

Cats for a Cause



University of Kentucky Alumni National Service Week

October 13 - 22, 2017

2017 Handbook

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Cats for a Cause

October 13 - 22, 2017

The students and graduates of the University of Kentucky are accomplishing many great things. Wildcats around the world are exhibiting loyalty, excellence, and success in their daily lives. Our goal is to combine these efforts and display the pride we have for the university. We want all Wildcats to join together for a cause and make a difference in their community. Cats for a Cause National Service Week is a chance for UK alumni to serve not only the university, but also the members of their local communities.

What is National Service Week?

- This week of service is when members from each UK Alumni Club across the country organize and participate in a service activity in their community.
- During this week, our combined efforts have a tremendous impact on our communities, and help spread the pride we have for the University of Kentucky.

A Word of Warning: Compliance With NCAA Regulations

It is important that UK alumni remain in compliance with all rules and regulations set forth by the National Collegiate Athletic Association and the Southeastern Conference while participating in community service activities. If the activity involves contact with or provides benefits for a prospective student-athlete (defined by the NCAA as any student who has started classes for the ninth grade) or University of Kentucky student athletes, contact the UK Alumni Association for prior written approval.

In addition, the use of UK memorabilia for purposes that would benefit prospects' high schools (e.g. fundraising activities) or University of Kentucky student-athletes must be cleared through the alumni association to ensure compliance with NCAA rules and regulations. Because of the complicated and stringent nature of NCAA rules and regulations, it is absolutely necessary for your club to seek a review of proposed alumni activities that might involve prospective and current student-athletes.

The staff of the University of Kentucky Alumni Association works very closely with athletic department officials to ensure that our alumni clubs are not involved in inadvertent violations of NCAA policy. We appreciate your efforts to comply with the aforementioned policy regarding prior approval and for helping to ensure that the University of Kentucky maintains compliance with the NCAA and SEC.

Please contact Jack Gallt, Associate Director for Alumni Engagement, at jack.gallt@uky.edu with any questions or concerns regarding this matter.

Checklist for Success

To ensure that your club's National Service Week event is a success, follow these suggested steps:

1. Appoint a Cats for a Cause National Service Week Chairperson to lead the club's activity.
2. Choose a service activity to pursue and select a date within the National Service Week (*Oct. 13 – 22, 2017*) to conduct your service project.
3. Email service project details to Jack Gallt at jack.gallt@uky.edu by Friday, September 29, 2017.
4. Begin recruiting volunteers and enlisting the help of local businesses.
5. Execute your planned service activity.
6. Submit final report form (found on page 10 of this handbook), as well as any flyers and pictures from your event to Jack Gallt at jack.gallt@uky.edu by Friday, November 10, 2017.
7. Don't forget to thank participants and companies for their involvement!

Choosing a Cause

The number and types of community service activities your club can participate in are diverse and varied. In this handbook we have included suggestions and listings of service ideas that can be implemented in your community. Ask around —a member of your club may already be involved with a program that could use your club's help. Be creative! Use these resources for ideas and suggestions. Feel free to create your own!

Things to consider:

- It may be beneficial to appoint a club member to coordinate your group's involvement in Cats for a Cause, which may take considerable organization and planning. This is a great way to encourage involvement, recruit new members, and prepare future leaders.
- Over-committing is easy. Be realistic as you consider the resources you have available and the scope of the project you are taking on. Only make promises you know you can keep.
- Encourage brainstorming, but keep project goals, budget constraints, and human resources in mind as you choose a project.
- Consider partnering for events with other groups in your area, whether they are a nearby UK Alumni Club or a separate group.
- Community service can give Wildcats of all ages an opportunity to be involved. Be sure to include recent graduates, seasoned alumni, families, and friends. Use this as a chance to recruit new members for your club, as well as prospective students for the university!

Ways to Make a Difference

- Host/sponsor a blood drive or volunteer with the local Red Cross
- Volunteer at a local hospital or nursing home (host a bingo night, ice cream social or pampering day!)
- Craft with the kids at a Children's Hospital, or work to improve a common area with new toys, crafts, books, and movies (many hospitals have on-site libraries for children to choose books and movies; help improve the inventory!)
- Contribute to the building of a Habitat for Humanity home in your area. You may not have to build the whole house —often help is needed with a specific aspect, such as hanging drywall or landscaping.
- Sponsor a team in a 5K run/walk
- Sponsor a donation drive for a local women's shelter or homeless shelter, food bank, or soup kitchen
- Clean out your closets and donate the items to local Goodwill or Salvation Army stores
- Volunteer at a local library or school
- Clean up a local park or recreational area
- Participate in the Adopt-A-Highway program
- Get involved with Special Olympics or a similar program
- Hold a telethon or get a local radio station involved and host a radio-thon!
- Collect school supplies for a poor school overseas or for local needy students
- Host a yard sale with benefits going toward a charity
- Hold a bake sale, car wash or other event to raise funds for charity
- Coordinate a book drive
- Volunteer to walk the dogs at a local humane society

Identify a need in your community and be the change!

