

AMERICORPS ALUMS, INC.

Ensuring AmeriCorps is a year in a lifetime of service.

Dear Shirley,

On behalf of our organization, I want to thank you for inviting me to meet with you and Melanne. As you can see, these are challenging times, as we work to build a funding base that can sustain a small, yet viable national association. We greatly appreciate your thoughts and support as we grow into a role that is critical for national service. Sincerely,

1400 I Street, NW Suite 800 ★ Washington, DC 20005 ★ Telephone: 202-729-8180

E-mail: Acorpalums@aol.com ★ www.americorpsalums.org

Vollie

AMERICORPS ALUMS, INC.

Ensuring AmeriCorps is a year in a lifetime of service.

Background info:

- 1). Fund Dev. Streams, with this scenario based upon what must be raised this year*
- 2). Copies of the Alumni Club proposal, which has been sent to Kellogg, Schumann, J. Penney, Surdna, MCS, Xerox, and UPS Foundations.*

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1998-99 Fund Development Streams

Scenario One: Maintenance (October '98-September '99)

Revenue Generators

- *All-AmeriCorps Line:* Plans for independent line complicated by license-granting procedures at CNS. **Current arrangement continue for 1998-99 \$3,600**
- *Excel Long Distance:* Members can purchase long distance for 10 cents per minute/24 hours per day. AmeriCorps Alums benefits from 2% of sales. Bonuses if AmeriCorps alumni decide to sell Excel long distance. Start-up costs: \$200 + mailing insert. **Estimated First Year Return (1998-99) \$2,000**
Estimated Second Year Return: \$4,500
- *AmeriCorps Alumni Training:* In Year One, staff train current members on close-of-service and service field careers. In Year Two, a cadre of alumni volunteers is developed to expand training. **Estimated 1998-99 return: \$4,000** Estimated 1999 return \$8,000
- *AmeriCorps Alums Annual Fund Raiser:* Annual ticket event for alumni and national service leaders. **Estimated 1998 return: \$26,000;** Estimated 1999 Return: \$40,000
- *AmeriCorps Alums—Alumni Fundraiser:* Open Bar/Dance at local establishments: 200 + People coming out for alumni reunion(s); **Estimated 1998-99 Return \$1500**
- *Recruiting Contract with Corporation for National Service.* \$23,000 contract to assist in national recruitment strategy for AmeriCorps, with emphasis on AmeriCorps NCCC and AmeriCorps VISTA. **\$7500 for general operating expenses in 1998-99**

Grant Programs

- *AmeriCorps Service Partnerships.* Forms local chapter development capacity in 8 or more regions. **Funding for general operating expenses \$7,000 in 1998-99**
- *Lifetime of Service Scholarships.* (on-hold) Provides matching scholarships for 30 matching scholarships for 30 AmeriCorps graduates. 1999-2000 Revenue \$6,600 for general operating expenses
- *AmeriCorps ACTION.* (Pending notice of funding availability with CNS) Training program for graduating AmeriCorps members. Utilizes train-the-trainer model in years two and three. 1999-2000 revenue: \$8,000
- *General Membership/Organizational Support.* Requests for capacity-building initiatives in smaller increments. Two grants funded for \$10,000 and \$15,000 each. Funding for operating expenses: **\$25,000 in 1998-99**
- *Ford Foundation/Partnership for National Service:* (Pending availability through the Partnership, Points of Light Foundation, and Ford Foundation) Continued support as a part of the Service as A Strategy initiative. **\$50,000 in 1998-99 (available in spring 1999.)**

Membership Programs

- AmeriCorps Alums general membership for program graduates. **1998-1999 Revenue: \$20,000**
- Program memberships. State commissions or AmeriCorps programs purchase AC Alums memberships for programs. Currently, 178 programs have joined (of universe of 600). Projected to reach 350 by fall 1999. **1998-'99: \$6,600.**

Corporate Donors

- Corporate Partners: In current budget, corporate donations have been included as part of revenue from fundraiser. While this should continue, separate corporate solicitation program will begin. **Anticipated Revenue in 1998-1999: \$15,000.**
Second Year Anticipated Revenue: \$30,000

