## TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>SECTION 1</td>
<td>Introduction to <em>Aramark Building Community</em> Day</td>
<td>01</td>
</tr>
<tr>
<td></td>
<td>• Welcome and Thank You</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• About <em>Aramark Building Community</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• <em>Aramark Building Community</em> Day 2016</td>
<td></td>
</tr>
<tr>
<td>SECTION 2</td>
<td>Leading an <em>Aramark Building Community</em> Day Project</td>
<td>04</td>
</tr>
<tr>
<td></td>
<td>• Project Leader Attributes and Roles</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Project Leader Resources</td>
<td></td>
</tr>
<tr>
<td>SECTION 3</td>
<td>Planning and Executing an <em>Aramark Building Community</em> Day Project</td>
<td>06</td>
</tr>
<tr>
<td></td>
<td>1. Select and Manage Your Community Partner</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. Develop Initial Project Vision</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. Apply for an <em>Aramark Building Community</em> Day Grant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4. Brand Your Event</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5. Recruit and Manage Your Volunteers</td>
<td></td>
</tr>
<tr>
<td></td>
<td>6. Plan for Event Day</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Master Checklist</td>
<td></td>
</tr>
<tr>
<td>SECTION 4</td>
<td><em>Aramark Building Community</em> Day Communications</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>• Communicating Our Impact</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Photography</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Media Outreach</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Social Media</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Client Involvement</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Surveys</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Celebration and Thanks</td>
<td></td>
</tr>
<tr>
<td>SECTION 5</td>
<td>Resources</td>
<td>28</td>
</tr>
<tr>
<td>SECTION 6</td>
<td>Contacts</td>
<td>29</td>
</tr>
</tbody>
</table>
INTRODUCTION TO
Aramark Building Community Day
WELCOME AND THANK YOU

Thank you for being a project leader for Aramark Building Community Day (ABC Day) 2016. On September 20, thousands of Aramark employees around the world will enrich and nourish lives by inspiring families to be healthier and help youth and adults achieve lifelong success in the workplace.

This ABC Day 2016 toolkit includes all of the information you will need to lead a successful service project with a local non-profit Community Partner. The toolkit provides instructions that will walk you through the process of identifying a Community Partner, recruiting volunteers and executing your event.

We look forward to working together to demonstrate how our collective efforts can continue to have a positive impact in our communities.
ABOUT ARAMARK BUILDING COMMUNITY

At Aramark, we live our mission to enrich and nourish lives in our communities through our global volunteer and philanthropic program, Aramark Building Community. Our goal is to inspire families to lead healthier lifestyles and to empower youth and adults to succeed at work through education and skills development, in partnership with local community centers.

Since 2008, we have engaged over 35,000 employees in nearly 900 volunteer projects around the world. Through our financial, in-kind and volunteer support, we have invested close to $9 million to strengthen local communities in over 52 cities and have impacted more than 4.5 million individuals, children and families.

ARAMARK BUILDING COMMUNITY DAY

On ABC Day, thousands of employees come together in cities around the world to demonstrate our mission and build upon our ongoing relationships in local communities. By applying our expertise, knowledge and reach we will host a range of volunteer activities from donation drives to the transformation of community spaces to support those in need and showcase Aramark’s service excellence.

ABOUT

MARCH 19, 2014
5,000 employees
100 projects
35,000 volunteer hours

SEPTEMBER 17, 2015
8,000 employees
300 projects
35,000 volunteer hours

ABC DAY 2016

Our goal for each ABC Day is to make an even greater impact. In 2016 we hope to:

• Increase engagement and participation globally to 10,000 employee volunteers.
• Provide greater support to children, adults and families with 400+ projects around the world.
• Enhance our brand and reputation with increased awareness and understanding of Aramark and our mission.

A HEALTHY COMMUNITY STARTS WITH US

This year during ABC Day 2016 we will put a special emphasis on demonstrating our Healthy for Life 20 by 20° commitment, to improve the health of Americans 20% by 2020 by empowering people to make healthy food, nutrition and lifestyle choices, in collaboration with the American Heart Association.

This commitment will come to life through our signature projects and other Health and Wellness events and activities. As Project Leaders, you will have the opportunity to be part of this effort by including a Healthy for Life™ component within your project.

To identify projects to support this goal, please refer to the Health and Wellness project ideas in the Aramark Building Community Project Guide and on the Community Involvement Volunteer Portal.

