

*City of Gainesville Leadership
General Government Class VII*

Group Project

“My City”

Volunteer Program

vision

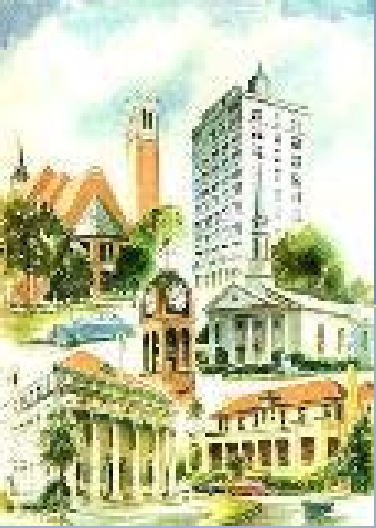


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■ Project Development

- Identified an opportunity for expansion and enhancement of existing volunteer opportunities
- Considered limiting initial focus to local high school students
- Expanded to include all area residents, including students and seniors

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■ Goals

- Expand volunteer opportunities
 - Think outside the box
 - More choices
- Expand volunteer pool
 - Seniors
 - Students
- Centralize and coordinate process

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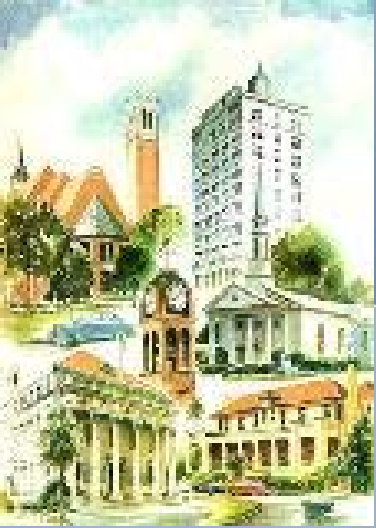


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Existing City volunteer opportunities

- Parks, Recreation and Cultural Affairs
 - Adopt A Park
 - Park Cleanup
 - Air Potato Roundup
 - Morningside Nature Center



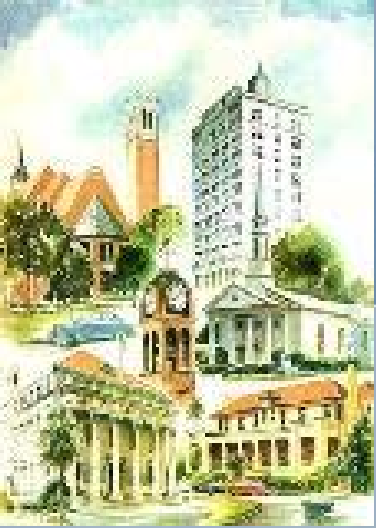


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Existing City volunteer opportunities

- Parks, Recreation and Cultural Affairs
 - Downtown Art Festival
 - Hoggetowne Medieval Faire





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Existing City volunteer opportunities

- Parks,
Recreation and
Cultural Affairs
 - Afterschool
Programs
 - Summer
Camps
 - Youth Sports



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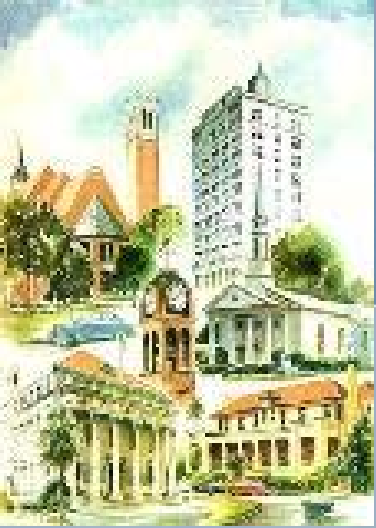
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Existing City volunteer opportunities