1998-1999 Fund Development Goals :	\$168,200
1998-1999 General Operating Budget (2 staff)	<u>\$142,315</u>
Difference	\$25,885 safety margin

November 6, 1998

Edward Skloot, Executive Director
Surdna Foundation, Inc.
330 Madison Avenue, 30th Floor
New York, New York 10017-5001

Dear Mr. Skloot:

AmeriCorps Alums, Inc. requests \$25,000 from the Surdna Foundation to support the new Alumni Connection for Career and Episodic Sustained Service (ACCESS) initiative. ACCESS will create pathways for the force of AmeriCorps graduates, 150,000 citizens every five years, to maintain active civic involvement over a lifetime. ACCESS will also greatly enhance a new stream of leadership development that supports the Third Sector.

We are pleased to report to the Surdna Foundation, our founding partner, that AmeriCorps Alums, Inc. is successfully evolving as AmeriCorps' alumni association, approaching the ambitious vision proposed by Cynthia Massarsky three years ago. In the last year alone, the association has increased paid membership by 225%; connected AmeriCorps graduates to over 1,800 non-profit jobs, and provided post-AmeriCorps transition training to 2,500 graduating AmeriCorps members in eleven states.

The Need: Alumni Want to Connect with Career and Volunteer Service

The nation's service organizations are stretching their capacity to reach new levels of citizen involvement called for by the Presidents' Summit for America's Future and a variety of issues challenging America's prosperity. AmeriCorps alumni want to build a system connecting the supply of experienced, civic-minded AmeriCorps graduates with the third sector's local demand for teachers, mentors, program staff, board members, volunteers, and donors.

AmeriCorps graduates in over 30 regions of the country have indicated they need *technical assistance, working program models, and ongoing peer support* to effectively develop working partnerships with their service sector. These same graduates also have identified the need for a defined post-AmeriCorps path, which serves as a springboard directing alumni to roles as community leaders and continuing civic contributors. Currently, no such system or path exists to facilitate lifelong civic involvement for the 30,000 highly diverse citizens who graduate from AmeriCorps each year.

The ACCESS Model

ACCESS will foster lifelong citizen service and support the Third Sector by building capacity for the development of innovative alumni service partnerships. Through the replicable ACCESS model, local alumni networks will:

- Partner with a local service organization to engage concentrations of alumni and current AmeriCorps members in a selected community volunteer project.
- Focus stakeholders (State Service Commissions-which administer AmeriCorps, Volunteer Centers, "Communities of Promise", the United Way, AmeriCorps programs, etc.) to develop post-AmeriCorps transition programs. These continuing service forums will educate alumni and current AmeriCorps members about service career tracks and post-AmeriCorps volunteer roles. Sessions will also focus on developing a lifelong service ethic that endures well beyond an AmeriCorps term.
- Develop a job posting system with the local service sector, where alumni and soon-to-be graduated AmeriCorps members receive the latest job openings.

The local leadership structure of AmeriCorps graduates is the nucleus of each ACCESS site. Once a critical mass of alumni leaders is convened, graduates will form a local alumni club, with its own board of directors. In this volunteer leadership capacity, AmeriCorps graduates will build their local network, recruiting alumni and upcoming graduates, and initiating partnerships with stakeholders in the local and state community service field. The club will organize alumni participation in the volunteer project, and initiate the planning of local forums for alumni and upcoming AmeriCorps graduates.

Each alumni club will receive critical support from a sponsor organization. Volunteer Centers, State Community Service Commissions, local United Ways, or public or non-profit organizations that demonstrate the capacity to support an alumni club, will serve as sponsor organizations. The sponsor organization will: designate a staff liaison to offer program guidance to club leaders (ranging from establishing local partnerships to fiduciary oversight practices); provide for club meeting space and access to a computer, fax machine and telephone; and fund one monthly alumni mailing.