INSPIRE FAMILIES
to lead healthier lifestyles.

EMPOWER YOUTH AND ADULTS
to succeed through education and employment.

SEPTEMBER 17, 2015
8,000 employees
300 projects
35,000 volunteer hours

MARCH 19, 2014
5,000 employees
100 projects
35,000 volunteer hours

ABOUT

MARCH 19, 2014
5,000 employees
100 projects
35,000 volunteer hours

SEPTEMBER 17, 2015
8,000 employees
300 projects
35,000 volunteer hours

ABC DAY 2016

Our goal for each ABC Day is to make an even greater impact. In 2016 we hope to:

• Increase engagement and participation globally to 10,000 employee volunteers.
• Provide greater support to children, adults and families with 400+ projects around the world.
• Enhance our brand and reputation with increased awareness and understanding of Aramark and our mission.

A HEALTHY COMMUNITY STARTS WITH US

This year during ABC Day 2016 we will put a special emphasis on demonstrating our Healthy for Life 20 by 20° commitment, to improve the health of Americans 20% by 2020 by empowering people to make healthy food, nutrition and lifestyle choices, in collaboration with the American Heart Association.

This commitment will come to life through our signature projects and other Health and Wellness events and activities. As Project Leaders, you will have the opportunity to be part of this effort by including a Healthy for Life™ component within your project.

To identify projects to support this goal, please refer to the Health and Wellness project ideas in the Aramark Building Community Project Guide and on the Community Involvement Volunteer Portal.
LEADING AN
Aramark Building Community Day Project
ABC DAY PROJECT LEADER ROLES:

As an Aramark Building Community Day (ABC Day) Project Leader you will play a critical role in creating and executing a successful volunteer project based on the interests and needs in your local community. It is not only an opportunity to take part in an inspiring company-wide initiative, but also a chance to continue your career development, grow your leadership skills and network and collaborate across lines of business.

ABC DAY PROJECT LEADER ROLES:

- Identify and coordinate with non-profit Community Partners
- Act as a champion for ABC Day and recruit employees to participate
- Create, lead and execute projects on September 20
- Thank and recognize volunteers and Community Partners
- Communicate and share impact and results

PROJECT LEADER RESOURCES

ABC DAY PROJECT LEADER TOOLKIT (This Document)
planning and activation guide, June - September
- Includes all of the information you will need to plan and execute a successful ABC Day project.

ARAMARK BUILDING COMMUNITY PROJECT GUIDE
project index and instructions, June - September
- Provides a list of potential Health and Wellness and Workforce Readiness activities and includes a work plan, activity descriptions and lists of materials to successfully execute your specific project.

For international Project Leaders, resources and grant applications will be sent via email and/or can be requested by emailing abcdayinfo@aramark.com.
PROJECT LEADER RESOURCES CONTINUED

ARAMEK COMMUNITY INVOLVEMENT VOLUNTEER PORTAL
volunteer management tool (aramark.yourcause.com)

- Supports leaders as a volunteer management tool where you will post your projects, download additional planning and execution resources, track volunteer enrollment and communicate with your volunteers.

GRANT FUNDING
application process, June - September

- Provides financial support for your volunteer project.

WEBINARS
interactive forum, July - September

- Provides an opportunity for Project Leaders to gain insights into planning specifics in an interactive forum with Aramark’s Community Relations team.
  - Webinar #1 — Connecting with Your Partner and Creating Your Project
  - Webinar #2 — Grants: How to Plan Your Project
  - Webinar #3 — Volunteer Recruitment
  - Webinar #4 — Executing the Project; Communications

TIP:
For a comprehensive list of all of the materials, resources and templates available on the portal, please see the Resource section of this toolkit.

OFFICE HOURS
bi-weekly open calls, August - September

- Supports leaders with bi-weekly open calls with Aramark’s Community Relations team where you can ask questions to help guide your project development.
CHOOSE A NEW OR EXISTING COMMUNITY PARTNER

The first step in planning your volunteer project is to identify a non-profit Community Partner. If you have a current Aramark Building Community Partner, you should connect with them to work together for your ABC Day project. Otherwise, see information below to help guide you in identifying a new organization to work with.

COMMUNITY PARTNER SELECTION TIPS AND CRITERIA:

• Partners should align with our mission of enriching and nourishing lives. Try to identify a Community Partner that is a comprehensive social service organization that offers Health and Wellness and/or Workforce programs for children and families.

