

Proposal to Fund Volunteer Missoula

Submitted by Volunteer Missoula

An Alliance of Volunteer/Service Provider Professionals in Missoula

Proposal Title: Volunteer Missoula

Every day, more than 600 Missoula nonprofit organizations request support from volunteers, government and local businesses to develop new and innovative ways to meet growing community needs. The need for volunteers, qualified volunteer management professionals, new collaborative partnerships between the public and private sectors, and greater communication between nonprofit agencies increases as the economic and social climate of Missoula shifts. Over the course of the past three years, numerous individuals, groups, nonprofits and businesses have worked to improve collaboration within and among these groups by developing an online platform that effectively and efficiently addresses identified gaps in services provided to Missoula residents.

Representatives from numerous nonprofit, public and private organizations and businesses have joined forces to create Volunteer Missoula. Volunteer Missoula operates under the fiscal sponsorship of United Way of Missoula County and is composed of five Advisory Council members, a larger Steering Committee and student interns from the University of Montana. With financial support from the City of Missoula through inclusion in the Community Based Organization budget for fiscal year 2014-2015, Volunteer Missoula officially launched and managed the proposed website. The program experienced great success in the first year and has plans to improve upon existing operations as well as expand outreach in the community and increase the level of participation on the website. Volunteer Missoula's new website fosters collaboration between Missoula residents, businesses and nonprofits to promote volunteerism as a viable solution to meeting gaps in service.

Volunteer Missoula's website offers the following to the Missoula community:

- Connects volunteers to service opportunities, and connects nonprofits to volunteer recruitment tools;
- Enables Missoula to mobilize and inform volunteers registered with the website in the event of an emergency;
- Alerts volunteers, nonprofits, businesses and community members of specific needs filtered by service category;
- Tracks the number of volunteer referrals made to each participating nonprofit and generates reports regarding demographic information of volunteer efforts throughout the area;
- Builds stronger relationships between nonprofits, businesses and government offices and meets more community needs through streamlined volunteer recruitment and placement;

- Connects local businesses to corporate volunteer opportunities, training and consulting services, notice of board vacancies, and increases recognition for their contributions to the public sector;
- Provides new infrastructure for inventive, hybrid partnerships with emerging businesses and nonprofits to address service gaps, promote economic development and greater community involvement;
- Connects volunteers and nonprofit professionals to training and consulting services;
- Saves Missoula nonprofits time and money by reducing the time needed to communicate volunteer needs to the community.

As evidenced over the past year, the committed leaders of Volunteer Missoula are dedicated to furthering the success of this project and working to create a strong infrastructure for volunteerism and services in Missoula. Mayor John Engen, United Way of Missoula County and Missoula County have a vested interest in this project because it fosters macro level collaboration between various entities in the community to further the progress of existing groups and initiatives in Missoula.

Since Volunteer Missoula formally assembled in January 2013, they have achieved the following:

- Fiscal sponsorship from United Way of Missoula County;
- \$5,000 award from United Way of Missoula County to establish and operate www.volunteermissoula.org;
- Contracted with Galaxy Digital to design and administer www.volunteermissoula.org;
- Designed a logo and color scheme for the website through the in-kind donation from Brett Nallion, a local graphic designer;
- Chosen as the only nonprofit for a student project for the University of Montana's Business and Marketing program that designs formal marketing plans for select local business;
- Secured fundraising opportunities with local businesses who are interested in sponsoring Volunteer Missoula;
- Designed four formal Advisory Council positions as well as a recruitment and application process;
- Officially launched www.VolunteerMissoula.org as a resource for the community in September 2014;
- Recruited 60 nonprofit organizations to partner with Volunteer Missoula and utilize the website;
- Hosted 110 volunteer opportunity and event postings on the website and facilitated 300 community volunteer referrals to those requesting organizations;
- Enabled 192 community volunteers to respond to community needs during their first visit to the website;
- Recorded over 33,000 page views from 3,344 unique visitors to the site;
- Developed and maintained various social media platforms such as Facebook, Twitter and Pinterest to promote Volunteer Missoula;

- Engaged four student interns from the University of Montana to work on outreach, marketing, fundraising and training opportunities for Volunteer Missoula;
- Partnered with MakeltMissoula.com to develop our own blog, Make It Matter, which features organizations partnering with Volunteer Missoula and highlights their volunteer needs;
- Raised over \$400.00 through Give Local Missoula on May 5, 2015 to help support our operations;
- Partnered with Draught Works Brewery to offer a unique incentive program to five partner organizations each year, providing each with a dedicated fundraising night at the brewery and donations to help reward the selected organization's volunteers;
- Built an emergency landing page with the assistance of Missoula County's Office of Emergency Management that will improve communication to Missoula residents in the event of a disaster;
- Applied to Google AdWords Grants and received a daily marketing budget that will help us reach Google users throughout Missoula County.

Statement of the Problem/Opportunity:

The future success of Volunteer Missoula requires the use of internships to continue daily operations of the website and implement the comprehensive marketing and outreach campaign. The project also requires funds to operate the website for a third year to build our reputation in order to secure future sponsors and revenue.

