

# Student Service Projects 2022-2023

Capacity building is an organization's capacity to advance its mission to grow, sustain, and maintain the quality of their programs and/or services, or the process by which organizations improve their resources to have greater impact within the community.

This survey is used to provide required information to the Bonner Foundation in our annual report. We need your help knowing what students completed and how that benefited your site! If any of the sections don't apply to your organization, you can skip them. On the ones that do apply, please provide adequate detail to explain what you did for your site and when you did it, but don't feel the need to write an essay. :)

There are 7 different categories: Event Management, Fundraising, Marketing & Communications, Program & Curriculum Development, Research, Technology, & Volunteer Management System.

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\* Indicates required question

1. Email \*

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2. Your name and organization \*

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## Event Management

Select as many as apply, if any, then describe what and who completed.

### 3. Did a Bonner(s)...

*Check all that apply.*

- ☐ Find Space: Find a meeting space for your event, keeping in mind accessibility/accommodations, and fill out necessary paperwork to reserve the place.
- ☐ Manage Invitations & Registration: Manage event invitations and registration process for the event.
- ☐ Take meeting minutes: Take meeting minutes (if applicable, using standard meeting template / format), covering information about attendees, meeting date and time, upcoming meetings, key points regarding actions or decisions being discussed etc.

### 4. If so, please describe who completed each task (individual or groups of students)

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### Fundraising

Select as many as apply, if any, then describe what and who completed.

## 5. Did a Bonner(s)...

*Check all that apply.*

- ☐ Event: Organize or support a fundraising event and assist with planning event, budgeting process, and coordinating event logistics
- ☐ Grant Proposal - Cover Letter: Put the finishing touches on your grant writing proposal work with a well-written cover letter that includes high-level overview of how your Organization will benefit from a given grant.
- ☐ Grant Proposal - Donor or prospect research: Identify grant or other funding sources (local and federal; individual donors, foundations, state or federal agencies).
- ☐ Grant Proposal - Individual Donor Letter Template: Appeal to individual donors with a well-written and persuasive letter template that you can easily modify for specific recipients for your fundraising goals.
- ☐ Grant Proposal - Presentation: Persuade a corporation or other organization to help advance your mission or sponsor an upcoming event with a well-structured presentation that highlights the mutual value of the proposed partnership.
- ☐ Launch Online Campaign: Utilize online giving platforms such as "gofundme" and "facebook fundraisers" to collect donations for your organization.

## 6. If so, please describe who completed each task (individual or groups of students)

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**Marketing & Communications**

Select as many as apply, if any, then describe what and who completed.

## 7. AudioVisual:

*Check all that apply.*

☐ Audio Editing: Turn a set of raw audio files into a final cut with help from a sound editor who can edit, enhance, and compile your content into a deliverable optimized for email, the web, or social media.

☐ Create Videos: Learn how to easily create compelling video content to share with your community on digital platforms.

☐ Edit Videos: Turn a set of raw videos footage into a final cut with help from a video editor who can edit, enhance, and compile your content into a final deliverable optimized for email, the web, or social media.

## 8. Graphic Design:

*Check all that apply.*

- ☐ Annual Report: Enhance your annual reports, grant applications, and other marketing materials with a compelling narrative or set of stories about your organization's mission, activities, and achievements
- ☐ Branded Digital Material: Enhance your digital marketing materials with compelling graphics designed to increase community engagement.
- ☐ Display Materials: Design banners, signage, and physical displays for your Organization's upcoming event.
- ☐ Illustration: Bring marketing materials to life with a compelling visual, or design a custom illustration that conveys the defining characteristics of your Organization in a way that words and logos alone cannot.
- ☐ Infographic: Highlight the key insights your data reveals and simplify a complex report so they can be easily understood by different audiences.
- ☐ Logo: Elevate your Organization's visual identity with a new or refreshed logo, or other design choices such as colors, font styles, and graphics that reflect your mission and vision.
- ☐ Edit Photos: Turn a set of raw photos into polished print and digital versions with help from a photo editor who can enhance, re-color, retouch, remove unwanted details or add filters & design elements like branding, watermarks and text.
- ☐ Prepare Slideshow: Easily create visually compelling presentations for any topic or purpose, with a set of professionally designed template slides that have consistent styles, typography, colors, icons, and other visual branding assets.
- ☐ Print Materials (e.g. Brochures or Flyers): Develop print materials with vibrant and customized visual design that will help your Organization stand out so you can push your messaging and mission farther.
- ☐ Visual Brand Guide: Provide consistency and coherence to your Organization's visual identity with a branding guide that lays out design choices such as colors, font styles, and graphics.
- ☐ Website Design: Capture attention and inspire action with beautiful visual design that gives emotional resonance to the written content on your new or existing website.