Outcomes:

The ACCESS initiative will achieve the following outcomes:

- Development of at least 12 ACCESS sites each year, which foster service sector collaboration while integrating the realms of volunteer infrastructure, short-term stipended service, professional staff roles, and national service resources.
- Leverage and more efficiently utilize resources in the service field to develop new Third Sector leaders, as evidenced by stakeholders' participation in AmeriCorps continuing service programs in each ACCESS community.
- Provide local support to the diverse population of AmeriCorps graduates, connecting them with peer mentors and service field professionals during their final months of service.

ACCESS Roles, Return for Participation

One of ACCESS' key principles is to develop mutually beneficial partnerships. Each site relies on a series of win/win roles and partnerships. These partnerships include:

Volunteer Centers, United Ways, and other local Volunteer Service Organizations:

Partner role: resource for alumni volunteer project selection, continuing service forums (including leadership training), and local partnerships; may serve as a sponsoring organization. *Return for participation:* large numbers of experienced volunteer recruits, many of which could serve in training and leading other volunteers; enhance the organization's capacity and leadership profile through their efforts to connect local service resources (including strengthening ties with AmeriCorps sites) and developing this large influx of prospective service leaders; potential contracts from state commissions and AmeriCorps programs to assist post-AmeriCorps transition to career and volunteer service.

State Service Commissions:

Partner role: Facilitate connections with local AmeriCorps sites to encourage member participation in continuing service forums and volunteer roles with alumni; work with alumni club, sponsor organization, and service stakeholders to develop strategies for developing a sustainable service ethic among AmeriCorps graduates; likely funders for continuing service forums; may serve as a sponsoring organization; connects AmeriCorps Leaders' activities with ACCESS. *Return for Participation:* access to AmeriCorps graduates who can serve as trainers, grant reviewers, and board members; alumni and volunteer center partnerships help commissions succeed in achieving long-term service objectives and goals of Unified State Plans.

Local Service Network

Partner role: Provide job postings to local alumni clubs for distribution; local service leaders participate in forums sponsored by alumni clubs. *Return for Participation:* capacity to recruit AmeriCorps graduates for leadership roles, employment opportunities, and volunteer roles. Access to communication network to share relevant community information with AmeriCorps graduates. Alumni are better prepared to become active participants and leaders in local volunteerism and philanthropy.

Providing ACCESS to Alumni Ready to Organize

ACCESS is a modest investment that will place tools in the hands of alumni clusters that are ready to connect with and strengthen the service locally. AmeriCorps Alums will launch ACCESS in early 1999. By June, AmeriCorps Alums, Inc. will provide teams of volunteer alumni leaders with the tools, building blocks, and organizational partners to develop local networks. Specific steps for launching ACCESS include:

- *Developing ACCESS start-up handbooks that provide alumni clusters with step-by-step processes for site formation.* Resources will include guidance on recruiting alumni, models of service collaboration and partnership, marketing ACCESS to service partners, connecting with service opportunities, and suggested topics and approaches for continuing service forums (completed by June 1, 1999).
- *Contracting with a Volunteer Center and another type of sponsor organization to produce a peer handbook for developing alumni partnerships (completed by February 1, 2000.)*

- *Peer support.* ACCESS sites will be supported through national and regional conference calls of ACCESS site leaders, listserv and website communication, and ongoing support from the AmeriCorps Alums staff.
- *Facilitating local partnerships through national collaborations.* ACCESS will be promoted through the Volunteer Center and "Community of Promise" networks by the Points of Light Foundation and America's Promise, respectively.
- *Maintain standards for ACCESS through recognition of sites.* AmeriCorps Alums, Inc. will recognize networks that engage in ACCESS model components (including evaluation).

Preparing for ACCESS

AmeriCorps Alums, Inc., a 501 (c)(3) non-profit, advances its mission by addressing the needs of graduates, providing avenues for alumni to continue their service involvement, and educating Americans about the impact of national service. The association's current communications networks, and local club activities are the only formal national mechanisms for alumni connection and involvement across the AmeriCorps network.

