



Newsletter

Vibrant communities with a positive future.



June 2019 Edition

IN THIS ISSUE:

- June Office Schedule
- Project Selection Questions
- Engaging Gen X and Millennial Volunteers
- Week of PRIDE 2019
- Benefits of Collaborating
- 50th Anniversary - Two Opportunities
- First Friday e-Calls- Check Them Out!
- Events Calendar
- 2019 Kansas PRIDE Communities
- Facebook - Follow Us for Even More Information
- Opportunity for a FREE Community Visit

June Office Schedule - Jaime & Jan



From **June 1st through June 13th** I (Jan) will be doing important research on tasty fish and chips shops in England, Scotland, and Ireland. Because of this I won't have good access to a computer, phone or e-mail until I return on June 14th, so for anything you'd need to contact me for, please get in touch with Jaime (jmenon@ksu.edu or 785-532-2840).

While I (Jaime) am a bit doubtful on how Jan's research will be beneficial in the future (that is until I make my way to England, Scotland or Ireland and need his advice on which fish and chip shops are the bomb), I need to let everyone know that I will be out of the office **June 10th through June 14th** to attend the National Association of Community Development Extension Professionals Conference. I will be presenting on a collaborative project between PRIDE and 4-H that we hope will not only benefit Kansas communities, but communities nationally, and hope to gain new ideas that will benefit you! I will have limited access to email at this time. Fortunately, if Jan isn't too jet lagged, he might be able to answer questions for you on the 14th (jmsteen@ksu.edu). I will return Monday, June 17th. If you are out there doing traveling of your own, safe and happy travels!

Project Selection Questions

Jaime and I had the opportunity to attend the National Extension Conference on Volunteerism (NECV) in Billings, Montana just a few weeks ago. We were there as presenters, talking about the Kansas PRIDE Leadership Toolkit (you can view the Toolkit modules and handouts on our Education page: <https://kansasprideprogram.k-state.edu/education>), but we were also there to gather new information to bring back. One of the many resources we came back with was a set of project selection questions. These questions, provided by and adapted from Volunteer Strategies, can help you decide whether an identified project is the right fit for your goals.



- Would this project address a pressing need, and if so, what is that need?
- Does it play to a strength?
- Are there volunteers in your group willing to be a champion for the effort?
- Who will be excited and willing to participate?
- Do existing volunteers have the expertise and time to carry out this project, or do they need to be trained?
- Are more people needed?
- What are the biggest challenges?
- What is the group willing to invest?
- Is the project sustainable?
- Will it help other areas of the organization or community if replicated in the future?

For more tools from Volunteer Strategies, you can visit their website at

VQStrategies.com. - *Jan Steen, Kansas PRIDE Co-Coordinator, K-State Research and Extension* jmsteen@ksu.edu



Engaging Gen X and Millennial Volunteers

I will join Jan in the mode of dropping knowledge on what I learned from my time at the NECV in Billings (Ok, a little aside, every time I have to fly home from a conference, I have myself a *Wizard of Oz* moment. I stand and think to myself: *what have you learned?* I then reply to

with *the great highlights and what I will bring back to our wonderful communities*. I don't click my heels or anything like that, but I do grab my Pronto (Toto substitute) carry on bag and wish I could just magically be transported home to Kansas rather than fly. But I digress).

So, what did I learn?

One surprising, and reassuring, thing that I learned is that the Kansas PRIDE Program is ahead of the curve as well as on point in the area of education for volunteers. Many volunteer programs are only just learning how to engage volunteers concerning volunteer recruitment and retention, which made me feel great that we have been having and recording the webinars for our education page (that Jan mentioned above) so they are always accessible. That aside, here are some takeaways that I am sure will be helpful for all of us to know:

Value Added is Important:

There is a lot of worry around engaging Gen Xers and Millennials. How do you engage them and where? Here are some insights for each generation:

Gen Xers

How?

