



Toolkit

In the four years since we launched the Week of Service at the commemoration of the 175th anniversary of the founding of Saint Mary-of-the-Woods College, we have received a great deal of feedback. Most importantly, you have reminded us that your service efforts are not limited to a single week, but rather span throughout the year. We want to share your efforts with the greater Woods community. We plan to *Celebrate Service* as it happens, raising awareness and creating new friends for SMWC as we model and inspire service in the name of Saint Mother Theodore Guerin.

Many of us already serve our communities, and have been doing so for years. Over the past four years, you've told us about knitting hats for preemies in your hospitals, tutoring at your schools, reading to toddlers at your libraries, volunteering at your parishes and churches, serving charitable organizations in myriad capacities, and so much more.

No matter how big or small your efforts, you can be sure they are appreciated. We hope you will share with us how you have been called to serve, so that we may in turn celebrate it with the rest of the SMWC community.

This toolkit provides information that will help you share your current service experiences, as well as help you plan new service projects throughout the year to continue our efforts. The contents include:

Communications Guidelines

Event Planning FAQs

Social Media Guidelines

Checklists

Quick Resources

We are proud to serve our fellow alumni and look forward to offering you the support you need as we all continue to celebrate service.

SMWC National Alumni Association Board of Directors
Celebrating Service Planning Committee

Communications

Tell the College about Your Current Service Work

We want to hear from you. Please click [here](#) to provide SMWC with details of the current service activities you are participating in organizing.

Invite Local Alums in Your Area to Join You

Are you planning a new event in your area, or want to ask alumni in your area to join you in current service activities you are participating in? The College can provide you with contact information for alumni near you. To obtain a list, contact the alumni office at alumni@smwc.edu. Please provide the city, state, and the mileage radius you want to reach (e.g., within 20 miles of your city), and a list will be emailed to you. If the list your receive is very large, you may want to review the list first to identify any names you are familiar with and start by contacting them. Enlist others to be team leaders reach out to more people. Any updated addresses, phone numbers, emails you encounter as you work with the list, please reply to alumni@smwc.edu to share the new information with the College.

Enlist Fellow Alums for Assistance and as Potential Volunteers

When asking others to join you in service activities, the most cost-effective way to communicate is email. A popular communication tool is your Facebook account. Creating an event will provide a reminder to individuals you've invited to join. Another option for communication is www.evite.com. It allows you to create an invitation and send it to potential volunteers. All of these options are at no cost to you. Never underestimate the power of the church bulletin. Keep in touch with others you've included, encouraging them and reminding them of dates and times.

The alumni board is also a helpful source of information, as each member is ready to answer questions for you and/or get you to the correct resource to solve any issues that

arise in your planning or coordination of your event. We have provided location, phone numbers and email addresses for current board members in this toolkit; additional information about board members can be found at www.smwc.edu/alumni.

Keep SMWC Informed

Notify the College prior to any events, click [here](#) to share the details to be added to the Celebrating Service calendar. The alumni page of the website also provides you with information and how to share event photos for all to enjoy, www.smwc.edu

Event Planning FAQs

What are my responsibilities when planning an event?

1. Select an event that supports the mission of Saint Mother Theodore Guerin. Keep in mind the countless service organizations near you who would appreciate a few extra hands. Use your expertise and follow your passion. Here is a list of previous events, to help you generate ideas in your area:
 - Prepare a meal or snacks at Ronald McDonald House, or similar organizations
 - Cook and serve dinner in crockpots at a shelter for single mothers (gift the crockpots to the shelter or residents afterward)
 - Campus beautification at SMWC
 - Read (possibly the story of Saint Mother Theodore Guerin) to school children
 - Participate in a fund-raising walk (e.g., Race for the Cure) or answer a phone for a charitable phone-a-thon event
 - Organize or participate in a highway cleanup day
 - Volunteer at a local food bank or Meals on Wheels
 - Participate in a blood drive, and recruit others to participate
 - Volunteer at the Humane Society or Boys and Girls Club
2. If you would like to volunteer at a local not-for-profit organization, contact them via phone or email. Ask about volunteer opportunities, explain the purpose of the group, the potential size of the group, and find dates that fit your calendar. Most organizations will be delighted you are offering to help, and share their mission with other SMWC alums, friends, and family. You should also find out any hazards, special dress codes, age, or other requirements or limitations that might affect volunteers' ability to participate.

