



Project Worldwide Handbook





Texas Exes Chapters & Networks The Project + Project Worldwide

Each year, Texas Exes partners with the University of Texas Office of Volunteerism and Service Learning (VSL) on a national service initiative. This initiative is centered around UT's largest day of service that takes place in November and is called [The Project](#).

This annual, university-wide event enables students, faculty and staff to connect with local Austin neighborhoods to address critical needs such as supporting education, sustainability, beautification and other community priorities.

Project Worldwide takes place in the month of February and allows chapter and network members of the Texas Exes to gather as service volunteers, extending the work of The Project throughout the month of February, both across the country and around the globe.

Introduction

This handbook is designed to guide Chapter and Network leaders through planning a successful Project Worldwide service activity.

For reporting and questions, contact the Texas Exes Chapters and Networks Department through our request form found here:

<https://form.asana.com/?k=OFBm4N96pIMUJwREfWrWpg&d=37440676882388>

The Benefits of Project Worldwide Participation

- Showcases the positive impact that your chapter/network members are making within their community.
- Highlights the University of Texas and Texas Exes all over the country and the world.
- Engages new alumni that may not have previously been involved with the chapter/network. Chapters/Networks who participate in community service events note that alumni not previously involved with the group are participating in these types of community service activities.

*Some chapter star levels are required to participate in Project Worldwide to maintain or advance a chapter's status. **1 star outstanding, 2 star outstanding, 3 star, 3 star outstanding, 4 star, and 4 star outstanding chapters are required to host a community service event in February.** To confirm your chapter's status for the current year, please review your annual snapshot report or email the Texas Exes Chapter and Network staff at chaptersandnetworks@texasexes.org

Steps for a Successful Project Worldwide

To ensure that your chapter/network's community service event is a success, the following steps are suggested:

1. Appoint a Project Worldwide Chair to lead the chapter/network's service activity.
2. Choose a service activity (see below for suggestions). Report your community service activity to the Chapters and Networks Department staff. Include the date, location, short description of the activity, and an email contact.
3. Request a Project Worldwide Banner from Texas Exes staff to use for your event. This will enhance the visibility of the positive efforts that your chapter and its members are contributing to your community.
4. Begin marketing the event in weekly chapter/network emails, the texasexes.org website, and social media channels. Many websites, chambers of commerce, and tourist commissions publish online calendars of events within the community. You can also spread the word at Game Watches, chapter meetings, and any happy hour/networking events leading up to Project Worldwide.
5. Execute your planned service activity and make sure to take photos throughout your event to share on social media and in newsletters.
6. Submit a post-event report to the Chapters and Networks Department with the number of alumni involved, the success of the event, and send any pictures from the event.

Choosing a Project Worldwide Activity

Activities come in many shapes and sizes and will vary in the amount of time they require. There are some projects that may only involve a few people sprucing up a small park for a couple of hours, while others may involve a larger group completing a project on a citywide scale. Also, it can be beneficial to partner with a service group with which the chapter may develop a long-term partnership.

Remember that because you are a part of the Texas Exes and are therefore under the Texas Exes 501 (c)(3) umbrella, you cannot affiliate with a religious or political organization. Please keep this in mind when choosing your service project.

Examples:

- Volunteer at and support your local blood bank
- Sponsor a team in a community run/walk
- Volunteer at a local hospital or nursing home
- Volunteer with Habitat for Humanity
- Clean out your closets and donate the items
- Volunteer at a local food bank
- Volunteer at a local library or school
- Clean up a local park or recreational area
- Participate in the Adopt-A-Highway program. (This is a great idea because you could get your local Chapter name/logo on a sign!)
- Get involved with Special Olympics or a similar program
- Volunteer to walk the dogs at a local humane society
- Collect school supplies for local students in need
- Sponsor a donation drive for a local women's shelter or homeless shelter, food bank, or soup kitchen
- Coordinate a book drive
- Doctors Without Borders!
- National Military Family Association

A Gift of Service

Project Worldwide is a service initiative and is not intended to be a fundraiser for the organization. It is important to look at service projects where the chapter/network can donate time or services to their local community rather than help raise money. As stated in the Chapters and Networks handbook, any funds raised year-round must benefit the chapter/network.

