

Y-SERVE 101

Y-Serve Presidency & Marketing Team

OUTLINE

Part 1: Marketing

Part 2: Goals

Part 3: Roles and Responsibilities

Mission & Vision

Part 1: Marketing

Marketing Team



Step 1 – Generate Content

- Take lots of pictures
- Gather inspiring quotes/ stories
- Make PowerPoint slides and Flyers
- Posters and Banners
- Use your resources!
 - Graphic Designer:
yserverdesign@byu.edu
 - Photographer:
yservephotographer@byu.edu
 - Videographer:
yservevideo@byu.edu

Step 2 – Share Your Content

- Social Media
- Digital Signage
- Put flyers in on-campus housing
- Posters/ Banners
- Pass out flyers at a booth
- Professors & school colleges
- Varsity Theater

Step 3 – Word of Mouth!

- Most effective form of advertising
- Reach out to friends and classmates
- Share it on your personal IG/Facebook
- Commit/reward every volunteer to bring a friend
- Practice: Text/message a friend about your program RIGHT NOW!

Marketing Guidebook

BYU

Y-Serve

 Sign In

Get Involved

Student Resources

About Us

Log Hours

Recognition

Leadership
Opportunities

Leader Resources

Service Learning
Courses

Certified Service
Record

New Program Proposal



Marketing Guidebook

Leader Resources

Below are the resources we have available for all of our volunteer leaders.

Office Resources

Forms

Trainings



Marketing Guidebook



Leader Trainings

[Effective Meetings](#)



Y-Training Modules

Click on the link above then type in your net ID and password.



Training Video

Click [here](#) to view video with audio description

Marketing Guidebook

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Help Us Help You

- Reach out to us if you need extra help
(yservermarketing@byu.edu)
- We do:
 - Social media
 - Advertising at Athletic Events
 - Person-to-person contacting
 - Consulting

Tag us in your Social Media



@yservice

Follow us on Instagram!

JUST DO IT



Part 2: Goals

3 Goals Per Program

Implementation Plan

Learning Outcomes

Goals

3 Goals Per Program (Ideas)



VOLUNTEERS

Retention & Recruitment



PROGRAM EXPANSION

Or Program Improvement



STATS/EVENT ATTENDANCE

Implementation Plan

Purpose: To clarify the program's purpose & unify the group's efforts in fulfilling its highest priorities.

Implementation Plan



VISION

Purpose and overall goal of program



GOALS

Semester goals (think SMART)



TIMELINE

Schedule of program events and meetings



LEADERSHIP ASSIGNMENTS

Assignments for each leader that specify their responsibilities

Implementation Plan

Implementation Plan Example

Program Name: Kids Respite Care
Semester: Fall 2017

Vision of Program

To provide a meaningful service opportunity weekly, so that our volunteers will gain the desire to give lifelong service. We want to help all volunteers feel appreciated and needed. We also want parents and children to have a stable resource and feel comfortable.

Goals

1. Increase awareness of the program
 - Step 1: Advertise at a booth in the Wilk once a month
 - Step 2: Post our weekly service opportunities on the Facebook page every Monday
 - Step 3: Give out flyers in a class once a month
 - Step 4: Have booth at Summer and Fall NSO
 - Follow-up dates = **Last program meeting of every month**, discuss what advertising works/doesn't work
2. Hold information meeting (beginning of semester) AND reflection meeting (end of semester)
 - Step 1: 1st program meeting every semester talk to campus scheduling and reserve a room

<https://byu.app.box.com/file/501445839046>

Implementation Plan

GUIDELINES

- Customize your plan to best fit the vision of your program
- Refer to the Y-Serve mission statement and 6 guiding principles
- Use the Event Plan page to organize events that fulfill your vision
- Review plans during each meeting
- Refer to your Implementation Plan often to stay focused on your vision
- Refer to previous Implementation Plans and Histories to learn what has been tried in the past, also keeping in mind that there may be a variety of ways to fulfill the mission
- Review Implementation Plan at the end of each semester; discuss what went well and what needs to be changed; keep plan in Box and binder for future reference

Action Items



Review & Update Implementation Plan



Upload your implementation plan into the implementation folder within your program folder on Box

Learning Outcomes

Purpose: Statements of what students will be able to do as a result of volunteering with a particular program

Learning Outcomes

Questions to Consider

- What is most important for students to learn in this program?
- What should students who volunteer with this program be able to do?
- How do program learning outcomes link to the mission of Y-Serve?

Learning Outcomes

Format

- "As a result of _____, students will be able to (verb + _____)."
- Tip: Use action verbs to express what students will do (e.g., analyze, create, compare, evaluate).

Learning Outcomes

Examples

- As a result of participating in Response the volunteers will be able to learn how to serve in everyday situations and seek for service opportunities in every moment of their day.
- Volunteers participating in Stop and Serve will develop a love of helping community members and feel a sense of need that inspires them to continue serving after graduation.

Action Items



Complete or Update 2-3 Learning Outcomes for your program



Report to OFFICE ASSISTANT your new Learning Outcomes

Part 3: ROLES & RESPONSIBILITIES

Update Program History

Reflection Meetings

Office Hours

R & R

Program History

Format

- Leadership structure
 - Include contact information such as phone #s and emails.
 - Include PDs, committee members, and the community contact
- The "Story" part of the history
 - Talk about how things went compared to your original implementation plan. *Were goals met?*
 - Include problems you faced and how you overcame them
 - Include a timeline of important events and preparatory milestones
- A breakdown of how you spent the money in your budget
- Your vision for the future of the program
- (Be sure to include pictures!)



