

## GYSD Planning Resources

[www.gysd.org](http://www.gysd.org)

Find plenty of resources here, including the *GYSD Tool Kit* with checklists, brainstorming tools, sample press releases, and more.

[www.ysa.org](http://www.ysa.org)

Youth Serve America is the umbrella organization that hosts GYSD. Visit their site to find multiple GYSD grant opportunities. YSA publishes a handy *Semester of Service Strategy Guide*, which offers tips for community assessment, creating a project timeline, and interfacing with media and public officials.

[mlkday.gov](http://mlkday.gov)

Check out the *Tips & Tools* under the *Plan* menu on the MLK Day website for great resources that apply to any service activity.

[serve.mt.gov](http://serve.mt.gov)

The Governor's Office for Community Service will offer mini grants and other planning assistance for GYSD.

## Community Partnering Ideas

4-H Clubs

American Red Cross

AmeriCorps VISTA Projects\*

Food Pantries

Justice for Montanans Project\*

Local Community Gardens

Montana Campus Corps\*

Montana Conservation Corps\*

Montana Energy Corps\*

Outdoor Clubs

Schools

Scouting Groups

Senior Corps

State Farm Insurance Agents

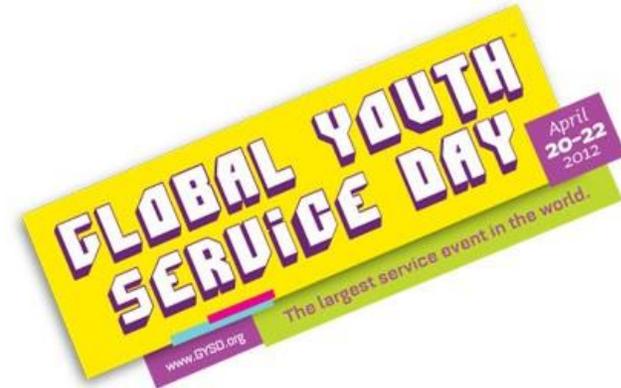
Other Local Businesses

Young Adult Service Corps\*

*\*AmeriCorps Programs*

## Tips for Sharing Your Story

- Take photos! Visuals tell the story a lot faster than words.
- Invite elected officials. Let them know what youth are doing in your community and engage their support as leaders.
- Invite reporters ahead of time by sending out a media advisory and following up with a phone call.
- Call local radio stations to find out about running PSAs
- Post your story on Facebook at [ServeMontana](http://ServeMontana)
- Submit your stories to [serve@mt.gov](mailto:serve@mt.gov) and [www.gysd.org](http://www.gysd.org).



## What is Global Youth Service Day?

GYSD is an annual campaign that celebrates and mobilizes the millions of children and youth who improve their communities each day of the year through service and service-learning. It's the largest service event in the world, and the only day of service dedicated to children and youth.

## Why participate?

- The work youth are doing around Montana is amazing! Use GYSD to tell the story of youth service in your community.
- GYSD is an opportunity to recruit more volunteers, form new partnerships, secure additional funding, raise awareness of the issue you're working to solve, and celebrate your achievements.

## A Few 2011 GYSD Highlights

- Over 700 volunteers participated in events in Montana at 23 events in 19 communities.
- Youth in Billings volunteered at the Audubon Center to plant trees and remove weeds
- In Dillon, Girls Scouts and AmeriCorps members improved the children's park through tree planting and painting
- High school students in Missoula started a community garden
- Volunteers all around the state dug sod, hauled compost, built fences and planted seeds at community gardens.

**serve**montana  
GOVERNOR'S OFFICE OF COMMUNITY SERVICE

# Planning a GYSD Project



**Investigation-** Identify a local, national, or global need you would like to address. Use a variety of sources to research the need and identify community partners. Think about the things you are good at, as well as the skills other people can bring to the table.



**Preparation and Planning-** Develop a strategy for change and a common vision for success. Determine what you will do: create a timeline, assign responsibilities, develop a budget and an outreach plan, and find a project location. How can you involve people who are not usually asked to serve?



**Action-** Now it's time to do the project you planned! Does everyone know where to go and what task to do? Make sure someone is ready to answer any questions posed by volunteers, the community elected officials, special guests, or local media. Document your action by taking photos and videos.



**Reflection-** Include reflection before, during, and after your project. Reflection helps you understand why you are providing the service, what difference you are making, and what you are learning along the way. Be sure to also seek feedback from the community you have served.



**Demonstration/Celebration-** Share what you have done and what you have learned from the experience by teaching others. Host a volunteer and partner awards ceremony, recognizing the contributions that each person brought to the project.

Learn more at [www.GYSD.org](http://www.GYSD.org).

# ✓ Planning Checklist

- Determine an **issue or cause** you want to address
- Research the **resources** available
  - Read about the issue online and in newspapers
  - Interview community members
  - Learn about an issue from those already working on it
- Create a **budget** for the event
- Contact potential **partners**
  - Invite three or more project partners
  - Seek additional funding or in-kind donations
  - Apply for a **mini-grant** from the Governor's Office of Community Service
- Create marketing materials to **raise awareness**
  - Post Flyers
  - Create a Facebook event
  - Use a Twitter hashtag
- Invite **local media**
  - Print/Blogs
  - Radio/TV
- Invite **public officials** (mayors, state legislators, members of school boards)
- Coordinate and **assign volunteer responsibilities**
  - Thank volunteers
- Demonstrate and **celebrate** your accomplishments
  - Host a community forum to show what you learned
  - Write a letter to your newspaper or public official detailing what you accomplished
  - Document your success in a blog, journal, or photographs
  - Determine what more you can accomplish and how you can sustain your project
  - Celebrate by coordinating a reception or public event
  - Send your stories and photos to [serve@mt.gov](mailto:serve@mt.gov)