To prepare for ACCESS, AmeriCorps Alums has launched three pilot clubs to identify best practices in alumni organizing. AmeriCorps Alums, Inc. has also engaged in site visits and close consultation with the National Peace Corps Association, and the alumni associations for the University of Notre Dame and the College of William and Mary regarding the development of a national network with local affiliates.

Kathryn Floyd, our Members Services Coordinator, will be responsible for ACCESS' day-to-day activities. Ms. Floyd, a two-time AmeriCorps member, conducted most of the association's research of alumni club models, facilitated development of pilot club sites, and has extensive experience in working with organizations which constitute America's service field. She holds a Master of Arts in Teaching from the University of Portland. A half-time intern will assist in coordinating ACCESS. Consultants will support development of the handbook and assist in overall project design.

As the association's executive director, I will supervise the progress of ACCESS. I am the former executive director of Delaware's state service commission (1994-1997) and received a Master of Public Administration in 1992.

Sustainability

ACCESS' focus is capacity-building—facilitating partnership models and providing technical guidance—to enable alumni to realize their vision for a local service/career/peer connection. Initial costs are associated with developing new resources that foster needed service partnerships. Second year ACCESS costs involve reprinting updated materials, and continuing support from peers and AmeriCorps Alums staff.

AmeriCorps Alums, Inc. is committed to sustaining capacity of this initiative, since it is at the core of our mission. By Year Three, AmeriCorps Alums, Inc. will either consider a VISTA placement for ongoing support or will add this part-time position to core staff supported by general operating funds (estimated cost of \$15,000). Any remaining costs will be integrated into existing functions of the association.

AmeriCorps Alums will also sustain the ACCESS network by:

- Transitioning to regionally based-peer support through electronic media technical assistance by facilitating development of a Council of ACCESS Leaders.
- Integrating ACCESS into programming of partner organizations.
- Ensuring that all ACCESS resources can be downloaded from our website.
- Promoting local ACCESS development through endorsement of national level partners.
- Broadening the initiative's base of support by seeking two foundations to fund ACCESS' start-up costs. At this time, proposals have also been sent to the W.K. Kellogg Foundation, the United Parcel Service Foundation, and the Schumann Foundation.

ACCESS significantly enhances our fund development capacity by supporting service and graduates on a local level and demonstrating the national potential of the association. ACCESS adds an attractive new dimension to AmeriCorps Alums, Inc. as it seeks support through paid membership, annual giving campaigns and events, and foundation support. Estimates on membership increases alone in the first full year of ACCESS will pay for at least one third of the costs of maintaining staff support. With a national-local structure providing access to AmeriCorps graduates, AmeriCorps Alums, Inc. will recruit corporate sponsors to support these minor maintenance costs.

ACCESS will be constantly assessed to ensure effectiveness and continuous improvement. Quantifiable objectives will be established at both the national and local level for ACCESS activities. Stakeholders, including local alumni leaders, will receive regular feedback instruments to identify best practices and effectiveness in meeting program objectives. Evaluation instruments will be integrated into programming that is included in the ACCESS handbook (handbook costs include evaluation methods).

The Surdna Foundation's support enabled AmeriCorps Alums to develop from a promising business plan to the national alumni association for AmeriCorps. Our association has grown to become an important resource for AmeriCorps graduates.

The Surdna Foundation's support of ACCESS will transform the long-term benefit of AmeriCorps to communities, service organizations, and alumni. ACCESS will provide unprecedented support to the individual AmeriCorps graduate through a national, systemic strategy. ACCESS also concurrently supports the Third Sector by fostering multiple avenues for long-term civic involvement among thousands of alumni.

Thank you for your consideration of this request and for the Surdna Foundation's past support. I look forward to hearing from you or your staff about this request.

