



To: Broward City Officials
From: President Fort Lauderdale Commissioner Bobby DuBose
Date: August 16, 2012
RE: **"Together We Serve" Volunteer Week--October 21-27, 2012**

2012-2013 OFFICERS

President Bobby B. DuBose
Commissioner, Fort Lauderdale
1st Vice President Susan Starkey
Councilmember, Davie
2nd Vice President Patricia Asseff
Commissioner, Hollywood
Secretary David Rosenof
Commissioner, Parkland
Treasurer Gary Resnick
Mayor, Wilton Manors

DIRECTORS

Immediate Past President
Debby Eisinger
Mayor, Cooper City
Past President Roy Gold
Mayor, Coral Springs
Past President M. Margaret Bates
Commissioner, Lauderhill
Past President Joy Cooper
Mayor, Hallandale Beach
Past President Lori Moseley
Mayor, Miramar
Past President Frank Ortis
Mayor, Pembroke Pines
Lisa K. Aronson
Commissioner, Coconut Creek
Diane Veltri Bendekovic
Mayor, Plantation
Jack Brady
Mayor, North Lauderdale
George Brummer
Vice Mayor, Pompano Beach
Anne Castro
Commissioner, Dania Beach
Dan Dodge
Mayor, Hillsboro Beach
Sharon Fyffe
Commissioner, West Park
Tom Green
Vice Mayor, Wilton Manors
Alexander Lewy
Commissioner, Hallandale Beach
Lisa Mallozzi
Commissioner, Cooper City
Doug McKay
Vice Mayor, Southwest Ranches
Wayne Messam
Commissioner, Miramar
Roseann Minnet
Mayor, Lauderdale-by-the-Sea
Ashira Mohammed
Mayor, Pembroke Park
Peggy Noland
Mayor, Deerfield Beach
Jim Norton
Commissioner, Weston
Tom Powers
Vice Mayor, Coral Springs
Stacy Ritter
Commissioner, Broward County
Donald K. Rosen
Commissioner, Sunrise
Anne Sallee
Mayor, Oakland Park
Fred Schorr
Mayor, Lighthouse Point
Carl Shechter
Vice Mayor, Pembroke Pines
Greg Sollitto
Councilmember, Sea Ranch Lakes
Beth Talabisco
Mayor, Tamarac
Ken Thurston
Commissioner, Lauderhill
Joseph Varsallone
Commissioner, Margate
Benjamin Williams, Sr.
Commissioner, Lauderdale Lakes

Rhonda Calhoun
Executive Director

When I took office as your 55th President of the Broward League of Cities, I presented my platform initiative for the year themed, **"Together We Serve!"**

"Together We Serve" offers you, and all citizens in Broward County, another opportunity to make a positive difference. This initiative is a challenge to all citizens to increase volunteer hours throughout their communities. In fact, it is a bold, but I believe achievable goal, to donate **ONE MILLION VOLUNTEER HOURS** through increased partnerships with numerous civic and charitable organizations that provide so many needed services throughout our neighborhoods.

It is a **CALL TO ACTION**—or better stated—a **CALL TO VOLUNTEER** for all Broward municipal leaders to increase volunteer hours in their cities and enlist other citizens to join this worthwhile effort. Furthermore, I encourage our Broward League to adopt a countywide community service project. Why is this so important? Because, volunteering strengthens communities, solves problems, and improves lives!

Volunteerism is a long-standing tradition in our Broward County history and is one of the most common activities throughout our country. As city officials, we know the value of volunteerism. Within our own cities, volunteers offer a way to extend or expand services to residents at a relatively low cost, enable citizens to actively get involved in our community, and return benefit to end-users that are without measure.

As elected officials of municipal governments we are charged with providing the basic services that affect the daily lives of our citizens and doing so with ever decreasing revenues in increasingly challenging times. Now, more than ever, I believe that increased volunteerism is a way for us to make a difference!

So, I encourage each Broward municipality to stand with me in support of this initiative. I have enclosed a resolution for your council's or commission's consideration. It is also available on our Broward League website at www.browardleague.org.

Along with the resolution, this packet also includes: **several no-cost ideas to kick-start or enhance volunteerism in your communities, media and PR tips, a sample press release, and a sample letter to the editor.**

I am humbled and honored to serve as your Broward League President, and I look forward to working together with you to make a positive impact on the lives of our citizens. Because...

Together We Serve!