- Make sure to tout the social aspects of the event. "Networking while working together!"
- The value of the hands on experience. "Get your hands dirty and make a difference!"
- How will they benefit? "Changing this space makes it attractive, accessible and safe for all ages to exercise and spend time with their families!"
- Offer opportunities to involve their children at the event, as we know Gen Xers are striving for work/life balance: "Childcare provided!" or "Kid's Bake Sale for Charity!" or "Mini rakes provided for your little helpers!"
- Make sure details are clear and well outlined. They like to see organization. "We gather at the park at 1pm and plan to end at 4. Coordinators will be wearing green shirts with our logo. Snacks and bottle water provided."

Where?

- Engage them on social media, the event feature on Facebook is a real attention grabber.
- Know someone who can make you a radio spot or has a podcast? These folks like to listen and learn while commuting or running errands.
- Have a gym or wellness center? Might be a good place to post activities.
- Community event? Ditto.
- Childcare centers or after school programs? Double ditto.
- Youth extra curriculars? Bingo!
- Pediatricians office? Uno!
- Local coffee shop? YAHTZEE!

Millennials

How?

- Use the Why(Passion)/How(Skill)/What(Need) approach. "Learn and lend skills/resources while coordinating the Spring Festival!"
- Focus on career growth. Many millennials are using volunteer experiences to boost their marketability. "Volunteers needed! Make connections and gain skills while working with our organization!"
- Put the fear in them...about missing out. Post fun photos of previous events (or after events they may have missed) and add "don't miss out on the fun!"
- Make it Instagram-worthy. Provide opportunities to take pictures or offer to take

pictures for them so they can show how they are engaged in the project. This works for recognition too.

- They like the buddy system, with both friends and mentors. Give them the opportunity to bring their friends by touting the benefits and opportunities. Millennials love mentor opportunities because they like to learn how people got to where they are. Why? So they can reduce the time it takes to get there themselves and not reinvent the wheel. Although it sounds a bit selfish nothing can be further from the truth: they love making meaningful connections and they appreciate their mentors very much.
- Don't judge a book by its cover. Body art is big with this generation, don't let that blind you to the fact that they are very civic minded.
- Don't call them. They prefer text, email, and other social media so they can get to it in their own time.
- Give them options for volunteer roles, as well as a voice and a choice.
- Don't be worried when they move on (they are building their resume). Celebrate them because they will find meaningful ways to contribute to your effort in the future.
- Make sure to communicate time limits. The idea of serving on a committee or being locked in for an indefinite time will keep them from participating. Also, don't call it a committee. Instead, use "task force" as it implies an endpoint. "Planning and execution take roughly one month to complete."

Where?

- Again, engage them on social media, the event feature on Facebook is a real attention grabber. Many are coming back to Facebook so they can more easily connect with friends and family as they begin to have children.
- Instagram is big, so find someone who has an account and make it active with lots of fun pictures of your activities.
- **Have a local tattoo parlor? Maybe ask if you can post an opportunity.**
- Wellness centers are also a good place to post, as well as in outdoor recreational areas.
- Have postings for WiFi passwords? Might be a good place to put your post along with it. Are you in a place providing WiFi? Say so. Are you paying for the WiFi? Let them know you are sharing it with them.

Now for a shameless plug to follow us on **Facebook**. That's just because that is where statistically people are, and we post lots of great opportunities and ideas. Next month, look forward to an article on Changes in Volunteer Recognition...don't put it past me to post the info to Facebook in the meantime! - **Jaime Menon, Kansas PRIDE Co-Coordinator, K-State Research and Extension - jmenon@ksu.edu**



Week of PRIDE! Your Time to Shine!
Communities can still undertake projects and report about Week of PRIDE activities until June 30th! Click

on the picture above and it will send you to our collection database to record your impact. THANK YOU for all you do!



Benefits of Collaborating

Collaboration – it's something that's encouraged in PRIDE communities because working together can result in:

- New ideas
- Solutions to social problems
- Access to resources
- Creation of new knowledge
- Reduced duplication of efforts
- Increased efficiency and effectiveness
- Reduced project costs
- Meeting new funders
- Learning new skills

We can't always solve problems alone, but if we work together with other groups in the community, inviting them to PRIDE meetings, and seeking ways to become partners, our improvement efforts can have a much greater impact. Remember these additional tips when considering or working as a collaborative effort:

- Always distribute credit. Recognize everyone in the collaboration when celebrating successes.
- Before you start – are you ready to collaborate? Do you have the time?
- Are your potential partners ready to collaborate? Do they have the time? Do their vision and mission statements match with the work you're doing in the community?