## 9. Social Media:

*Check all that apply.*

- ☐ Audit: Assess the current state of your social media pages and gain actionable recommendations on how to improve presence and engagement.
- ☐ Blog: Add a blog feature on your website to inform and engage with your community.
- ☐ Facebook: Promote your Organization's mission, acquire new donors, and reach new people interested in your cause with Facebook Ads.
- ☐ Instagram: Use Instagram to engage with your community and expand your network of supporters.
- ☐ Managing Content: Get a social media account up and running with 4 weeks of scheduled content to post, and a content calendar template you can use for months to come.
- ☐ Strategy: Connect with an expert and brainstorm ways your Organization can use social media most effectively.
- ☐ Twitter: Use Twitter to inform and engage your community and expand your network of supporters.

## 10. Writing:

*Check all that apply.*

- ☐ Translate Organization Documents: Translate a document, audio recording, or video (for sub-titling) to share your content with broader audiences (volunteers, beneficiaries, supporters)
- ☐ Annual Report: Design an annual report that conveys your organization's impact over the past year and can be distributed via print and digital channels.
- ☐ Case Study : Tell an incredible story of your Organization's impact and dilemma with a case study that can be used on your website, in marketing materials, or in your annual report inviting readers to engage in problem-solving.
- ☐ Elevator Pitch: Win over new donors and supporters by refining a 60-second pitch that covers the essential information about your Organization's work with a specific request for support.
- ☐ Executive Summary: Get a concise and compelling summary of your Organization's important information that they can share with potential donors, advisors, and other stakeholders.
- ☐ Fact Sheet/One-Pager: Create or update a one-page fact sheet about your Organization to get your who's, what's, why's, and how's all in one place.
- ☐ Marketing Emails: Engage your community with an email series that gets your message across in a clear and compelling way.
- ☐ Press kit: Maximize your media coverage for a new program or initiative with a press kit that includes all your relevant media assets and documentation.
- ☐ Press Release: Announce an event, initiative, or partnership to news outlets with a well-written, concise press release.
- ☐ Professional Bios: Create clear and compelling descriptions of team members' roles highlighting their expertise for background information to share with your beneficiaries and partners.
- ☐ Brochure/Flyer Text: Create or update copy for a brochure to revamp your marketing materials and highlight your organization's impact for key current and potential stakeholders.
- ☐ Webpages for Search Engine Optimization: Refresh your website with clear, engaging, and comprehensive content page/s that incorporates search engine optimization key words to improve your Organization's visibility in web search results.
- ☐ Website Content: Write website content on your Organization's website that communicates your mission and work in order to identify areas for updates and improvements.

11. If so, please describe who completed each task (individual or groups of students)

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### Program & Curricular Development

Select as many as apply, if any, then describe what and who completed.

12. Did a Bonner(s)...

*Check all that apply.*

☐ Design Online Programs or Modify Programs apt for Virtual Learning: Work with an expert to set-up a webinar platform and receive training on how to use it.

☐ Develop Curriculum: Develop curriculum for new or existing program(s) keeping in mind the age and background of the audience/learners, with clear goals and objects, engaging content and instructional activities, and assessment component that provides scaffolded learning experience.

☐ Develop New Program: Design a new program outlining community need, program mission, vision, and goals, analysis of strengths and challenges/risk factors (SWOT), implementation plan, and assessment plan.

☐ Program Evaluation / Improvement Plan: Take a close look at your Organization's programs and services, how effectively they meet the program goals, and identify areas of improvement. This will include collecting data on program services and outcomes, conducting surveys or semi-structured interviews with participants and program coordinators, and reviewing program materials. Based on the insights you gain, develop a plan and make necessary changes to improve the program.

☐ Training & Operations Manual: Develop operations manual for new or existing program(s), which includes step-by-step instructions with clear visuals and simple language.

13. If so, please describe who completed each task (individual or groups of students)

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### Research

Select as many as apply, if any, then describe what and who completed.

14. Did a Bonner(s)...

*Check all that apply.*

☐ Data collection - Performance Tracking: Identify your program's success metrics, and learn how to collect and analyze data to regularly measure the effectiveness and impact of your programs.

☐ Data Crunching and Analysis: Discover powerful insights and trends in your data to make the most out of your organization's information.

☐ Data Visualization: Show the story your data tells with appealing visuals that highlight key patterns and insights.

☐ Develop or Improve Database: Develop database to manage volunteers, recipients, donors etc., and improve reporting system. Look for free membership management platforms to improve current database.

☐ GIS mapping: To disseminate information about service providers / organizations

☐ Issue brief: Get an extra pair of hands on deck to help you conduct research on a particular topic or question.

☐ Literature Review: Summarize important information and outline relevant findings from current studies or evaluations.

