

# serve



*Service events are a great opportunity for you to educate candidates running public office about the importance of community service and the issues that matter to you. With so many candidates talking about service these days, hosting a campaign service stop event can also give candidates a chance to put their money where their mouth is while bringing greater awareness to your work and issue. A service stop is really just a service project where you invite the candidates to participate.*



## **SELECT A PROJECT**

*Plan one, two, or a series of short community service events and invite candidates to join you to talk about their campaign and help with the project. Try to select projects that will be of interest to the candidate(s). For example, if the candidate you want to invite supports environmental protection measures, you may want your project to involve an outdoor activity such as planting a flowerbed at a local park.*



## **CONTACT**

*Get in touch with the candidate you'd like to invite by contacting their campaign headquarters and asking to speak with the person in charge of scheduling. Let them know who you are, the name of any other group you are working with, and what type of event you have in mind. Keep in mind that a candidate's schedule fills up very fast. You will have to be flexible with your dates and times so that you can accommodate that schedule.*



## **PLAN A PROJECT**

*Whether you're a veteran volunteer or this is your first service event, planning the service project should not be too difficult. There are many community groups, nonprofits, and even city departments (such as the parks department) that may be willing to help you plan your event or who would love to have your group come and help out with the work that they're already doing.*



## **WORK WITH THE MEDIA**

*These types of events can be good opportunities to invite the media. It will be easiest for you if you can coordinate with the campaign's press person whenever possible. If you think press may be attending, be sure to let the site know and discuss with them the appropriateness of having their site, clients, or participants on tv or interviewed by a newspaper reporter. Some service providers, such as homeless shelters, may not want their guests on camera.*



## **DETAILS**

*Make sure to keep in contact with the campaign in the weeks leading up to your event to ensure that their commitment is firm. Additionally, call the candidate's office the day before the event with a reminder of both the planned activity and the location. It is a good idea to call your volunteers with a reminder a day or two before the event as well and to double check that you have all the materials you'll need ready in advance. Be sure to arrive early and have everything set up and ready to go before the event is supposed to start. Once the candidate has arrived, greet them, orient them as to the plan for the service project, and then begin. Be sure to thank the candidate and all the volunteers for their time and service.*

## **resources**

Project Vote Smart - [www.votesmart.org](http://www.votesmart.org)

GYSD Project Planning Toolkit - [www.gysd.org/toolkit](http://www.gysd.org/toolkit)

Volunteer Match – [www.volunteermatch.org](http://www.volunteermatch.org)