- Jan Steen, Kansas PRIDE Co-Coordinator, K-State Research and Extension

jmsteen@ksu.edu

50th

50th Anniversary - Two Opportunities

Don't forget! As we approach Kansas PRIDE Program's 50th anniversary, we're asking for your top **1-3 projects** any time from 1970 to today, and we also have a **logo contest** happening. Questions? Be sure to e-mail us at PRIDE@ksu.edu.



ENROLL FOR 2019

First Friday e-Calls: Check'em Out!

K-State Research and Extension offers entrepreneurship webinars every first Friday of the month, and there have already been two great sessions this year. If you missed them, they've been recorded and are available to view at your convenience along with the slides and some notes. Visit: <https://www.ksre.k-state.edu/community/business/entrepreneu>

Just a reminder, there is still time to enroll if you haven't had the chance!

Enrollment and Reporting

Click here to learn more about K-State Research and Extension's **First Impressions Program!**

rship/ for all past sessions, and specifically last month's which was about social media marketing basics.



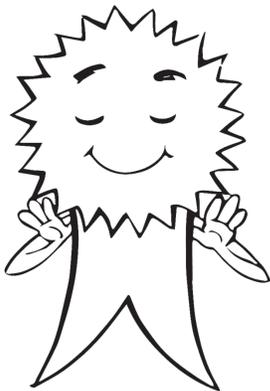
EVENTS CALENDAR

Quarterly Report Dates:

- July 15th, October 15th, January 15th, April 15th

Opportunity Dates:

- August 15, 2019 - Award Applications Due



2019 Kansas PRIDE Communities

The following communities have enrolled in the Kansas PRIDE Program for the year of 2019. If you want to see who was all enrolled last year, go to: <https://kansasprideprogram.k-state.edu/about/2018%20Kansas%20PRIDE%20Communities.pdf>

And if you'd like to enroll this year, go here and click on the blue "Enroll" button: <https://kansasprideprogram.k-state.edu/enrollment-reporting/index.html>

- Admire
- Agra
- Alton
- Arlington
- Ashland
- Assaria
- Axtell
- Basehor
- Baxter Springs
- Belleville
- Blue Rapids
- Burden
- Bushton
- Caney
- Centralia
- Clifton
- Columbus

- Lakin
- Larned
- Lecompton
- Lenora
- Leonardville
- LeRoy
- Lewis
- Lincoln
- Linn Valley
- Lucas
- Luray
- Macksville
- Marion
- McFarland
- Melvern
- Moran
- Mount Hope

- Conway Springs
- Council Grove
- Delia
- Dover
- Elk City
- Ellis
- Fort Scott
- Frontenac
- Glasco
- Grainfield
- Grinnell
- Haysville
- Herndon
- Highland
- Humboldt
- Independence
- Iola
- Kinsley
- La Harpe

- Norton
- Olsburg
- Overbrook
- Ozawkie
- Park City
- Perry
- Potwin
- Quenemo
- Randolph
- Riley
- Rossville
- Rozel
- Russell
- Savonburg
- Stockton
- Vermillion
- Wakefield
- Wilson



FACEBOOK NEWS

Don't forget to like us on Facebook if you haven't already. We post there often, and some of that information isn't available in the newsletter – webinar announcements, community news, alerts.

Head over to <http://www.facebook.com/KansasPRIDE/> to check us out, or “Like” us to see opportunities that are upcoming! Also invite us to “Like” your page if you have one!



Interested in a FREE Face to Face Community Visit!

Needing guidance or help transitioning/organizing?

Wanting to show off your community?

Need strategic planning, ripple effects mapping or other resources?

Send us an email at PRIDE@ksu.edu and we will get one scheduled with you!

FOLLOW US

