

IN SERVICE TO OTHERS

Lead In: March 2021



TODAY:

- **Challenge our beliefs about service to others**
 - In-depth discussion about service
 - Introspective review of our own service contributions
 - Hear from Sleep In Heavenly Peace
 - Group discussion/small groups
 - Highlight generational differences regarding service

Design your own generosity event (with a budget!)



The idea is to evaluate our own service, engage others re: their contributions and maybe walk away with a fresh approach to how we can grow service within our families / companies / friends / groups.

Envision our community without these groups.

No hidden agenda. You're not being recruited.



Donating Blood

Bought Coupon book
/candy bars / cookies /
popcorn

5K/charity run/walk

Event planning

WHAT CONSTITUTES SERVICE?

Fundraising

Coaching Little
League

Volunteer at
school

Gave money

Board Service

Dine out



SERVICE SELF-ASSESSMENT

START *where*
YOU ARE.

USE *what*
YOU HAVE.

DO *what*
YOU CAN.



DESCRIBE YOUR CURRENT SEASON OF LIFE:

Young family

Early career
professional

Divorced

Health concerns

Established

Top of your game!

Changed Jobs



COMPLETE ASSESSMENT



BARRIERS TO GIVING/DOING MORE:



BARRIERS TO GIVING/DOING MORE:

THE NEED IS OVERWHELMING.

“It’s foolish to become paralyzed by the scope of suffering or discouraged by the limit of our reach.”

– Jen Hatmaker

PETER FRATES

20,000
Americans
living with ALS



Ice Bucket Challenge raised \$15M and gained 307,598 new donors in the first six days (July 29-Aug 4).

\$115 M was raised in the first 8 weeks. Avg donation = \$46

Why did it work? Its combination of competitiveness, social media pressure, online narcissism, and low barriers to entry led to more than 2.4 million tagged videos circulating Facebook in a relatively short period of time.

An ALS clinical trial @ Cambridge on 3 year track for funding, met their fundraising goal 2 months after the Ice Bucket Challenge started.



1966-
2014

The success of the challenge prompted the [Muscular Dystrophy Association](#), which also raises funds to combat ALS, to discontinue its long-running annual telethon, the *MDA Show of Strength*, after the 2014 edition, stating that the Ice Bucket Challenge prompted the MDA to reevaluate how it can connect with the public.^[47]

DISRUPTIVE INNOVATOR



ANOTHER BARRIER: **JUDGEMENT** CONFESSION

Jen Hatmaker ([Interrupted](#)): “We’re not allowed to neglect the oppressed because we have reservations about their discernment. We can’t withhold social relief because we’re not convinced it will be perfectly managed.

We can’t project our advantaged perspective onto struggling people and expect results available only to the privileged.

Must we be wise? Absolutely. But doing nothing is a blatant sin of omission.”



What's our role as emerging leaders and young professionals?

Bridge the gap: Traditional service organizations operating in traditional ways need a new perspective that you can provide. – Lead In “how many clicks to donate?”

The digital revolution has untethered the connection to established organizations.

Generally, the workforce and non-profits have been slow to adapt to the millennial generation.

Challenge the status quo. Encourage creativity. Develop relevant service opportunities at work.

ACS example: Charity walk vs. Harry Potter Trivia Night *Opened a second session = \$6,000

Harry Potter

40 tables x 10 people = 400 people
400 people x \$15/tkt = \$6,000*



https://www.ted.com/talks/dan_pallotta_the_way_we_think_about_charity_is_dead_wrong?language=en



Embracing change. That means offering:

Up-to-date online giving

Concrete results through stories about successful projects and programs

Encouragement to share the results of their contributions with friends and colleagues.

[\(How Millennials Have Disrupted Traditional Charities\)](#)



2018 GLOBAL NGO

Technology Report

WHEN ASKED WHICH NEW FUNDRAISING CONCEPT DONORS WOULD BE MOST LIKELY TO USE, DONORS RESPONDED:



66%

A mobile app that allows two-tap giving that earns badges and redeemable points.



19%

Smartphone near-field giving through a digital billboard on public transport or at an airport.



9%

Voice-command giving through your home personal assistant or car radio.



4%

Fingerprint giving through a touch screen on your refrigerator.



2%

Swipe-giving through an internet connected mirror in your bathroom.



NON-TRADITIONAL FUNDRAISING IDEAS





Schools vs. schools, band vs sports, Rotary vs. Rotary



30,000 residents
 10% participate
 \$25/avg donation
 \$75,000 raised

Local businesses: round up change on tab/bill. Donate to local groups. "Round up O'Fallon"



\$0.30 roll up/transaction
 100 transactions/day (\$30/day)
 30 days in the month
 \$900 raised/month



Non-traditional service ideas...

School PTA
 Alternative Fundraiser

This fundraiser is in lieu of sending students home with the task of selling door-to door, collecting money, and delivering goods. Please help us avoid that by supporting our PTA with your donation, and helping us achieve our goals to support our students and faculty.

