



# Communications Guide 2015

Volunteers have a much better experience when they know what to expect. The following communications timeline and templates should help you leading up to May 16.

**NOTE:** All email to your project volunteers can be done through the Stanford Alumni Association registration system.

## EMAIL/COMMUNICATIONS TIMELINE:

### Confirmation E-mail – within 3 days of registration

Send a confirmation email **within 3 days** of the person having registered. Your confirmation email should welcome the participant to the team and include the following information:

- Confirmation of project start and end times
- Confirmation of location of the project site, directions and parking instructions
- Recommended clothing and footwear, personal equipment that would be helpful (e.g. gloves if doing garden or construction work)
- Information about food and water (Should they bring their own or is it provided?)

As appropriate, confirm policy regarding children – acceptable ages, degree of parental oversight required, etc.

### Update Email – late April

In **late April**, consider sending a project update, or perhaps a short note from the leader of the community organization you will be serving. These types of messages help keep participants excited about and committed to their upcoming service.

### Reminder Email – May 14

On **May 14**, send a reminder and any information from prior communications that should be repeated. Add information about a rain plan if necessary and provide a way for people to reach you on the day of service.

### Thank-You Email – by May 18

By **May 18**, send a thank you to all participants to let them know just how much their efforts are appreciated. You might wish to include a summary of your group's accomplishments and a comment from your community partner.

## **SAMPLES:**

### **Confirmation email**

Dear Jane Project Participant,

Thank you for registering for the Elm Town Park Clean Up service project! I am so glad that you will be part of this effort.

Here are some of the logistical details for the day:

1. The project will run from 9 a.m. to 1 p.m. on Saturday, May 16th.
2. Elm Town Park is located at 42 Sunset Avenue in Oakland. Parking is available on site at no cost.
3. Please dress casually (but wear your Stanford colors!) and wear comfortable close-toed shoes. This will be dirty work so don't wear anything that needs to stay clean! If you have gardening gloves, please bring them with you.
4. Bring a water bottle and snacks, if you think you will need them.
5. I see that you're bringing your children ages six and nine – terrific! We will have specific projects for them to do that day, under your supervision.

I look forward to meeting you and thank you again for your participation. It should be a great day. I will be in touch with you as the event gets closer. In the meantime, please let me know if you have any questions.

Joe Project Leader, '89

### **Update email**

Dear Jane Project Participant,

I wanted to touch base with you about the plans for the Elm Town Park cleanup project. We already have over 25 alumni registered to help out!

Elm Town Park is one of the only parks within walking distance of the apartment complexes in Elm Town. The Park Manager tells me that he is really looking forward to having our help--their park maintenance budget was cut significantly last year and the landscaping is severely overgrown. Our goal will be to trim the plants and bushes, pull weeds, and "clean up" the landscaping. We want the park to be fresh and inviting for the busy spring season. You may have seen this recent article about the plight of the park: [\[link\]](#). I think you will agree, our time and energy will be well spent.

Thanks again for participating in this project!

Joe Project Leader, '89

## Reminder email:

Dear Jane Project Participant,

I am looking forward to seeing you on Saturday at Elm Town Park! We have 40 people signed up to help us clean up the park--it should be a great day.

If you haven't already done so, please print out the waiver [link to waiver on Beyond the Farm website]. All participants are required to bring a signed waiver with them in order to participate.

As a reminder, here are the details for the event:

1. The project will run from 9 a.m. to 1 p.m. on Saturday, May 16th.
2. Elm Town Park is located at 42 Sunset Avenue in Oakland. Parking is available on site.
3. Please dress casually and wear comfortable close-toed shoes. This will be dirty work so don't wear anything that needs to stay clean! If you have gardening gloves, please bring them with you.
4. That said, wear your Cardinal red!
5. Bring a water bottle and snacks, if you think you will need them.
6. It looks like it's going to be a sunny day. Bring a hat and sunscreen.

If you need to reach me on Saturday, my cell phone number is (650) 999-9999.

See you on Saturday,

Joe Project Leader, '89

## Thank You email:

Dear Jane Project Participant,

Thank you for being part of the Elm Town Park Clean-up on Saturday! The group's hard work and enthusiasm paid off – in just one day, we trimmed 30 cubic yards of overgrown brush and tree limbs and pulled weeds from more than 2 miles of pathways. Even park manager Susan Thompson said she'd never seen Elm Town Park looking this good!

Several of you mentioned that you were interested in continuing to be involved with Elm Town Park. Susan would be happy to talk to you about various ongoing volunteer opportunities with the park system. You can reach her at (510) 999-9999 or by email at [sthompson@elmtown.gov](mailto:sthompson@elmtown.gov).

None of this could have happened without you. On behalf of Stanford and the community surrounding Elm Town Park, I thank you for being a part of this project.

I hope to see you out at next year's day of service!

Joe Project Leader, '89