☐ Oral History: Take a lead on or assist with preserving history of local community by interviewing, transcribing, and interpreting the voices of the people in respective communities.

☐ Survey: Turn insights into action with a professionally designed survey for your beneficiaries, supporters, members, or other stakeholders, and use your findings to enhance a service or other aspect of your Organization.

15. If so, please describe who completed each task (individual or groups of students)

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### Technology

Select as many as apply, if any, then describe what and who completed.

16. Did a Bonner(s)...

*Check all that apply.*

☐ Design Mobile App: Work with a professional to design a mobile app to improve how your Organization delivers services and information to your beneficiaries, connects with supporters and donors, or promotes events and programs.

☐ Set up Document Sharing Platform: Help set up a new cloud storage system (e.g. G Suite or iCloud) and train your Organization's team on how to move files to the new system, how to share and edit them with colleagues. Research and share list of video tutorials.

☐ Set up Email lists / Email Marketing: Set up a listserv / email marketing software (e.g. Constant Contact) to share newsletters, upcoming events and event registration information with members / subscribers.

☐ Set up Google Analytics: Track activity on your website to get a clear sense of how visitors access and learn about your products and services.

**17. Training:**

*Check all that apply.*

- ☐ Excel: Improve the efficiency of your Organization's day-to-day data management processes by unlocking the power of Excel's fast data analysis, complex calculations, and easy data visualizations.
- ☐ Google Docs: Boost team productivity and enable easy collaboration by setting up Google Apps for email, calendars, video conferencing, and document creation, editing, and storage—all of which are free for qualifying 501(c)(3) nonprofits.
- ☐ System Set Up: Put the right tools and technical infrastructure in place to help your team work efficiently, and easily manage your day-to-day data, documentation, and collaboration needs.
- ☐ Website Maintenance: Make the technical updates and quick fixes you've been waiting for to improve your website's functionality.

**18. If so, please describe who completed each task (individual or groups of students)**

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**Volunteer Management System**

Select as many as apply, if any, then describe what and who completed.

## 19. Did a Bonner(s)...

*Check all that apply.*

☐ Orient and Train New Volunteers (In remote setting): Introduce new volunteers to the local community virtually (e.g. using Google Maps) and organize virtual team-building activities

☐ Evaluate a Volunteer Program: Take stock of your Organization's active volunteers, volunteer retention rate, # of hours they served on projects, monetary value of their services, # of people served through those services, and the quality of those services. Invite service recipients for focus group to understand and analyze the alignment between community/service recipients' needs and program goals, and how effectively those needs are being met. Based on the information, make an action plan with revised goals and approaches.

☐ Implement a Volunteer Impact Assessment: Assess impact of your Organization's volunteer-driven projects by identifying areas to be assessed, determining project time frame, developing research plan, conducting surveys, identifying participants to be surveyed, collecting data, and reporting results

☐ Improve Systems for Volunteer Tracking / Supervision: Find and install software (e.g. Better Impact, Volunteer Impact) with volunteer management tools that best fits your Organization. The features would include online application submission, onboarding process, training, scheduling, tracking, project submissions etc.

☐ Improve Volunteer Placement System: Improve volunteer placement system by updating list of projects, organizations, locations, contact information, # of hours and skills required, sign-up options etc.

☐ Organize Staff or Volunteer Training Workshops: Organize workshops for staff to guide and train volunteers. Organize workshops for volunteers to introduce them to the organization, the community, and the projects.

☐ Plan or Improve Volunteer Recruitment Plan (Focus: Remote placement): Form a team to develop volunteer recruitment plan which would include recruitment materials, a list of potential places from which your Organization would recruit volunteers, application materials, interview questions, grading rubric, timeline to conclude the process, and acceptance letter template.

☐ Plan Volunteer Recognition Activities: Organize volunteer recognition events and activities, which could include developing volunteer bios to upload on websites, planning social media shout outs, giving certificates and service-awards, and planning annual banquet etc.

☐ Prepare Volunteer Handbook / Orientation Manual: Create or update copy for a manual to give volunteers who come to support your organization so they have all the who's, what's, how's and why's in one place.

☐ Prepare Volunteer Training Materials: Onboard new team members successfully with training materials that clearly explain how your Organization works, the responsibilities of staff (policies and procedures), and other important information relevant to the employee's role.

☐ Set-up Volunteer Communication Tools: Set-up volunteer communication tools based on the purpose of the team work. For example, apps. Such as "GroupMe," and "WhatsApp," would serve the purpose of group texting, whereas "[monday.com](https://www.monday.com/)," "G-Suite," "Skype for Business" would offer online collaborative platforms to manage group projects.

20. If so, please describe who completed each task (individual or groups of students)

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