan to arrive early at the service project and stay until the work is done.
• Set up the volunteer check-in or designate another volunteer to do so. This will allow for better engagement with the volunteers.
  • Request that all volunteers sign-in.
  • Refer to “Volunteer Sign-In” for a print-ready sign-in sheet. The “Volunteer Sign-In” also includes a media release check box to grant you permission to use any media captured. This document is available in the Volunteer Tools.
• Do a brief welcome.
  • Open the event with a few words about the goal of the service project and the value of the work that the volunteers are doing.
  • Thank everyone for attending.
  • Thank the community partner/organization and have them say a few words.
  • Review the schedule of events/timing of the day.
• Emphasize the importance of safety and, if relevant, identify other on-site leaders and what they will be working on.
• Be sure that all volunteers have something to do.
• Document the project.
  • Delegate someone to take pictures and/or video. These pictures and/or video can be posted on social media, but also used in future service project promotion and volunteer recruitment, as well as thank-yous.
  • Encourage volunteers to share their posts, photos and videos on social media.
  • Refer to “Branding and Media Kit” for suggestions and tips. This document is available in the Volunteer Tools.

Tips:

• Consider having someone greet volunteers as they arrive and direct them to check-in.
• Have all volunteers sign in, and don’t forget pens.
  • Refer to “Volunteer Sign-In” for a print-ready sign-in sheet. The “Volunteer Sign-In” also includes a media release check box to grant you permission to use any media captured. This document is available in the Volunteer Tools.
• Introduce volunteers to one another and encourage interaction.
• Build a sense of working as a team among your volunteers by using name tags.
• Make sure volunteers know how to share their posts, photos and videos on social media using the hashtag #SpartansServe.
AFTER THE SERVICE PROJECT

SAY “THANK YOU”
Send volunteers a “Thank You” to let them know how much you appreciate them. You can do this in several ways:
- Post on social media and/or send a blanket thank-you email.
- Send individual thank-you communications.

While it’s important to recognize those who went above and beyond, you cannot forget that every volunteer matters.

Tips:
- Be timely. Recognition should come as soon as possible after the achievement. Don’t wait until an annual event; giving recognition once a year at an event is not enough.
- Be sincere.
- Recognize the individual. Recognition should match achievement. Small accomplishments should be praised with low-effort methods, while large accomplishments should get something more. Also, different people appreciate different things. In order to provide effective recognition, one must know the volunteers and what they will respond to positively.
- Be consistent with recognition. If two volunteers are responsible for similar achievements, they ought to get similar recognition. This does not mean that the recognition has to be exactly the same, just that it should be the result of similar effort on your part.

COMMUNICATE THE SUCCESS AND CHALLENGES OF THE SERVICE PROJECT TO THE MSU ALUMNI OFFICE
The MSU Alumni Office would like to hear from you. Contact Maria Giggy, Alumni Programs Director, MSU Alumni Office, at giggym@msu.edu or (517) 355-7724 to share your story.

DOCUMENT THE SERVICE PROJECT
Document the service project, including contacts at the community partner/organization you worked with, and volunteers. Keep this information for your records as a reference when planning future events. You may also want to consider a debriefing meeting with the members of the committee to give members a chance to provide additional feedback.

STAY IN TOUCH WITH YOUR VOLUNTEERS
For alumni clubs, keep in touch with the volunteers from your service project by sending them information about upcoming alumni club events and opportunities and ways they can connect with your alumni club, including social media.
PROJECT PLANNING GUIDE APPENDIX

REGISTERING A SERVICE PROJECT

MANAGING A SERVICE PROJECT

FREQUENTLY ASKED QUESTIONS

SAMPLE REMINDER EMAIL
REGISTERING A SERVICE PROJECT

GETTING STARTED
Go to serve.msu.edu and click “Create an Opportunity.”

1. ENTER SERVICE PROJECT INFORMATION

Project Type
The type of project is based on who the project is being hosted/coordinated by.
• “Alumni Clubs” = MSU alumni club or affinity group.
• “Other” = employer or individual.
• “MSU” = MSU campus organizations, colleges/departments/programs, faculty/staff.
• “Student” = Center for Community Engaged Learning.

For alumni clubs and affinity groups, when you click on the “Alumni Clubs” tab, you will be prompted for a username and password.
• The Username and Password are the same as those required to login to the Club Admin Panel.
• If you do not recall this, simply click the “Skip this Step” button.