3. Start communicating with your potential team! Build the excitement and generate enthusiasm for the upcoming service project by sending emails, posting on social media, and making phone calls. We've had several alum groups in different regions that are now re-invigorated because of shared service experiences.
4. Make the service event as convenient as possible for your volunteers:
 - Make sure your team has a way to contact you. In your emails to your team, please share your telephone number, email, etc., throughout the planning and delivery of the event so they can contact you with questions.
 - Directions and event parking. Please provide a map or detailed directions, by email, to your team in order for them to arrive in plenty of time on the day of the event. Also, it is helpful to include pertinent parking instructions.
 - Reach out to your point of contact at the site of your service project to identify where the team can store car keys, purses, coats, jackets, and/or personal items on the day of the event. If safe storage is not available, make sure to tell your team NOT to bring them into the facility (e.g., just store them in your trunk).
5. Take photos during your event, and email them to the College (alumni@smwc.edu) with a detailed description of the event. *Note: Photos may be posted to the College's website and social media pages to promote Celebrating Service and encourage future events.*

How much money should I expect to spend to coordinate a service event?

By agreeing to serve as a coordinator, you are not financially obligated to anything. communications from the alumni board and the College will all be via e-mail or telephone calls. If you decide to mail invitations to your event, as opposed to making phone calls, setting up Facebook posts or emailing alums, you may incur the cost of postage. Or you may choose to take treats, water, etc. with you if you have an outdoor service project.

What factors have helped others plan successful events?

- Anyone with a connection and passion for SMWC is encouraged to participate. This includes fellow alumni in your area, along with spouses, friends, coworkers and family...your village.
- Brainstorm, research, and test out your idea for an event or ongoing opportunity that supports your local community, favorite charity, or national cause. Who do you know who is likely to attend and help? Sometimes keeping the idea simple is a good rule of thumb.

- Know your limitations and what is manageable. If this is your first Celebrating Service event, understand that you may only have 4-5 attendees. Also, the alumni you are asking to join you come from all different class years; what is physically possible for some may not be for others.
- Schedules/availability will vary, with some alumni still in the active workforce as well as some who are retired. To maximize attendance, consider a weekend or evening event if possible.
- Partnering with an existing event or a local charity where extra hands are always welcomed (e.g., a soup kitchen), is a perfect idea. This is especially true if you know that you expect fewer than 5 participants.
- Have a back-up plan. If you are putting together an event that could be affected by unpredictable factors such as weather, have a contingency plan.
- Timing is up to you. Schedule your service event at any time throughout the year, based on the availability of opportunities that fit your skills, time and resources.

Social Media Guidelines

To submit to the College for possible inclusion on its social media platforms, please follow the guidelines below and [submit photos and content for social media](#).

1. Please fill out the submission form completely.
2. Effective social media text includes an engaging first sentence plus the 5 W's and an H: who, what, when, where, why and how. A typical Facebook and Instagram post will have 3-5 sentences; Twitter has a 240-character limit.
3. Include 2-4 photos clearly illustrating the service activity. The photos must be of good quality, engaging and preferably action-oriented. However, posed group shots are also acceptable.
4. Please obtain proper and necessary permissions from everyone involved including organizers, photographers and those who appear in the photographs. Submission of the photos to SMWC means consent to publish in our owned media platforms.
5. SMWC reserves the right to edit text, photos and other content to adhere to social media requirements and limitations, as well as SMWC's branding guidelines.
6. Celebrating Service will utilize the same hashtag as the Week of Service: #smwcserves. However, other hashtags such as #SMWC, #IAspireHigher, #aspirehigher and #FlatSMTG may also be added as applicable.
7. Additional image tips:
 - Tell a story. Show us what's happening in the moment.
 - Consider the environment. Present the situation and our brand identity in the best possible light.