Why is a Program History
important?

Action Items



Place existing program histories in the "History" folder on Box



Update history throughout the semester



Completed history is due by the end of the semester

Reflection Meetings

Once Per Semester

Budget For It

Possible Activities/ Talking
Points

Office Hours

MAKE SURE YOU'RE DOING YOUR WEEKLY OFFICE HOURS

WEEKLY

- 3-5 hrs time commitment
- 1 Office hour in Y-Serve office (Outside of meetings)
- Attend program meeting
- Respond promptly to all communications within 48 hrs

MONTHLY

- Stewardships with Executive Director
- Report Statistics
- Update History

SEMESTERLY

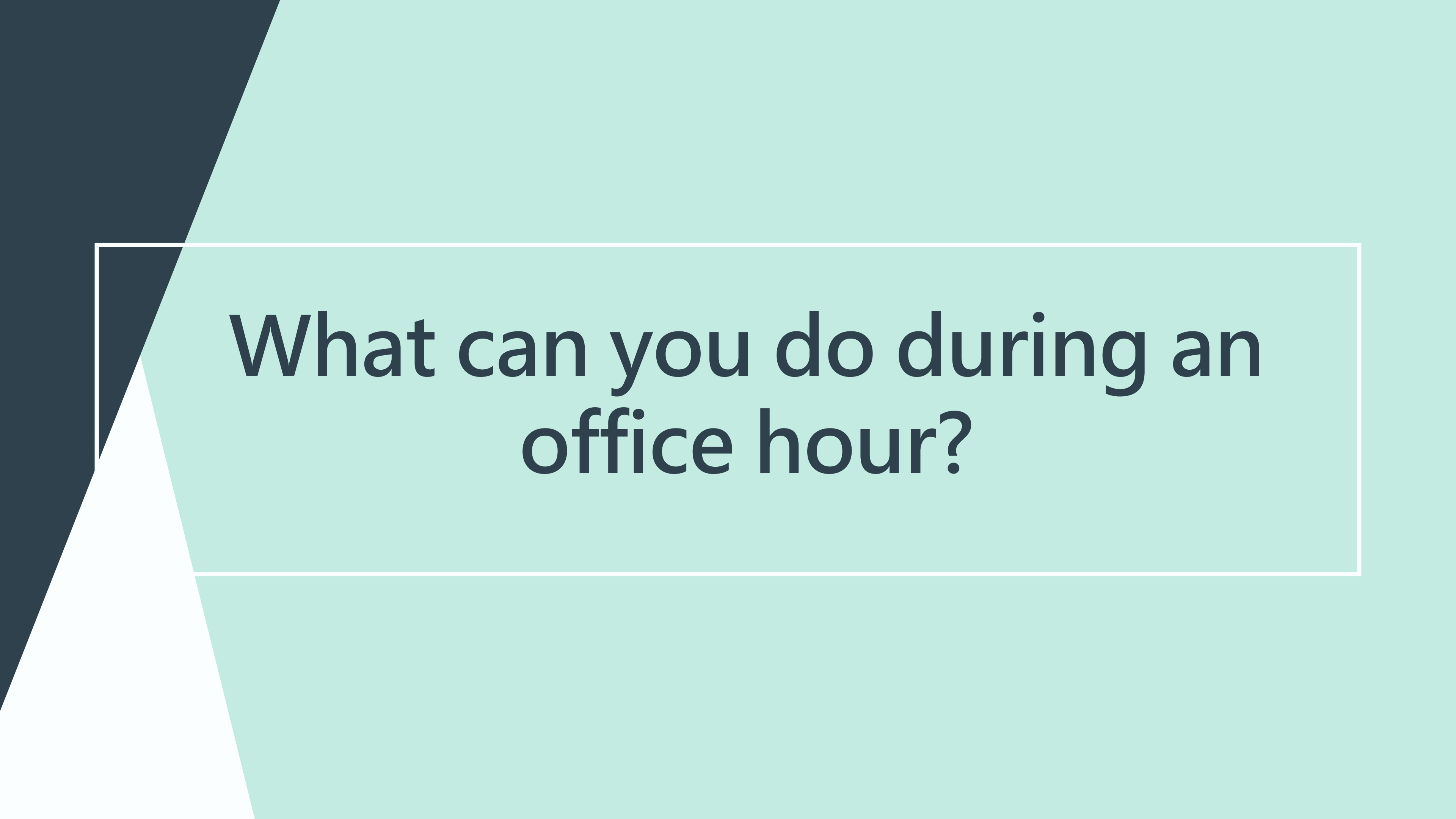
- Hold Program Reflection Meeting
- Attend Y-Serve Retreat/Summit
- Meet with Community Service Provider
- Review/Propose budget
- Create/Review implementation plan

FROM YOUR PD APPLICATION

Office Hours

How To:

1. Come to the office
2. Tell an office assistant your name and program and that you're here to do an office hour (important)
3. Review list of things to do during an office hour
4. Log your office hour on the app



What can you do during an
office hour?

Office Hour Promises

You will find that you have time to complete your responsibilities

You will make friends with others in Y-Serve

Your program will be successful

Mission & Vision

Mission: Our mission is to provide every student with a meaningful service opportunity following our Guiding Principles of Safety, Respect, Meaning, Revelation, Selflessness and Reflection.

Vision: We will instill in the heart and mind of every student a desire to give lifelong service.



THANK YOU!