For employers, individuals or MSU, when you click on the “Other” or “MSU” tab, you will be prompted for a last name and zip.
• By providing this information, we will search our database for your contact information. If we can verify your name and date of birth, the project coordinator information in the following step will be pre-populated with the information we have on record for you.
• If you do not wish to pre-populate your contact information, simply click the “Skip” button.

Project Contact
Enter the requested information of the person coordinating the project – the project coordinator.
• The contact information will be posted on the service project webpage so volunteers can contact the project coordinator if they have any questions.
• If these fields were pre-populated, you may update any information if necessary.

Project Coordination
Enter the contact information of the person coordinating the project.
• This information is for office use only and will not be publically displayed. The address will be used only if promotional items become available.
• If these fields were pre-populated, you may update any information if necessary.
• Alumni clubs and affinity groups – while the address fields indicate “Club Address 1”, “Club City”, etc., you may enter the address of the project coordinator, the official club address is not required here.

Project Name
Provide the name of the project. Alumni clubs and affinity groups – don’t forget to include the name of your club/group in the name, e.g., “Landscaping with the ABC Spartans.”

Service Description
Include all information that pertains to the service project. Recommended information includes:
• Community partner/organization description (can be taken from their website).
• Description of service/what volunteers will be doing.
  • Note if you will be working outdoors and/or in variable temperature settings, e.g., “We’ll be cleaning the freezers so break out your Spartan winter gear to stay warm in the 30-45 degree coolers.”
• What to wear and/or bring, e.g., “Wear long pants and closed-toed shoes and bring a shovel and/or rake if you have one, and consider bringing extra water and a pre-packaged snack.”
• Physical requirements associated with the project, if necessary, e.g., “Volunteers must be able to carry 20 lbs.”
• Note that you can enter website/URLs in this section, but they will not be active links. You can enter one website/URL in the Charity Website section below.
• There is also a Special Notes field below where you can enter additional information, e.g., parking, public transportation, information on where to meet, etc.

Note that the MSU Alumni Office may edit the service description section for clarity and ease of reading if necessary.

Age Restrictions
Note if there are any age restrictions, e.g., “No children under 6,” or “All children under 12 must be accompanied by an adult.”

Service Date
Provide the date of the service project.
• For most projects, this is one date.
  • If the project takes place on multiple dates, you will have to register each date as a separate service project.
  • If the project is ongoing, e.g., seeking applications for mentors, enter the last date when applications will be accepted.

Registration Opens On/Registrations Ends On
• For most projects, the opening date is the same date you're entering the project information on serve.msu.edu, but this is at the discretion of the project coordinator.
• For the end date, this is up to the project coordinator based on the type of project and community partner/organization.
  • Some community partners/organizations may require that the list of volunteers be provided to them several days in advance of the event.
  • The MSU Alumni Office suggests that the registration end date be at least two days in advance of the service project to facilitate the recommended reminder email to volunteers.

Service Location
• Provide the street address in the “Address 1” field.
• If there is additional information, e.g., “Room 3,” enter that in the “Address 2” and “Address 3” fields.
• The information entered into the “Address 1” and “Zip” fields should be that of the actual service location as that information will determine where the “pin” is placed on the map.

Shifts
For many projects, there is only one shift, which is the duration of the service project. If this describes your service project:
• Provide the start and finish time of the service project.
• Enter the total number of volunteers you are seeking for the project in the “Capacity” field.
  • If the “Capacity” field indicates “1” and does not permit you to increase that number, click the small checkbox next to “Other volunteers allowed” and you can then adjust the capacity.
• Provide a generic description in the “Time Slot Description” field, e.g., “Service Project.”

If there is more than one shift:
• Provide the start and finish time of the shift.
• Enter the total number of volunteers you are seeking for the shift in the “Capacity” field.
  • If the “Capacity” field indicates “1” and does not permit you to increase that number, click the small checkbox next to “Other volunteers allowed” and you can then adjust the capacity.
• Provide a description in the “Time Slot Description” field, e.g., “first shift,” “set-up”.
• Click the “Add Another Shift” button to add additional shifts.
2. REVIEW SERVICE PROJECT INFORMATION
Review all of the project information.
• If you need to edit anything, scroll back up to the top of the page and click on the small, green “edit” link in the upper left corner.
  • Make any edits and click on the “Next Step” button at the bottom of the page.
  • If you are also volunteering for the service project, enter the requested information in the sign up to volunteer section and proceed through the next few steps until you get to the last step that presents you with two buttons – “Add Another Volunteer” or “Submit Service.”
    • If you are adding another volunteer, go through the same steps as above until you get to the last step that presents you with two buttons – “Add Another Volunteer” or “Submit Service.” Once all volunteers are entered, click the “Submit Service” button.
• If you are not volunteering for the service project, click the “Submit Service” button.