In order to promote and expand volunteerism as a viable means to fill service gaps in the area, Volunteer Missoula must educate individuals, nonprofits and businesses from all demographics about the need for greater city-wide collaboration to provide more supports and services to those in need. With financial support from the City of Missoula, the Advisory Council will create two student internship opportunities, designed to provide outreach and education about Volunteer Missoula to all registered nonprofits in Missoula and improve our visibility in the community to better recruit potential volunteers to the website. These student interns will manage the daily operations of the website, organize fundraisers to help Volunteer Missoula reach sustainability, and generate bi-annual reports regarding volunteerism in Missoula. Each of the two internships will require over 300 hours of service from selected students and will be compensated with a pre-determined and competitive stipend.

Volunteer Missoula strives to see volunteers, nonprofits and businesses work together to implement solutions to critical needs in the community created by service gaps that result from a lack of communication and collaboration between the different entities. Volunteer Missoula is requesting appropriate funding from the City of Missoula to support continued efforts to further the success of the website and the benefits it provides to the Missoula community.

Request for CBO funding at the level of \$10,000 for fiscal year 2015-2016*

Annual website hosting fee through Galaxy Digital = \$2,500.00

Internship Stipend for 2 student interns = \$5,700.00

Marketing & Outreach Campaign = \$1,800.00

**For additional detail, please refer to the attached budget.*

Benefits to the City of Missoula:

Volunteer Missoula's website provides a method for tracking data and reporting the impacts of volunteerism in Missoula in ways previously not possible. The information helps to provide the City with specific data about meeting needs and providing services. It also provides a way to track volunteer numbers and community needs being met. It helps identify gaps in services and data collection, and offers an outlet for solutions to these issues. This is valuable data the City can use in grant applications and to help inform public policy decisions.

Volunteer Missoula provides additional value to Missoula by creating greater efficiency among nonprofit organizations, government, and businesses. It serves as a vehicle that connects individuals in need with resources to get their needs met: a robust website and a network of organizations able to help. It increases the City's capacity to address critical needs and helps demonstrate how the City is meeting needs through volunteer referrals and the number of participating nonprofits. Volunteer Missoula also helps identify any gaps in services. Expanding volunteerism through use of Volunteer Missoula's website provides a viable way to help fill existing gaps in services. Volunteer Missoula helps empower citizens to engage in social well-being and take personal responsibility for making an impact on the local level. Volunteer Missoula directly supports City initiatives like the Ten Year Plan to End Homelessness, Graduation Matters, and Let's Move Missoula. This is a flexible, adaptable, and relevant model to respond to issues and needs as they arise. Utilizing the latest innovations in the field, Volunteer Missoula increases social capital and expands the overall visibility and efficacy of volunteerism in Missoula.

Additional Support:

Steering Committee and Advisory Council members currently operating Volunteer Missoula bring many years of community organizing experience to the table. Members of the Steering Committee are very familiar with the current needs, limitations, and barriers confronting volunteerism in our community due to the experience and background working in this field for many, many years. The group is also familiar with new innovations in the volunteerism field, including technological advances,

organizational strategy, and collaborative partnership development thereby creating a strong foundation for Volunteer Missoula to thrive. The group represents a diverse array of volunteerism segments in our community, e.g. seniors, students, professionals, religious organizations, and technology experts. This diversity helps to ensure the program is built on a foundation that meets a variety of volunteer needs in the community.

Through the networks we belong to, we represent large portions of the community that will benefit from Volunteer Missoula and its work. We embrace the value of collaboration as a leveraging tool for this work. Through this, we can strengthen existing nonprofits and provide a structure for new ideas and organizations to plug into and enhance opportunities and efficiencies. Volunteer Missoula acts a platform for organizations to engage and collaborate, and help to support other city initiatives. We are committed to putting our knowledge of best practices to work to develop sustainable operations and a bright future for Volunteer Missoula with the City's support.

City of Missoula Volunteer Missoula Project Budget			
Item	Description	Calculation	Cost
Salaries and Compensation			
Intern and/or Practicum Students (stipend)	2 Interns with stipend	(Fall: Mid September - Mid December & Winter/Spring: Mid January - Mid May (10 hrs/week for 15 weeks @ \$9.50/hr))	\$5,700
Operating Costs			
Technology			
Website Administration	Get Connected Platform operated through Galaxy Digital	Annual Hosting Fee = \$3,500; Galaxy Digital Discount for being one of the first 3 websites in Montana = -\$1,000	\$2,500
Marketing and Outreach			
1 year partnership with Make It Missoula	Make It Matter Blog	Make It Missoula Content Sponsor = \$150/month (Nonprofit / VIP Discount = -\$50)	\$1,200
1 year local media outlets	Social media, print, radio, television, etc.		\$500
Marketing materials	Brochures, posters, fliers, etc.		\$100
Banner Ads	MakeltMissoula.com	In-Kind Donation (\$500 from Blodget Marketing Group, Inc.)	\$0
GoogleAdWords - Missoula County	Google Ads Grant	In-Kind Donation (\$329/day from GoogleAds Grant)	\$0
Subtotals: Project Expenditure			\$10,000
<u>Potential In-Kind and Matching Sources:</u> Time and effort of Volunteer Missoula Advisory Council members, Business Sponsorships, Member dues, Office Space and Equipment, Grants, Donors, Special Events			