Sincerely,

Vollie Melson
Executive Director

THE NATIONAL COUNCIL OF VOLUNTEER CENTERS

1998- 1999 Representatives

Mary Jo Dean, Chair
Volunteer Center of Collin County
Plano, TX

Karen Delaney, Vice Chair
Volunteer Center of Santa Cruz
Santa Cruz, CA

Aaron Cantrell
Volunteer Center
Kalamazoo, MI

Mary Fitzpatrick
Volunteer Center of Greene County
Greenville, TN

Andrea Jolly
Montgomery County Volunteer and
Community Service Center
Rockville, MD

Carolyn Kincaid
United Way of Greater Williamsburg
Volunteer Center
Williamsburg, VA

Adraine LaRoza
Volunteer Services of Manatee County
Bradenton, FL

Mary Wiest Mackie
United Way Volunteer Center of
Southeastern Pennsylvania
Philadelphia, PA

Josie McElroy
The Volunteer Center of Summit County
Akron, OH

Pam Sanderson
The Volunteer Center
Billings, MT

Janet Sharma
Volunteer Center of Bergen County
Hackensack, NJ

Becky Turner
The Volunteer Center of Greater
Milwaukee
Milwaukee, WI

November 1998

Dear Program Officer:

The elected representatives of the National Council of Volunteer Centers of the Points of Light Foundation support the new initiative of AmeriCorps Alums. Their goal is to support the Alumni Connection for Career and Episodic Sustained Service (ACCESS). The program would engage 150,000 citizens in one or more service activities.

The mission of the 500 Volunteer Centers of the Points of Light Foundation is to mobilize people and resources to address critical social issues in their respective communities. By working together the Volunteer Centers and ACCESS could create a synergy that would benefit the community and the individuals providing the service.

ACCESS provides a low-cost, high-impact strategy for activating local networks of these AmeriCorps alumni and for linking their efforts with Volunteer Centers. We believe that through sponsoring and partnering with these alumni clubs, Volunteer Centers will be able to (1) access untapped pools of trained, highly-motivated volunteers; (2) cultivate mentors, trainers and projects leaders with connections to national service programs; and (3) identify staff and board candidates for Volunteer Centers and our partner nonprofit organizations.

The Volunteer Centers convened and served as active participants in the Presidents' Summit for America's Future and have made a commitment to recruit 500,000 individuals to provide community service. We know this objective will be accomplished when we bring together people who share the mission of community service.

The National Council of Volunteer Centers supports the proposal from the Nonprofit Alumni Association for AmeriCorps.

Sincerely,


Becky Turner
Representative for the Midwest Region,
National Council of Volunteer Centers

Executive Director,
Volunteer Center of Greater Milwaukee

AMERICA'S PROMISE

THE ALLIANCE FOR YOUTH™

909 North Washington Street
Suite 400
Alexandria, VA 22314-1556
Tel. 703.684.1500
Fax 703.684.7323
www.americaspromise.org

Dear Program Officer,

America's Promise is working with over three hundred communities to provide children and youth access to five fundamental resources---a caring adult, safe places, a healthy start, marketable skill through an effective education, and opportunity to serve---for healthy youth development. Communities of Promise seek commitments so that all children access to all five.

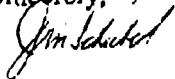
Member of national service and volunteers are key to the success of America's Promise. This January five hundred AmeriCorps Promise Fellows will begin their service to support state and local Promise activities. Additionally, the current one hundred thousand AmeriCorps alums serve as a tremendous resource in achieving the goals of America's Promise by: assisting with various tutoring and mentoring initiatives, providing structured activities for youth, informing people of available healthcare, sharing their job experience with young adults, and involving children and students in community service projects.

ACCESS will provide the opportunity for America's Promise and AmeriCorps Alums to work together toward their shared goal of providing opportunities for people from all walks of life to engage in volunteer problem-solving that benefits our country's young people. We have worked with AmeriCorps Alums, therefore, to create this project's objectives.

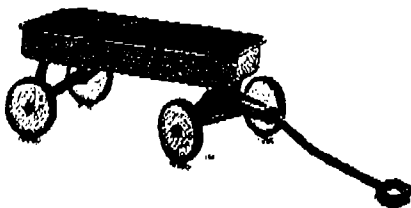
America's Promise supports the AmeriCorps Alums, Inc. ACCESS proposal. ACCESS provides a very efficient tool for linking AmeriCorps alums with local America's Promise committees. Once AmeriCorps members serve they never stop seeking ways to give back to their communities.