Potential Nonprofit Partners

National nonprofits are continuously looking for volunteers and have established a network of resources and projects in which your organization can participate. Below is a list of nonprofit agencies that may have an office in your area:

Adopt-A-Highway www.adoptahighway.com	Leukemia and Lymphoma Society www.leukemia.org
American Cancer Society www.cancer.org	Make-A-Wish www.wish.org
American Library Association www.ala.org	March of Dimes www.modimes.org
American Red Cross www.redcross.org	Relay for Life www.relayforlife.com
Big Brothers Big Sisters www.bbbsa.org	Ronald McDonald House www.rmhc.com
Children's Miracle Network www.childrensmiracletnetwork.org	American Society for the Prevention of Cruelty to Animals www.aspca.org
City Cares www.citycares.org	Special Olympics www.specialolympics.org
Cystic Fibrosis Foundation www.cff.org	St. Jude's Children's Hospital www.stjude.org
Dress for Success www.dressforsuccess.org	Susan G. Komen Foundation www.komen.org
Habitat for Humanity www.habitat.org	Toys for Tots www.toysfortots.org
Keep America Beautiful www.kab.org	United Way www.liveunited.org



Planning the Event: Getting Started

Project Worldwide can be a rewarding experience, so having a well-planned initiative is crucial. The following tips will help you succeed in that goal.

PLAN AHEAD. Allow plenty of time to develop, organize, and carry out your project by establishing timelines. It can also be helpful to ask your partnering organization for a checklist to help you organize your activity.

DEFINE GOALS. Participants are often more productive and feel better about giving their time and resources when they are given concrete assignments with visible results.

INVOLVE THE COMMUNITY. Project Worldwide is an opportunity to show others that the Texas Exes are passionate and community-minded individuals.

BE ADAPTABLE. Select a project that can be easily scaled in size. The number of volunteers you have could determine what you can accomplish in one day. Remember that any project, regardless of size — small or large — still benefits the community.

WEAR BURNT ORANGE. It is a positive reflection on both our chapters and networks as well as the University of Texas for others to see Longhorns across the country wearing burnt orange and working to improve their communities.

SOCIAL MEDIA PROMOTION

- Decide the purpose of messages sent via social media channels to promote your event. Social media can be used to discover worthy projects, locate volunteers and share your event details to your followers.
- Promote your project with the organization with which you are working. Ask if you can share your project plans and information via their social media channels.
- After your event, share your photos/videos with various outlets such as Chapter and Network e-newsletters, your chapter website, The Alcalde, etc. Send your post-event report to the Chapters and Networks department staff.

Planning the Event: Working with Volunteers

Your chapter/network's success will depend heavily on the involvement of your participants and how you manage them.

RECRUIT VOLUNTEERS EARLY. Many people are willing to participate in service projects - they just need to be asked and given clear information.

- Community Service Chair includes information about the event in the newsletter e-mails, social media channels, website, local newspapers, local calendars, etc.
- Have volunteers sign up in advance of your event so that you have a good sense of the size of your project and the kind of support you will need (equipment, supplies, food, and any other materials).
- Be sure that the activity is outlined clearly and give a realistic estimate of the amount of time requested from each volunteer. If there are different shifts, make sure alumni know ahead of time what their choices are.

COLLECT CONTACT INFORMATION. Ask interested volunteers to fill out a signup sheet that includes their basic information, name, address, phone number(s) and e-mail address. You will also want to send out reminders to volunteers in advance of the activity. Encourage your volunteers to tell you if they have any specific interests or special skills they could apply to your service activity.

MEET BEFORE PROJECT WORLDWIDE. It will be helpful to organize a team meeting with your partnering organization and volunteers prior to your event to share information and work out any last-minute logistics. It also provides an opportunity to get everyone excited about the difference the Texas Exes are about to make in your community.

TREAT YOUR PARTICIPANTS WELL. Ask your partnering organization if they are bringing food and beverages to help keep everyone hydrated and energized. If not, you may be able to have it donated by a sponsor.

Lastly, do not forget to thank the volunteers!

Planning the Event: Organizing the Day

Now that you and your partnering organization have planned your event and recruited your participants, it's time to focus on the details that will help ensure that your day runs smoothly.

DISTRIBUTE A DETAILED SCHEDULE. With the guidance of your partnering organization, plan an event schedule. It's important to stick to this schedule, as it will help you coordinate all the different pieces to your day. Consider including times for reflection and evaluation.

THINK THROUGH LOGISTICS.

- Is the activity site easy for the participants to get to? Can you provide a map?
- Is this activity accessible to people with disabilities? Has that been communicated to all?
- Is the site and activity “family friendly”?
- Who is managing the activity site? Do you have that person's contact information?
- Should participants bring their own food, or will your partnering organization be providing food and beverages?
- If the building or venue is normally closed, will the facilities (i.e. bathrooms) be open and available for use that day? If not, you will need to plan accordingly. Are facilities available for use if your service activity site does not have access to a building?

USE CHECKLISTS. Work with your partnering organization to create a list of roles and responsibilities, including contact information, and distribute it to the key leaders (i.e., team leaders and/or volunteer coordinators). Also, consider providing specialized checklists to people who are managing volunteers, food, supplies, etc. to help them do their jobs well.