3. PROJECT SUCCESSFULLY SUBMITTED
• After clicking on the “Submit Service” button in the above step, you’ll receive an on-screen confirmation that your service project has been submitted. You will not receive an email.
• The project will be reviewed by the MSU Alumni Office. Please allow up to three business days for approval.

4. PROJECT APPROVED
• Once your project has been approved, you’ll receive an email confirmation sent to the email provided in the project contact field.
  • Save the confirmation email as it provides you with:
    • The link to your service project’s specific page.
      • The link is titled “Your Service Project’s Page >>.”
      • This page is unique to your project and you can use the page URL to promote the project and recruit volunteers.
    • The link to edit your project page and manage volunteers.
      • The link is titled “Edit Your Project.”
      • Like the link above, it’s unique to your project, but it is intended only for project management, not for project promotion, i.e., do not post this link on social media.
    • The “Edit Your Project” link allows you to:
      • Edit service project details, if necessary.
      • Add or decrease the number of volunteers needed.
      • Remove volunteers upon request.
      • Find volunteer contact information.
      • Send service project updates to volunteers.
      • Specify volunteer signup notification preference – do you want to receive an email when a volunteer registers?
        • If you misplace this email, please contact Maria Giggy, Alumni Programs Director, MSU Alumni Office, at giggym@msu.edu or (517) 355-7724 to request that the link be emailed to you.

Refer to “Managing a Service Project” for details on how to utilize the “Edit Your Project” link. This document is available in Appendices section of this guide or in the Volunteer Tools.
PROJECTS THAT REQUIRE REGISTRATION WITH THE COMMUNITY PARTNER/ORGANIZATION

EXAMPLE: A SERVICE PROJECT WITH AN COMMUNITY PARTNER/ORGANIZATION THAT REQUIRES A BACKGROUND CHECK OR WAIVER FOR ALL PARTICIPANTS, OR HAS THEIR OWN REGISTRATION SYSTEM

Why do we request that people register here if they also have to complete a second registration with another organization?

• By registering and promoting your project on serve.msu.edu, project coordinators are able to get an accurate record of all those that participated. This allows for easy and effective communication before and after the project and planning for future projects.

GETTING STARTED

Go to serve.msu.edu. Follow the standard service project registration process and use the following as a guide to assist in completing project information for the specified section.

Service Description

Explain that the community partner/organization also requires registration.

• If the community partner/organization has an online form, provide the link to that form in this section.
  The project coordinator will also want to contact the community partner/organization in advance of the service project to confirm that everyone has completed the additional registration.
  • The project coordinator may choose to email each volunteer with the instructions to complete registration with the community partner/organization, e.g., “This community partner requires that participants fill out a separate volunteer registration/waiver/liability form. Prior to the project date, you will receive an email from the project coordinator with instructions to complete this step.”

PROJECTS THAT DO NOT REQUIRE “IN-PERSON” ATTENDANCE

EXAMPLE: FOOD, CLOTHING, SCHOOL SUPPLIES DRIVE

Why do we request that people register for a project like this?

• By registering and promoting your donation drive on serve.msu.edu, project coordinators are able to get an accurate record of all those that participated, or are interested in participating. This allows for easy and effective communication before and after the project, and planning for future drives.

GETTING STARTED

Go to serve.msu.edu. Follow the standard service project registration process and use the following as a guide to assist in completing project information for the specified section.

Project Name

Include the name of the drive and the community partner/organization, e.g., Detroit Spartans Clothing Drive.

Service Description

Include all information that pertains to the drive. Recommended information includes:

• Community partner/organization description (can be taken from their website).
• Recommended items for donations.
• Drop-off location(s), date(s) and time(s).

Service Date

Provide the final date of the drive. Enter any additional information important for the drive.

Service Times

Provide the times/business hours donations are accepted daily. If there are multiple times or staggered hours, use the service description section above to more fully explain.

Service Location

Enter the primary location where participants should drop-off donations. This location will also determine where the “pin” is placed on the map. If there are multiple locations, use the service description section above to explain.

Number of Volunteers Needed

Enter a high number, e.g., 200, so the project remains open for the duration of the drive.
MANAGING A SERVICE PROJECT

GETTING STARTED
Once your service project has been approved, you’ll receive an email confirmation sent to the email provided in the project contact field. Save this email as it provides you with an “Edit Your Project” link to manage your project.