- Remember the rule of thirds: This rule encourages you to divide the photograph in your mind into thirds and position the subject either in the left or right third of the image for good composition.
- The most engaging photos include people.

Planning Checklist

Before your event:

- Brainstorm ideas. Remember to start small and, as you have more volunteers, move to bigger events.
- Decide on the event, including date, location, and time.
- Inform SMWC of the event, adding it to the Celebrating Service calendar.
- Establish a point of contact within the organization benefiting from your service project. Establish parameters, dates, and specific duties of the volunteers (information you need to share with your team in advance).
- Determine the number of volunteers needed/desired.
- Recruit volunteers via email, phone calls, Facebook, Twitter, etc.
- Create a contingency plan in case weather, etc., interferes with your event.

During your event:

- Arrive with enough time to set-up and begin on-time.
- Check in with your point of contact.
- Greet your volunteers and assign tasks.
- Take photos.
- Be sure everyone is safe.
- Have fun! Smile – remember photos are being taken.

After your event:

- Send out a note of thanks to volunteers, donors, and your point of contact at the organization.
- Submit the event information to [SMWC](#).

Quick Resources

SMWC Celebrating Service Website

Alumni Office – for alumni list

alumni@smwc.edu

Local Media Guidelines – contact prior to any published

Dee Reed
SMWC Executive Director of Strategic Communications
dreed@smwc.edu
812-535-5212

Celebrating Service Coordinators

Veronica O'Connor Kindley '88
oconnorkindley@gmail.com
317-509-6818

Kymerli Huet Payonk '86
k.payonk@ma.rr.com
812-201-7036

Alumni Association Board of Directors

<https://www.smwc.edu/alumni/get-involved/alumni-association-board-directors/>

SMWC Alumni Association Board of Directors

President Jan Giddens Lorenzano '84	317-697-0312	jan.lorenzano@bright-ideas.org
Vice-President Brandi Collins Adams '06	812-240-7107	bjcollins2006@gmail.com
Secretary Margaret "Peggy" McCormick Platz '88	513-309-7588	theplatzfamily@gmail.com
Haylie M. Davenport Beaumont '16	812-841-5375	hmdavenport@aol.com
Devin Blankenship '17G	812-325-8016	indianadevin@gmail.com
Ann Bumb '12G	317-874-7204	abumb@smwc.edu
Luahna Winningham Carter '89	513-545-2672	jwswife@gmail.com
Caroline Schlemmer Day '07	574-551-0516	cnschlemmer@gmail.com
Janet P. Keller '17	812-585-9881	jpkeller@wowway.com
Veronica "Roni" O'Connor Kindley '88	317-509-6818	oconnorkindley@gmail.com
Kathann Wyss Koehler '71	513-683-8667	kathannkoehler@zoomtown.com
Deborah "Debbie" Lary '79	217-267-3597	dlary@danvilledialysis.com
Erin Pugh Lucas '11	812-236-6563	erin.lucas4@gmail.com
Anna Madden '18	317-987-2662	ajmadden49@gmail.com
Lynn O'Linski '76	630-263-3030	lpolinski30@yahoo.com
Kymberli Huet Payonk '86	812-201-7036	k.payonk@ma.rr.com
Lindsey Richardt '07	317-610-6070	linmrichardt@gmail.com
Catherine "Cathy" Schueth Thomas '88	317-832-3905	catherine.ama.thomas@gmail.com
Sirrea Hayes Whittaker '07, '10G	317-523-2162	goldonyx10@yahoo.com