• The organization you select must be a registered 501(c)(3) non-profit organization in the U.S. that supports children and families in need.

• For projects occurring outside the U.S., selected organizations must be registered with the appropriate body (non-profit status can be confirmed by requesting a copy of the organization’s registration document).

• Use our list of recommended Community Partners to determine an organization you would like to work with. Contact the organization and discuss timing of the project, location, project options and potential next steps.

• Be sure the partner you identify is able to collaborate with Aramark during the week of September 20, 2016 and has the capacity to accommodate volunteers.
RECOMMENDED COMMUNITY PARTNERS:

When visiting the recommended Community Partner websites, be sure to identify a local affiliate.

NORTH AMERICA ORGANIZATIONS:

- **Alliance for Strong Families and Communities**: [http://alliance1.org/members](http://alliance1.org/members)
The Alliance is a national organization dedicated to achieving a vision of a healthy society and strong communities for all children, adults and families. The Alliance works for transformational change by representing and supporting its network of more than 500 non-profit social service organizations across the U.S.

- **Feeding America**: [www.feedingamerica.org](http://www.feedingamerica.org)
Feeding America’s mission is to feed America’s hungry through a nationwide network of member food banks and engage our nation in the fight to end hunger. What began in 1979 as a clearinghouse for national food donations is now the nation’s largest domestic hunger-relief organization—a powerful and efficient network of 200 food banks across the country.

- **YMCA**: [www.ymca.org](http://www.ymca.org)
YMCA programs, services and initiatives enable kids to realize their potential, prepare teens for college, offer ways for families to have fun together, empower people to be healthier in spirit, mind and body, prepare people for employment, welcome and embrace newcomers and help foster a nationwide service ethic.

NORTH AMERICA / INTERNATIONAL ORGANIZATIONS:

- **Goodwill**: [www.goodwill.org](http://www.goodwill.org)
Goodwill works to enhance the dignity and quality of life of individuals and families by strengthening communities, eliminating barriers to opportunity and helping people in need reach their full potential through the power of work.

- **International Families Services (IFS)**: [http://www.ifsnetwork.org/Membership/CurrentMembers/tabid/463/default.aspx](http://www.ifsnetwork.org/Membership/CurrentMembers/tabid/463/default.aspx)
IFS is a global movement that connects community organizations that represent and respond to the different needs, strengths and aspirations of families and communities. Its mission is to build an inclusive global community by empowering, inspiring and connecting people who are working locally for social justice.

- **Salvation Army**: [www.salvationarmy.org](http://www.salvationarmy.org)
The Salvation Army intervenes every day to meet the most immediate needs – helping pay utilities, sheltering families who have lost their homes and feeding the hungry. Each year it provides more than 60 million meals to those in need through meal programs, food pantries, mobile meal units and community gardens.

- **Save the Children**: [www.savethechildren.org](http://www.savethechildren.org)
Save the Children provides children a healthy start, the opportunity to learn and protection from harm. By transforming children’s lives now, they change the course of their future and ours.

---

MEET WITH PARTNER AND CONDUCT SITE VISIT

Once you have identified a Community Partner, we recommend you connect with the partner and schedule a site visit to determine if they are a “fit” for your ABC Day project, based on the criteria outlined earlier (see section Community Partner Selection Tips and Criteria on page 7). A site visit will provide an opportunity to:

- Meet the organizations’ key contacts
- Discuss ideas, community needs, potential projects, details and next steps
- Explore opportunities to align your project with the organization’s existing community programs
- Learn more about the organization’s mission, programs and ways to collaborate on future projects

To support you with your initial partner meeting, please refer to the following:

- **Sample Agenda – Site Visit Meeting**: This document can be used to facilitate your initial meeting with your chosen Community Partner to discuss your ABC Day vision, purpose, project options, resources and next steps.

---

ALIGN ROLES AND RESPONSIBILITIES

Work with your Community Partner to establish your individual and shared responsibilities. Use the following lists to help frame conversations and develop a work plan that outlines all of the actions required and corresponding responsibilities to make sure everyone is aligned.