- This link is unique to your project and is intended only for project management, not for project promotion, i.e., do not post this link on social media.
- If you misplace this email, please contact Maria Giggy, Alumni Programs Director, MSU Alumni Office, at giggym@msu.edu or (517) 355-7724 to request that the link be emailed to you.

What does the “Edit Your Project” link enable you to do?
- Edit service project details.
- Increase or decrease the number of volunteers needed.
  - If your service project has a maximum number of volunteers and that number is reached, the registration function will be disabled and a message will be posted stating that the project is full.
- Specify volunteer signup notification preference – do you want to receive an email each time a volunteer registers?
  - Get a list of volunteers/see who’s volunteered.
  - Remove a volunteer upon request, or change their contact information.
  - See volunteer contact information.
  - Send service project updates and/or reminders to volunteers.

HOW TO EDIT SERVICE PROJECT DETAILS
1. CLICK ON THE “EDIT YOU PROJECT” LINK IN THE EMAIL CONFIRMATION.
2. CLICK ON THE “EDIT PROJECT” TAB IN THE UPPER LEFT OF THE PAGE.
You can edit any of your service project information here. Some common edits include:
- Increasing or decreasing the number of volunteers needed. To do so, go to the “Capacity” field.
- Specify volunteer signup notification preference.
  - If the project coordinator is not getting an email when a volunteer registers, and they’d like to, go to the “Send me an email when new volunteers sign up” checkbox and click on it. Conversely, if the project coordinator does not want to receive an email notification, uncheck the checkbox.
3. AFTER ALL EDITS ARE MADE, CLICK THE “UPDATE” BUTTON AT THE BOTTOM OF THE PAGE.

MANAGING SERVICE PROJECT VOLUNTEERS
We request that all volunteers register for service projects on serve.msu.edu to ensure an accurate headcount and facilitate project-related communications. Additionally, a number of projects have specific capacities and/or additional registration requirements which makes advance registration imperative.

Managing volunteers can include:
- Getting a list of volunteers/see who’s volunteered.
- Removing a volunteer or changing any of their contact information. Volunteers are requested to contact the project coordinator if they have to cancel their registration or change any contact information.
- Sending a service project update to your volunteers.
- Sending a reminder about the service project to your volunteers.
HOW TO MANAGE VOLUNTEERS
1. CLICK ON THE “EDIT YOUR PROJECT” LINK IN THE EMAIL CONFIRMATION.
2. CLICK ON THE “LIST VOLUNTEERS” TAB IN THE UPPER LEFT OF THE PAGE.

To remove a volunteer:
1. Click on the icon.
2. You’ll be prompted with “Are You Sure You Want to Delete this Volunteer?” Click “OK” to delete the volunteer.

To edit a volunteer’s contact information:
1. Click on the icon.
2. Make edits.
3. After all edits are made, click the “Update” button at the bottom of the page.

To send an update or reminder to all volunteers, e.g., the meeting location has changed, reminder about the upcoming service project:
1. Click the “Download List” button at the bottom of the page. You can then choose which application you’d prefer to open the file.
2. Use the information to contact volunteers.

What if a volunteer contacts me and they are not listed as a volunteer for the project?
When a volunteer registers through serve.msu.edu, they receive an email that confirms the details of the service project and the name and contact information of the project coordinator.
• Ask them if they received this email. If they did not, they most likely did not complete the final step in the registration.
  • Request that they register again, this time being sure to get to the last step and click the “Submit Volunteers” button.

Can I add a volunteer?
• Unfortunately, you currently cannot add volunteers from this section. Request that they go through the registration process on serve.msu.edu to volunteer for the service project.
WHAT IS SPARTANS SERVE?
When you’re a Spartan, you’re part of something far bigger than campus’ 5,200 acres. We’re a global community and passionate about making the world a better place. Spartans have a proud tradition of service – many MSU alumni are inspired to serve in their personal and professional lives. This extends to alumni clubs, employers, individuals and MSU departments or programs, who are actively involved in their communities. Additionally, thousands of students give back each year through campus’ Center for Community Engaged Learning.

Spartans Serve is a year-round initiative designed to show the world the extraordinary impact Spartans make through service. This organized, collaborative effort brings Spartans together to serve others in their communities while demonstrating the reach and power of the Spartan network.