Additional Ideas

Your club does not have to create an innovative and original service project. More than likely, there are many groups in your area that have well-established service projects and would love to have your assistance. Use your local phone book or consider some of the following resources:

- Volunteer centers in county government offices
- Mayor's office (They often have special initiatives.)
- Government human services programs
- Churches and synagogues
- Chambers of commerce

Helpful Web Sites

National nonprofits are continuously looking for volunteers and already have established a network of resources and projects in which your organization can participate. Here is a list of several that may have an office in your area:

Adopt-A-Highway	www.adoptahighway.com
American Cancer Society	www.cancer.org
American Library Association	www.ala.org
American Red Cross	www.redcross.org
Big Brothers Big Sisters	www.bbbsa.org
Children's Miracle Network	www.childrensmiracletnetwork.org
City Cares	www.citycares.org
Cystic Fibrosis Foundation	www.cff.org
DanceBlue	www.danceblue.org
Dress for Success	www.dressforsuccess.org
Habitat for Humanity	www.habitat.org
Keep America Beautiful	www.kab.org
Leukemia and Lymphoma Society	www.leukemia.org
Make-A-Wish	www.wish.org
March of Dimes	www.modimes.org
Relay for Life	www.relayforlife.com
Ronald McDonald House	www.rmhc.com
Room to Read	www.roomtoread.org
Society for the Prevention of Cruelty to Animals International	www.sPCA.com
Special Olympics	www.specialolympics.org
St. Jude's Children's Hospital	www.stjude.org
Susan G. Komen Foundation	www.komen.org
Toys for Tots	www.toysfortots.org
United Way	www.liveunited.org

Making Your Service Project a Success

Planning your service project and getting others involved can get overwhelming, but here is some useful information to guide you along.

Recruiting Volunteers

Many people are willing to participate in service projects; they just need to be asked. Here are some helpful tips:

- Coordinate a volunteer drive that includes ads in your newsletter, broadcast e-mails, a phone campaign, and information on your Web site.
- People respond positively to someone they know, so ask members and registered volunteers to recruit a friend for the service project.
- Be sure that the project is outlined clearly and give a realistic estimate of the amount of time requested from each volunteer.

Involving Local Businesses

Local businesses can be an effective, but easily overlooked resource. Consider using local businesses for sponsorships, publicity, and assistance in ways such as:

- Invite companies to match employee donations, serve as a host site for a project, offer giveaways or prizes, or contribute a meal during the service project.
- Ask local businesses to hang a flyer about your event in their windows or serve as a drop location for a donation drive.
- Look for ways to relate a company's resources to your project. For example, companies that try to be environmentally-friendly could be approached about supporting a cleanup effort or recycling project. Businesses promoting safety projects may like to get involved in efforts to prevent crime or violence against women. Companies related to the education industry may be a great resource for a literacy program.

- Talk to human resources about collecting donations from those who would like a casual Friday.
- Ask management to run your service project's flyers or a nonprofit organization's newsletter through the postage meter or print flyers at your company's discounted rate.

Publicity

Attracting media attention is a great way to promote your club and the University of Kentucky within your community. In addition, it is important for your club to try a variety of approaches and to be persistent in advertising your service activity. Some suggestions for promoting your event include:

- Hang flyers in the windows of local businesses.
- Submit your event to community calendars. Many websites, such as those belonging to newspapers, chambers of commerce, and tourist commissions, publish online calendars of events within the community.
- Encourage local media to broadcast special programming, live coverage, or publish articles about your event.

Photography

Capturing photos of people participating in your service activity is a great way to document what an impact your alumni club is making in your area. Please follow these steps so that we can receive photos of your activity:

- Take many pictures during your service activity, and send copies to Jack Gallt either on a CD by mail to the UK Alumni Association or attached through e-mail (jack.gallt@uky.edu).
- Photos from National Service Week will be used for documentation, slideshows, scrapbooks, on club Web sites, etc.

Final Report

Tell us about your Cats for a Cause National Service Week activity! Please submit this final report no later than **November 10, 2017**. Be sure to include any photographs and promotional items (e.g. flyers, newspaper clippings, postcards, etc.) you have from the event. We will use the information provided to ensure the continued success of Cats for a Cause.

Cats for a Cause
2016 National Service Week Final Report

_____ UK Alumni Club

Name of person submitting report:

Description of service activity (include separate page, if necessary):

Number of participants:

Comments from participants (include separate page, if necessary):

Please complete and return this form by **November 10, 2017** to:

Jack Gallt, Associate Director for Alumni Engagement
400 Rose Street
King Alumni House
Lexington, KY 40506-0119
jack.gallt@uky.edu
Fax: 859-257-3957

Include any photographs, flyers, or publicity items related to your activity.