Thank you for your consideration of this initiative.

Sincerely,



Jim Scheibel
Vice President for
Communities and States



THE NATIONAL COUNCIL OF VOLUNTEER CENTERS

1998- 1999 Representatives

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Plano, TX

Karen Delaney, Vice Chair
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Aaron Cantrell
Volunteer Center
Kalamazoo, MI

Mary Fitzpatrick
Volunteer Center of Greene County
Greenville, TN

Andrea Jolly
Montgomery County Volunteer and
Community Service Center
Rockville, MD

Carolyn Kincaid
United Way of Greater Williamsburg
Volunteer Center
Williamsburg, VA

Adraine LaRoza
Volunteer Services of Manatee County
Bradenton, FL

Mary Wiest Mackie
United Way Volunteer Center of
Southeastern Pennsylvania
Philadelphia, PA

Josie McElroy
The Volunteer Center of Summit County
Akron, OH

Pam Sanderson
The Volunteer Center
Billings, MT

Janet Sharma
Volunteer Center of Bergen County
Hackensack, NJ

Becky Turner
The Volunteer Center of Greater
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Milwaukee, WI

November 1998

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The Volunteer Centers convened and served as active participants in the Presidents' Summit for America's Future and have made a commitment to recruit 500,000 individuals to provide community service. We know this objective will be accomplished when we bring together people who share the mission of community service.

The National Council of Volunteer Centers supports the proposal from the Nonprofit Alumni Association for AmeriCorps.

Sincerely,


Becky Turner
Representative for the Midwest Region,
National Council of Volunteer Centers

Executive Director,
Volunteer Center of Greater Milwaukee

Budget-Year One

Training for Club Development

Consultants Fees for Project Guidance, Support	\$3,000.00
Consultant Fees for Club Development Materials	\$9,000.00
Development and Printing	\$4,800.00
Volunteer Center, United Way Pilots & Reports (2)	\$8,600.00

Site Support

Member Services Coordinator (.20)	\$5,400.00
Intern (20 hpw @ \$11.00)	\$11,000.00

Member Recruitment

Mailing Expenses	\$4,000.00
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Peer Support

Listserv and website services	\$1,400.00
Peer Conference Calls	\$2,800.00

Total	\$50,000.00
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DRAFT

The Corporation for National Service
AmeriCorps Member and Alumni Affairs

- Goal:** Help AmeriCorps members to develop skills and increase knowledge
- Goal:** Foster a sense of AmeriCorps member identity
- Goal:** Educate AmeriCorps members about the opportunities and restrictions of the AmeriCorps program and the education award
- Goal:** Increase the benefits of AmeriCorps membership
- Goal:** Prepare members for a lifelong commitment to service
- Goal:** Provide opportunities for AmeriCorps alumni to fulfill their pledge to a lifetime of service.

Currently offered services/benefits:

Member handbook
Welcome letter to newly enrolled members
Web site pages geared to members and alumni
AmeriCorps newsletter
NCCC update
Fellows newsletter
All AmeriCorps Awards
National days of service
AmeriCorps gear
Life After AmeriCorps publication
All member gatherings in some states
Anniversary celebrations

Working on:

Web-based recruiting → *Coming in December*
AmeriCorps Experience Book
Mass distribution e-mail messages to alumni
Alumni Registry
Member Directory
On-line Community – improved web offerings
AmeriCorps side panel for college rings and AmeriCorps signet ring

*Michael
Meneer*

Future projects:

AmeriCorps e-mail
AmeriCorps identification card with pledge on back
Standard training curriculum on history of national service, AmeriCorps 101, non-profit management, life after AmeriCorps etc.
More schools to match the education award and offer special fellowships for AmeriCorps alumni
Member and alumni satisfaction survey

Clinton Presidential Records Digital Records Marker

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[Getting Started September 1999]

September 1999

Getting Started



A Guide for AmeriCorps Members