EXPECT THE UNEXPECTED. Think about contingencies. Be prepared for early or late arriving participants, lower- or higher-than-expected participant turnout and weather problems.

CAPTURE YOUR PROJECT WORLDWIDE ACTIVITY. It is important to keep detailed records of your service activity. It is a good idea to capture testimonials and photos from participants which will come in handy when planning and promoting future Texas Exes Project Worldwide activities. During your activity, share your Project Worldwide photos using **#UTProject** on any social media posts. This duty should be assigned to a team member to ensure that these tasks are completed.



Day of the Event: Elements of a Successful Project Worldwide

Each Project Worldwide activity will be different, but successful events typically have the following elements:

REGISTRATION. Texas Exes wants to know who participated in your activity. In addition to reporting, having participants sign in will help you assign tasks, which also builds a sense of excitement and purpose among everyone. Items to include at registration are a sign-in sheet, waivers required of the service organization, promotional items, and a schedule of events.

KICKOFF CEREMONY. Regardless of the size and scope of your activity, consider having a kickoff ceremony at the beginning of your day. This ceremony can be small and low-key. Highlighting the connection to the UT campus and showcasing the work of your chapter/network can be a great use of this time. Keep the ceremony short and focused. See opening ceremony suggestions on page 13.

PICTURES. Capture these great moments so that your chapter/network and the department staff can share them afterwards. We encourage you to post photos to the Project Worldwide site by using **#UTProject** so others can see your completed service activity.

SURVEY PARTICIPANTS. It is important to ask for participants' feedback on how they viewed their experience before they leave. Collect this feedback through conversations or have a form available to collect this information.

TIME FOR CLOSING REMARKS. Consider concluding your activity by giving participants an opportunity to share their experiences, relax, enjoy themselves, and sing The Eyes of Texas. **Use this opportunity to take a group photo with everyone in their burnt orange and chapter banner.**



Request a Project Worldwide Banner

STEPS TO REQUEST

Please Note: Project Worldwide Banners are distributed on a first-come, first-serve basis.

STEP 1: Request to reserve a Project Worldwide banner through Texas Exes staff as soon as you know your Chapter/Network plans to use one. Submit a request through our form:

<https://form.asana.com/?k=OFBm4N96pIMUJwREfWrWpg&d=37440676882388>

to be added to the list to receive a Project Worldwide Banner. Include the date of the event and how the Chapter/Network plans to use the banner during the event.

STEP 2: Staff will then mail the Chapter/Network a Project Worldwide banner before their designated Project Worldwide event.

STEP 3: After the event is over, ship the banner back to Texas Exes in good condition and keep any leftover nametags for future events.

FAQs

WHEN SHOULD OUR CHAPTER/NETWORK RETURN THE BANNER?

Because our goal is to have over 70 Chapters/Network participating in Project Worldwide, we will need the banner back within 5 business days of the event.

WHAT HAPPENS IF THE BANNER IS LOST OR DAMAGED AT THE EVENT?

A \$50 fee plus shipping will be charged to any chapter/network that either does not return a banner or returns one that has been damaged.

WHAT IF ALL BANNERS ARE TAKEN WHEN MY CHAPTER NEEDS ONE?

Texas Exes Staff can send a generic Texas Exes banner if available. Staff can also assist in determining other visual display options.



Opening Ceremony Suggestions

- Welcome everyone – thank your volunteers for attending
 - You can remind people they are a part of something big - last year there were over 13,000 alumni that participated
 - If it's not a "hands-on" project, thank everyone for taking the time to collect items or for any preparations were completed prior to the event
- Explain what The Project is and Texas Exes' connection to it
 - Project Worldwide is an extension of the premier service event at The University of Texas at Austin, designed by students to benefit the many Austin neighborhoods surrounding the campus.
 - The Project has been taking place since 1999
 - The chapters/networks' participation in the month of February signifies a solidarity with the university and shows that what starts at UT truly changes the world
- Go over the agenda for the day/activity and ask people to make sure they sign-in and fill out an evaluation form when the activity is completed
- Share information the group about the local Texas Exes chapter for any new people who participated in the event
 - Include information about any scholarships awarded and ways attendees can get involved in the future.



Quick Checklist:

- **Before the Event:**
 - Appoint a Project Worldwide Chair
 - Register the event and request a banner
 - Recruit volunteers and promote the event
 - Plan the schedule and logistics
- **Day of the Event:**
 - Collect sign-ins, waivers, and take photos
 - Thank volunteers and execute the project
- **After the Event:**
 - Submit a post-event report
 - Share success stories on social media
 - Return the banner

By following these steps, you can ensure a successful and impactful Project Worldwide event! Hook 'em!