- Police and Fire
- Public Works
- Advisory Boards

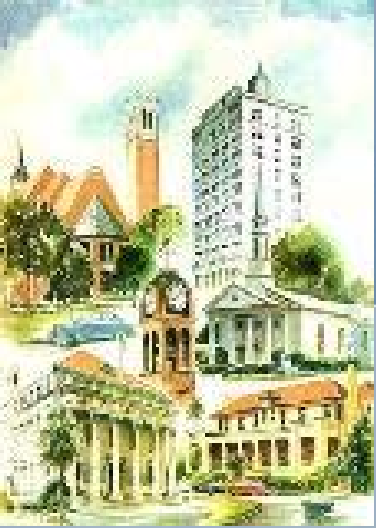


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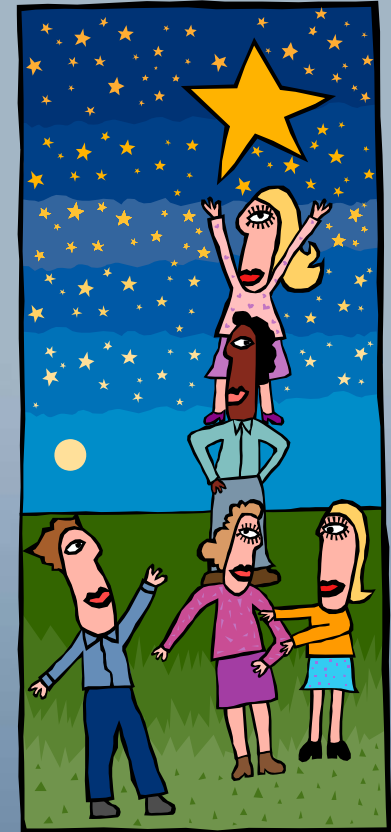
- Suggested Expansions of Volunteer Opportunities
 - Thomas Center and City Hall greeter
 - Newspaper clipper/archiver
 - Citizen emergency response
 - Afterschool tutoring
 - Clerical opportunities for seniors
 - Botanist to oversee creeks
 - Tax preparation assistance



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How can we improve?

- Centralized location and contact for volunteer opportunities within the City
- User-friendly application process that is consistent throughout all Departments
- Recognition program to celebrate our volunteers
- Marketing plan to get citizens interested





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Centralized location and contact

- Identify Volunteer Program Coordinator
- Work with Departments to identify opportunities
- Maintain website
- Respond to volunteer applications quickly
- Create partnerships





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User-friendly application process

- Website linked to City's home page
- Automated with all forms available for online submittal
- Consistent process and format throughout all Departments
- Information updated weekly
- Integrated with marketing plan and recognition program





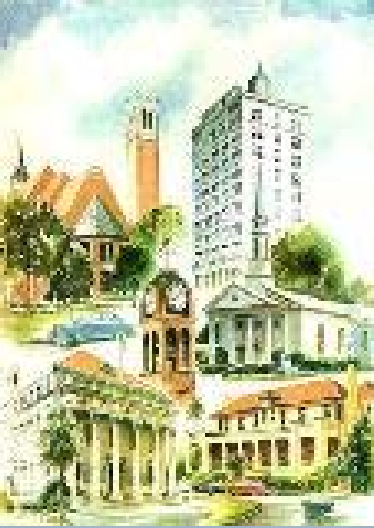
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Recognition program

- Track hours
- Acknowledge top volunteers
 - Newsletters
 - TV
 - Website
 - Gainesville Sun
- Annual awards ceremony
 - Gala celebration
 - Dinner
 - Presentations



- ***Nature Centers
Commission 2004
Star Volunteer
Awards***

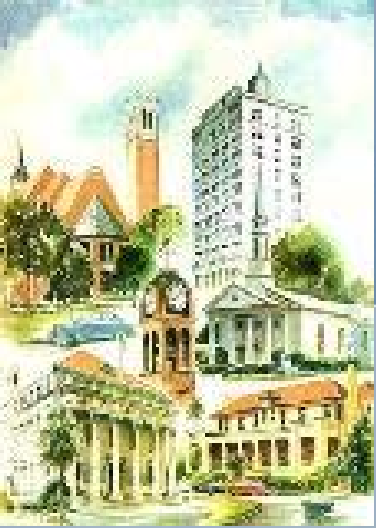


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Recognition program

- Prizes
 - Coffee Mugs
 - Gift Certificates
 - Hipp Tickets
 - T-Shirts
 - Pins
- Other Ways to Say Thanks
 - Volunteer of the Month
 - Volunteer Hall of Fame
 - Engraved Bricks
 - Namesake Awards





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Marketing plan - "My City"

- Partnerships with School Board, Santa Fe & University of Florida
 - Guidance counselors
 - Teachers
 - Extracurricular clubs and groups

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Marketing plan – “My City”

- Collaboration with Marketing and Communications
 - (Thanks Tom & James!)
- Public Service Announcements
 - PSA on Channel 12
 - Print ads in Sun
 - Flyers posted





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- Benefits to the City
 - Improved services
 - Cost savings
 - Partnering with the community
- Benefits to the Community
 - Social interaction
 - Broadening experiences
 - Taking ownership of their City



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- Thanks for your attention
- Any questions?
- Recommend the City Commission direct staff to implement the program.



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