---

The Sample Agenda - Site Visit Meeting can be found on the Aramark Community Involvement Volunteer Portal at [aramark.yourcause.com](http://aramark.yourcause.com) or by emailing abcdayinfo@aramark.com.
ROLES AND RESPONSIBILITIES:

ARAMARK PROJECT LEADER:
- Lead volunteer project
- Determine project budget and manage grant process
- Recruit volunteers and communicate with all event day participants
- Order branded t-shirts and banners
- Provide any necessary refreshments and snacks
- Coordinate volunteer transportation, if necessary
- Submit or send completed surveys post project
- Share volunteer project photos and stories

COMMUNITY PARTNER:
- Provide location for volunteer project, if applicable
- Determine maximum amount of donated items needed
- Provide information and statistics about your impact in the community, core programming and the importance of this volunteer event
- Invite local elected officials and community leaders
- Encourage community participation
- Attend event to help explain the importance and impact of the volunteer project

SHARED RESPONSIBILITIES:
- Agree on the specifics of the volunteer project
- Source materials for the project

2. DEVELOP INITIAL PROJECT VISION

SELECT YOUR PROJECT ACTIVITIES

In collaboration with your Community Partner, discuss and select the activities you would like to conduct for your ABC Day project that align with our impact areas. Activities can range in scale from hosting a food drive at a client location to creating community gardens at your partner’s location. Projects can also include a combination of activities.

When selecting your activity/s, please refer to the Aramark Building Community Project Guide, which provides an index of Health and Wellness and Workforce Readiness projects, a work plan, activity descriptions and lists of materials to successfully execute your project.

POTENTIAL PROJECT ACTIVITIES INCLUDE:
- Assembling healthy snack packs for kids to take home during breaks in the school year
- Leading a healthy food drive to support people in need
- Creating community gardens to enable families to grow their own fresh produce
- Hosting a Health and Wellness cooking demonstration for children and families
- Facilitating a community job skills workshop
- Creating a workforce clothing closet and donation center
- Creating workforce learning kits

Volunteer projects will vary depending on the specific needs of your Community Partner and your volunteer team capabilities. Be sure to discuss your project options and unique capabilities in detail with your partner to confirm that your activity will provide the most value for them.

A “transformational project” makes a tangible difference in the community and is one where you can clearly see the “before and after” impact.

The Aramark Building Community Project Guide will be provided alongside your toolkit and can also be found on the Aramark Community Involvement Volunteer Portal at aramark.yourcause.com. International locations can request a copy by emailing abcdayinfo@aramark.com.
POST YOUR PROJECT ON THE ARAMARK COMMUNITY INVOLVEMENT VOLUNTEER PORTAL

Once you have discussed and agreed upon your project activity/s with your Community Partner, it is extremely important for you to submit and post your project information on the Aramark Community Involvement Volunteer Portal. You should do this as soon as possible, even if you do not have all of the details for your event! The only initial information you need to post includes:

- Name of the Project (i.e. Houston ABC Day 2016 – Neighborhood Centers Inc.)
- Name of Potential Community Partner
- Potential Location of Event
- Date and Estimated Time of Event
- Estimated Number of Volunteers Expected

**NOTE:** All of this information can be updated as you continue planning EXCLUDING the Name of the Project, as that should not change.

All projects must be uploaded on the Portal no later than **July 30**.

**ABC DAY PROJECT SUBMISSION INSTRUCTIONS:**

**NORTH AMERICA:**
Visit the Aramark Community Involvement Volunteer Portal and follow the instructions provided. Posting your ABC Day project on the Portal is required and allows you to execute a successful project by tracking your volunteers, ordering t-shirts and banners and communicating with your registered participants.

**INTERNATIONAL:**
International project leaders should submit the name of your selected Community Partner, volunteer project name, description, location and the estimated number of volunteers participating to Community Relations at abcdayinfo@aramark.com. You will receive a response within 48 hours with materials and next steps.

**TIP:** Posting your project is an integral step in beginning to recruit volunteers. This step will allow your project to be visible on the Portal as employees begin searching for projects to join. Be sure to submit this information on the Portal ASAP and remember that you can update information as your project evolves.
ABCDAY GRANT OPPORTUNITIES

To support the execution of your project, you will have access to ABC Day grant funding. Grant dollars are intended to provide resources for the purchase of materials and/or logistical support outside of the Community Partner’s day-to-day operations. Grants are available for drives, workshops and demonstrations, kits and revitalization/transformation projects.

3. APPLY FOR AN ABC DAY GRANT

REQUEST AN ABC DAY GRANT

Follow the steps below to apply for an ABC Day grant and receive information regarding the granting approval process.

• Step 1: After determining your project with your Community Partner, both parties should understand and agree to a timeline, scope of project and financial support required to complete the project.