Global Day of Service
Every year in April, as part of the Spartans Serve initiative, there is a Global Day of Service to harness the power of this spirit of service and demonstrate what Spartans can do in a single day.

Since 2013, Spartans Serve has been a great success. More than 57,000 hours of service have been donated by more than 12,000 volunteers in nearly 1,000 locations. These volunteers have provided a collective impact valued at $1.375 million to their causes.

I ALREADY VOLUNTEER IN MY COMMUNITY SO WHY SHOULD I PARTICIPATE IN SPARTANS SERVE?
We recognize that many Spartans are actively involved in service to their local communities. Spartans Serve is a means for alumni, students, faculty, staff and friends to come together in service and to connect with each other and their communities through volunteerism as a representative of Michigan State University.

WHO SHOULD I CONTACT WITH A QUESTION ABOUT A PARTICULAR SERVICE PROJECT?
Contact the project coordinator for the service project if you have any questions. This information is noted on the webpage specific to the service project on serve.msu.edu and is noted in the confirmation email you received when you volunteered.

WHAT IF THERE IS NO SERVICE PROJECT IN MY COMMUNITY?
If you do not see a service project listed near you, we encourage to first contact your local alumni club. Many of our alumni clubs coordinate service projects on a regular basis and they would be interested to hear from alumni who have additional suggestions for opportunities to serve their community. You may also choose to connect with a community partner/organization and register your own service project. You are strongly encouraged to volunteer with an established community partner/organization. We encourage all who create a project to review the “Project Planning Guide,” which is intended to assist in the creation, registration, promotion, execution and follow-up of a service project. Keep checking serve.msu.edu, as new projects are added frequently.

HOW HARD IS IT TO COORDINATE A SERVICE PROJECT?
Coordinating a service project isn’t complicated, but it will involve a time commitment from you. Check out our “Project Planning Guide,” which is intended to assist in the creation, registration, promotion, execution and follow-up of a service project.
WHO CAN PARTICIPATE IN SPARTANS SERVE? ARE CHILDREN WELCOME? WHAT ABOUT MY FRIENDS WHO ARE NOT MSU ALUMNI?
Volunteering is a wonderful activity for families to share and everyone is welcome to participate! We’re happy to have members of the extended Spartan community join us, so bring your friends. If there are any age restrictions, it will be noted on the webpage specific to the service project. We do request that everyone register as a volunteer, regardless of age or affiliation.

HOW DO I VOLUNTEER FOR A SERVICE PROJECT?
It’s easy! Go to serve.msu.edu and click on the “Find Ways to Help/Find a Project” button. Once you find a project you’d like to volunteer for, look for the “Select Volunteer Time” section on that project’s specific webpage. You’ll be asked to provide your contact information in several steps and on the last step, click the “Submit Volunteers” button. First, you’ll get an on-screen confirmation that states “Project Successfully Joined.” Then, you’ll receive an email that confirms the details of the service project and the name and contact information of the project coordinator.

If you do not receive an email: 1) check your spam folder; 2) contact the project coordinator to confirm they received your registration.

We request that all volunteers register for service projects on serve.msu.edu to ensure an accurate headcount and facilitate project-related communications. Additionally, a number of projects have specific capacities and/or additional registration requirements which makes advance registration imperative.

CAN I ALSO VOLUNTEER OTHERS FOR A SERVICE PROJECT?
We request that all volunteers register for service projects on serve.msu.edu to ensure an accurate headcount and facilitate project-related communications. Additionally, a number of projects have specific capacities and/or additional registration requirements which makes advance registration imperative.

When you’re registering yourself for a service project, on the last step, click on the “Add Another Volunteer” button instead of the “Submit Volunteers” button. You will go through the same steps to add additional volunteers. For all volunteers 18 years of age or older, we request that you provide the volunteer’s contact information and not your own so each volunteer has the project information and receives communications regarding the project. When you’ve added all volunteers and they’re all listed in the “Volunteer List” section, click the “Submit Volunteers” button in that section. Each volunteer will then receive an email that confirms the details of the service project and the name and contact information of the project coordinator.

WHAT IF I NEED TO CANCEL OR CHANGE MY SPARTANS SERVE REGISTRATION?
Contact the project coordinator for the service project if you need to make any changes. The name and contact information of the project coordinator is provided in the confirmation email you received when you registered as a volunteer. If you’ve misplaced this email, refer to the webpage specific to the service project on serve.msu.edu where you’ll also find this information.