Suite 122 Governmental Center, 115 South Andrews Avenue
Fort Lauderdale, Florida 33301
Phone: 954.357.7370 Fax: 954.357.5563
Email: blc@bellsouth.net Internet: www.browardleague.org



Broward League of Cities President Fort Lauderdale Commissioner Bobby DuBose encourages all Broward cities to adopt the following resolution expressing support for the League's One Million Hour Volunteer Initiative: *Together We Serve!*

Sample City Resolution

"Together We Serve" Week

A RESOLUTION OF THE CITY OF _____ RECOGNIZING ***TOGETHER WE SERVE*** WEEK, **OCTOBER 21-27, 2012** AND ENCOURAGING ALL CITIZENS TO SUPPORT AND TAKE PART IN INCREASING VOLUNTEER EFFORTS WITHIN OUR COMMUNITY

WHEREAS, our Broward County League of Cities has made a commitment to increase volunteer efforts throughout our communities; and

WHEREAS, ***Together We Serve Week*** is a very important time to recognize the importance of volunteer efforts in our lives; and

WHEREAS, the Broward League and its member cities have joined together to donate and encourage citizens to donate **One Million Hours** of their time to worthwhile causes; and

WHEREAS, this week offers an important opportunity to spread the word to all the citizens of our county that they can make a difference in our communities; and

WHEREAS, ***Together We Serve Week*** will be held in conjunction with ***Florida City Government Week*** because both offer an important opportunity to convey to all the citizens of Broward that they can make a positive impact in our community through service and volunteerism.

WHEREAS, our city is the form of government closest to our citizens and with the most daily impact upon our residents, we resolve and pledge to join in this noble and necessary effort of additional volunteer service to our community.

NOW, THEREFORE BE IT RESOLVED BY THE CITY OF _____ AS FOLLOWS:

Section 1. That the City of _____ does encourage all citizens, city government officials and employees to do everything possible to ensure that this week is recognized and participated in accordingly.

Section 2. That the City of _____ does encourage volunteer partnerships between city government and businesses, sports organizations, faith-based groups, civic and charitable organizations, senior and neighborhood organizations, Greek organizations, colleges, public/private schools, local media and others.

Section 3. That the City of _____ does support and encourage all city governments to actively promote and sponsor ***"Together We Serve Week."***

PASSED AND ADOPTED by the City of _____.



BROWARD LEAGUE OF CITIES: TOGETHER WE SERVE!

- Sponsor a **"Together We Serve"** community service week focusing on volunteer efforts within your city. This could be coordinated with local civic & charitable organizations, sports organizations, your local chamber, schools, colleges/universities, church organizations, local media and other groups such as United Way or Volunteer Broward.
- Involve businesses, sorority and fraternal organizations. Offer to send a speaker to their meetings to discuss joint volunteer efforts! Enlist their help in celebrating your day of volunteer efforts.
- Contact your local businesses and advise them of the week's activities. Ask if you can make available at their information desk details on your **"Together We Serve"** Week. Enlist them to co-sponsor your efforts.
- Work with senior citizen groups to find innovative ways to involve seniors in your volunteer efforts. Encourage seniors to volunteer their time during this week.
- Sponsor an essay contest for city residents on the importance of volunteerism. Instead of using cash as a prize, the winner's prize could be acting as "Mayor/City Commissioner for a day" or "City Manager for a day." An element of the essay would be to focus on what they did during the **"Together We Serve"** week.
- Sponsor a poster contest for area school children related to volunteerism. Or, host a competition between area schools during the **"Together We Serve"** week. Which school can gather the greatest number of volunteers for a designated volunteer project? Instead of a monetary award, winners could receive a certificate, an article in your local paper, and recognition of students and teachers at city council meetings.
- Coordinate ongoing or new partnership programs with schools to coordinate on-going volunteer projects throughout the year. Maybe those projects could be beautification projects at city sites, or recreational facilities shared by cities and schools, recycling or environmental-related student activities, etc.
- Get acquainted with local school personnel and encourage opportunities for integrating volunteerism efforts within their existing curriculum or school activities.
- Create an "adopt-a-school" program. Various departments of city government could "adopt" a school, or department within the school, to share information and plan speaking engagements to students that would enhance learning about a particular aspect of city government. Various departments could then work with their school to volunteer at the city and throughout the community.
- Encourage a school City Government Club or Youth Council to study community issues that involve volunteer opportunities. *Visit the Florida League's Resource page on its Website for ideas on developing a Youth Council.* An inaugural project for the youth council could be handling a volunteer project within your community.
- Working in coordination with a middle or high school, create an advisory committee of students to study a particular issue of importance to teenagers (for example, volunteerism). Have the students prepare a formal report with recommendations to council. Or, include student representation on an existing citizen committee, commission or board making a recommendation about a volunteer project of consequence to teens. Make a formal announcement of these appointments and projects during Florida City Government Week.

BROWARD LEAGUE OF CITIES: TOGETHER WE SERVE!

There are several steps that can be taken to promote and publicize your city's volunteer efforts. A list of suggestions follows:



40-1-70050-50
Y4-0-0
29-0-0
439-0-0

- Get elected body, city staff and the local media involved from the beginning! Pass a resolution supporting the event at a city commission meeting. *(A sample resolution follows)*
- Be sure to designate a contact person for your volunteer activity(s) who can be reached by the media during city hours and after.
- Write a guest editorial that addresses the **"Together We Serve"** project and week of volunteer activities and the importance of your project for your communities throughout Broward. Submit it to your newspaper(s) opinion page editor for use during your **"Together We Serve"** week.
- Schedule an editorial board meeting with your local newspaper(s) to formally discuss your city's involvement with your **"Together We Serve"** week. *(Note: This meeting should occur at least one or two weeks prior to your special Week.)*
- Notify the city reporter to sit in on or be a part of any meetings you have with civic organizations, businesses or schools with whom you partner for the **"Together We Serve"** week
- Keep reporters informed of your activities. Send the local newspaper(s), television and radio station(s) a media advisory to alert them to upcoming activities and a press release(s) to publicize your activities. *(A sample press release follows)*
- Send a letter-to-the-editor of your local newspaper(s). *(A sample letter is provided. Please amend as necessary.)*
- As you coordinate this project with civic organizations, businesses, senior groups, school officials, churches, fraternal & sorority groups, etc. encourage them to assist you in generating publicity. You may also wish to order buttons or other paraphernalia to support your efforts.
- Consider scheduling an interview about your week on the local television or radio talk show and/or your cable-access channel.
- Highlight your activities on your city website. Link to the League's landing page that captures volunteer hours. Be sure to put your website address on ALL communications with the media. *(This can also be done on your social media sites, if you have them.)*
- If you conduct your volunteer effort during Florida City Government Week, you can publicize the significance of hosting your project during this week, which focuses on citizen participation and pride in serving your city. Your event can also be coordinated with other Florida City Government Week activities. And don't forget to stress the importance of students understanding the magnitude of volunteerism.
- A post-press release may be issued. Take plenty of photos and send them to the Florida League for the *Quality Cities* magazine article on your effort.
- Be sure to send thank you letters to the newspaper reporter/editor if you receive favorable press on the event. Also, consider asking your local newspaper and/or television station to be a key sponsor of your volunteer effort. This will help with promotion and recruitment of volunteers.



Sample City Press Release for "Together We Serve" Volunteer Week

News

FOR IMMEDIATE RELEASE
(or date)

Contact: _____ (name)
_____ (phone)

(Name of City)
**CELEBRATES "TOGETHER WE SERVE" VOLUNTEER WEEK:
(DATE)**

The City of _____ will be joining cities throughout Broward as part of a county-wide volunteer week from October 21-27, 2012. This week of volunteer activities is being celebrated around the theme, **"Together We Serve"**—an initiative developed by Broward League of Cities President Bobby DuBose, who is also a Fort Lauderdale City Commissioner. The ultimate goal of "Together We Serve" is to have citizens throughout the county log One Million Hours of volunteer time.

Citizens will be able to log their time at the following site: <http://www.browardleague.org/volunteerchallenge/>

Moreover, this week is being conducted during Florida City Government Week—a yearly statewide campaign sponsored by the Florida League of Cities (FLC) to raise public awareness about city services and highlight city government's role in enhancing the quality of life in communities.

Because city government is the government closest to most citizens, and the one with the most direct daily impact upon its residents, municipal officials have a strong responsibility to foster the promotion of volunteerism in the community through increased partnerships with organizations that provide needed services throughout the community. As such, the City of _____ is issuing a call to action for all citizens to increase their volunteer efforts. Why? Because volunteering strengthens communities, solves problems, and improves lives.

The City of _____ will be leading the charge by partnering with the following organizations _____ to benefit _____.

"We are very excited about the upcoming events," said Mayor/Commissioner _____. "We believe that through this event, the City of _____ has a wonderful opportunity to help others in our community and to benefit organizations that have provided charitable support and services to our citizens."

Events planned for the week are: *(list activities, date, time, and locations)*.

[It would be good to get a quote from businesses, schools, sports organizations, faith-based groups, neighborhood/senior citizen groups, civic and charitable groups or others that you involve in your initiative.]

Note: Be sure to include specific information about your city's volunteer initiative, keeping information to the point and brief. Press releases are more effective when limited to one or two pages. Also, you may want to follow up with phone calls to your local media representatives to personally invite them to your city's volunteer effort(s), ask them to help sponsor your week and help you make the appeal to citizens as well.



Sample Letter to the Editor

BROWARD LEAGUE OF CITIES: TOGETHER WE SERVE!

To the Editor:

During the week of **October 21-27, 2012 (CITY NAME)** will join other cities across Broward County in promoting a week of volunteer activities. This week of volunteer activities is being celebrated around the theme, ***"Together We Serve"***—a **One Million Hour volunteer initiative** developed by Broward County League of Cities President Bobby DuBose, who is also a Fort Lauderdale City Commissioner.

During this week, our Broward cities will partner with a variety of civic and charitable organizations to promote and encourage volunteerism among their citizens. We will also work with schools throughout the county to teach students about the value that volunteering has on their lives and the lives of others, and also enlist them in volunteer efforts.

This volunteer week is also being conducted during *Florida City Government Week*—a yearly statewide campaign sponsored by the Florida League of Cities (FLC) to raise public awareness about city services and highlight city government's role in enhancing the quality of life in our communities.

City government is truly government of, by, and for the people. During this week, we want to get every citizen involved with some volunteer effort so that we can make lives better in our community.

We hope you will join us in promoting and supporting this effort. Help us as we help others, because ***Together We Serve!***

Sincerely,

Mayor _____

Note: Be sure to include more detailed information about your ***"Together We Serve"*** activities and include an invitation to the public to participate in those events.