Thank you in advance for your support!

- \$15 I do not want to bake, so here is the money I would have spent on those cupcakes.
- \$25 I do not want to hit up friends, family, and co-workers, so here is the money I would have spent buying wrapping paper.
- \$50 I do not want to walk, swim or run in any activity that has the word "thon" in it. Here is the money I would have spent on my child's "free" t-shirt.
- \$75 I don't want to attend any fancy balls, so here is the money I would have spent on a new outfit.
- \$100 I really wouldn't have helped anyway, so here is \$100 to forget my name.
- \$_____ I am making this donation to express my appreciation for having nothing to buy, sell, or do except fill out this form.

Name _____

Phone # _____



Non-traditional service ideas...

“Can I have your spare change?”

“Put your money where your mouth is”



DID YOU KNOW...

O'Fallon Garden Club

Turned a former trailer park into now-flourishing community garden.

- Community garden that produces over 5,000 lbs of food for the O'Fallon Food Pantry
- Butterfly garden
- Beehives that harvest 110lbs honey/year
- Plots for rent

Design, plant and tend to various gardens around town:

- Roundabouts
- Downtown planters
- Veterans' Monument



DID YOU KNOW...

O'Fallon Food Pantry

\$0.98 of every \$1 donated goes to purchasing food.

They have no website. They have no social media.

Spend about \$115,000 on food/annually.

Yet they don't do any active fundraising.

Huge National Organizations that host food drives (Boy Scouts, Postal Service)... Smaller groups that provide birthday bags for kids.



DID YOU KNOW...

O'Fallon Rotary Clubs



Outstanding International contributions- solely responsible for eradicating polio. They've given over 15 Billion polio vaccines since 2000. 99.9% reduction in worldwide polio. Once they last case is reported, it's a continuing 3 year commitment and \$1.5B investment to revaccinate to boost levels and ensure complete eradication.

Locally, they've supported our Parks with nearly \$200,000 in financial and labor contributions.

Developed and maintain a community garden at the YMCA which harvests almost 2,000 lbs of produce for the Food Pantry.



DID YOU KNOW...

O'Fallon VFW Post 805

One of the most active and successful posts in the state.

"All American Post" 2010-2014. Recently awarded All State for outstanding participation and membership gains.

Veterans of Foreign Wars – creates interesting membership challenges.

Annual 0.1k Race raises thousands of dollars for the VFW National Home for Children.

Host the City's Annual Veterans' Day Parade in Downtown.

Very unique fundraising challenges.



DID YOU KNOW...

The mission is to empower single moms and youth by promoting healthy relationships as well as emotional, mental and spiritual health.

"I wanted to create a community of support for single moms," she said. "Often, they don't have family support. They have to rely on each other," she said.

Currently, the service offers sessions for "Sweet Hearts," the single moms, and "Heart Beats," a violence prevention program for at-risk teenagers, age 12 to 17, who have been a victim or perpetrator of violence. They could have experienced trauma because of violence, addiction, poverty or homelessness.



DID YOU KNOW...

Youth Activity Center

O'Fallon YMCA operates a Youth Activity Center on Estate Drive in O'Fallon.

Safe and encouraging after school environment for approx. 25 under-served youth in the neighborhood.

K-8 receive a healthy snack, tutoring, and mentorship under the supervision of positive adult role models.

Funded by donations received during the Y's annual campaign.



WE ARE MORE THAN JUST A GYM



DID YOU KNOW...

Feed My Lambs

Generosity Event

Taste of O'Fallon

O-Town Proud

University Event

TASTE OF O'FALLON

Sponsored by: PURE111 medical aesthetics

PARTYCAMER

^^ These local activities are largely happening without us.

- Bridge the gap: Traditional service organizations operating in traditional ways need a new perspective that you can provide.
- Through self-assessment, challenge yourself to determine if you're able to offer time, talents and/or donations.

Challenge the status quo.
View service through a new perspective.
Encourage creativity.
Develop relevant service opportunities at work.



“This could be our generations enduring legacy... That **we took responsibility** for the thinking that had been handed down to us, that we revisited it, we revised it and we reinvented the whole way humanity thinks about changing things, forever, for everyone... that would be a real social innovation.” Dan Pallotta



Complete personal statement on service:

Review your employer's current service opportunities and make suggestions to further develop it?

Take these ideas and energy back to a group and inject a bolus of passion into an existing event?

Take your talent and find a service group in which you can serve?

My personal statement on service to others: I'm comfortable with my current level of service to others. I will work harder to push the envelope on traditional events, encouraging planners to consider fresh ways of engaging the community to increase support. Seriously consider O'Fallon vs. Belleville CommUNITY challenge.



What if....

Plan a generosity event. NOT A FUNDRAISER

100 people

\$15k budget (if you get 100 people there, any unspent \$ goes directly to the charity)

Place to hold the event

Identify a local charity

How to advertise the event