WHAT IF THE SERVICE PROJECT I WANT TO REGISTER FOR IS FULL?
If the project is full, we hope you’ll consider registering for another Spartans Serve project in or near your community, but if you feel a strong connection to a particular project, contact the project coordinator noted on the webpage specific to the service project.

HOW CAN I GET SPECIFIC INFORMATION FOR MY SERVICE PROJECT SUCH AS MEETING TIME AND LOCATION?
Most, if not all information pertaining to the project will already be on the webpage specific to the service project on serve.msu.edu.

You can expect to receive an email from the project coordinator two to five days in advance of the event. If you do not receive an email, contact the project coordinator, who is noted on the webpage specific to the service project on serve.msu.edu.
WHAT IF THE SERVICE PROJECT I REGISTERED FOR TAKES PLACE OUTSIDE AND THE FORECAST CALLS FOR RAIN/INCLEMENT WEATHER? WHO SHOULD I CONTACT WITH QUESTIONS, OR TO GET INFORMATION ON THE DAY OF THE EVENT?
The project coordinator should provide you with information related to weather challenges that could affect the service project.

WHO SHOULD I CONTACT WITH GENERAL QUESTIONS ABOUT SPARTANS SERVE?
Maria Giggy, Alumni Programs Director, MSU Alumni Office, at giggym@msu.edu or (517) 355-7724.
SAMPLE REMINDER EMAIL

Two to five days in advance of the service project, the project coordinator should send a reminder email to all volunteers. The email should include:

• A reminder about the service project for which they have registered.
• Date and time.
• The service project address, directions, parking and/or public transportation information, if applicable.
• Location where volunteers should meet to check-in.
• What to wear and/or bring.
• For outdoor service projects, what to do in the event of rain/inclement weather.
• Name of, and contact information for, the project coordinator.

Refer to “Managing a Service Project” for details on how to download a list of volunteers. This document is available in Appendices section of this guide or in the Volunteer Tools.

You can send a mass email to all volunteers. However, please be sure that you place all email addresses in the “BCC” line of your email, not the “TO” or “CC” lines. By doing so, you will avoid inadvertently sharing everyone’s email address with each other, and also prevent the dreaded “Reply All,” should a volunteer reply to you with a question.

SAMPLE REMINDER EMAIL FOR AN OUTDOOR PROJECT

ABC Spartans Green and White Park Landscape Service Project Volunteer:
A reminder about our upcoming service project on Saturday, April 18 for which you’ve volunteered. The project details are:

DATE: Saturday, April 18
TIME: 9 – 11 am. Please arrive by 8:45 a.m.
LOCATION: Green and White Park, which is located at 123 Red Cedar Rd in Beaumont
NOTES: Meet in the pavilion at the entrance to the park. Parking is available in the park’s dedicated parking lot. If you are taking the metro, the closest stop is Stadium.

Please be sure to wear closed-toed shoes and dress for the weather. Green and white attire is always appropriate and encouraged! Since we’ll be outside, please bring your own bottled water.

If you have any garden tools, you may bring them. Garbage bags and rakes will be provided.

At the conclusion of the project, we invite you to bring a picnic lunch and we can gather as a group in the pavilion.

Looking ahead to the weather forecast, it looks like we may have a few light rain showers early in the morning. The project will still proceed as planned unless you hear from me otherwise.

If you have any questions, please contact me at abcspartans@msu.edu, or (111) 111-1111.

Thank you. We’re looking forward to continuing our proud Spartan tradition of service with you on this day.

Go Green!

Sparty Spartan
SAMPLE REMINDER EMAIL FOR AN INDOOR PROJECT

ABC Spartans Assisting at Community Partner Service Project Volunteer:

A reminder about our upcoming service project on Saturday, April 18 for which you’ve volunteered. The project details are:

DATE: Saturday, April 18
TIME: 9 – 11 am. Please arrive by 8:45 a.m.
LOCATION: Community Partner which is located at 123 Red Cedar Rd in Beaumont
NOTES: Meet in the community room at the entrance to the building. Parking is available in the Community Partner’s dedicated parking lot. If you are taking the metro, the closest stop is Stadium.

Please be sure to wear closed-toed shoes since we’re working in the warehouse. Green and white attire is always appropriate and encouraged!

Bottled water will be provided.

At the conclusion of the project, we invite you to bring a picnic lunch and we can gather as a group in the community room.

If you have any questions, please contact me at abcspartans@msu.edu, or 111-111-1111.

Thank you. We’re looking forward to continuing our proud Spartan tradition of service with you on this day.

Go Green!

Sparty Spartan