• Step 2: Project Leaders must fill out the 2016 ABC Day Grant Criteria Guidelines and Application and follow the directions included to ensure a timely response. The Community Partner must provide you with a current W9 that you will need to include with the application.

• Step 3: Once all materials are received, Aramark’s Community Relations team will review the grant request and verify the Community Partner’s eligibility. The Project Leader and Community Partner will be notified via email regarding approval of the grant request. Please note that all ABC Day Grants will be administered by our national partner, the Alliance for Strong Families and Communities.

• Step 4: Once your project has been approved, a check or electronic transfer of funds will be mailed directly to the Community Partner from the Alliance for Strong Families and Communities, on behalf of Aramark. Both the Community Partner and Project Leader will be notified via email when funds are released.

• Step 5: If granted an ABC Day grant, your Community Partner will be required to report on the impact of the ABC Day project by submitting a brief summary to the Alliance for Strong Families and Communities within 4-6 weeks after the conclusion of the project.

Submission Dates and Timeline

• Grant application requests will be accepted June 20 through September 8.

• Grants will be administered weekly on Thursdays between July 21 and September 15.

The ABC Day Grant process will take at least 2 weeks once your application is submitted. Please submit your application as early as possible so funds can be administered to your Community Partner prior to your event.

The 2016 ABC Day Grant Criteria Guidelines and Application can be found on the Aramark Community Involvement Volunteer Portal at aramark.yourcause.com or by emailing abcdayinfo@aramark.com.
4. BRAND YOUR EVENT

ORDER YOUR ABC DAY COLLATERAL: T-SHIRTS AND BANNERS

ABC Day branded t-shirts and banners will be available for your project at no cost. Shirts should be provided to all registered volunteers and banners should be displayed at all project locations to ensure our Community Partners and employees feel a part of Aramark throughout this special day. Please note that the cost for all ABC Day collateral will be covered by the Community Relations group.

To order your t-shirts and banner, you must:

- Visit http://www.aramark-uniform.com/MYSITE
  - Note: Username and Password are ABCDAY
- Fill out the T-Shirt Order Form and the Banner Order Form online
- Place t-shirt orders by June 24 to ensure delivery by September 13
- Place banner orders by August 26 to ensure delivery by September 9
- You will receive confirmation of all orders
  - Note: Your project must be posted on the Portal in order to finalize your t-shirt order

5. RECRUIT AND MANAGE YOUR VOLUNTEERS

ENCOURAGE AND RECRUIT EMPLOYEES TO VOLUNTEER

Once your Community Partner and ABC Day project is identified, it is time to encourage and inspire employees to volunteer.

As soon as your project is confirmed, use the ABC Day Invite Email Template to send a communication to all potential volunteers and invite them to register on the Aramark Community Involvement Volunteer Portal. Consider hanging the ABC Day Recruitment Poster in common work spaces, such as the cafeteria, copy areas and client locations to further recruit volunteers.

You can also use the ABC Day 2016 “Selfie” Poster to take and share photos of employees holding up the sign showing they have signed up to volunteer.

TIP: Word of mouth is one of the best ways to recruit volunteers. Identify a group of your colleagues to help “spread the word” on how to sign up on the Portal and volunteer for ABC Day.

ENGAGE HOURLY FRONT LINE ASSOCIATES

ABC Day is open to all employees who are interested and have the support of their managers. Be sure to distribute communications regarding your project to everyone. Utilize methods other than email to help recruit and communicate with your front line employees such as hanging the posters provided and other signage and/or making announcements during huddles and pre-shift updates. It is also helpful to identify an hourly team leader volunteer to “rally the troops,” spreading the word and encouraging participation from hourly employees.

The easiest way to engage hourly employees on ABC Day is through select activities such as drives and kit assemblies, as these are easy to implement on-site at your client location.
For more information and HR guidance on how to communicate and engage with hourly front line volunteers around wage and other details, please reference the Manager Guidelines for Engaging Hourly Front Line Associates.

COMMUNICATE WITH AND TRACK YOUR VOLUNTEERS

To support recruitment efforts, we recommend sending emails every two weeks leading up to September 20, updating volunteers on project plans and event preparations.

By September 16, or three days prior to ABC Day 2016, send an email to all registered volunteers through the Aramark Community Involvement Volunteer Portal or via direct email with details confirming time, location, what to wear, t-shirt distribution, potential weather and other important project information.

INSTRUCTIONS FOR TRACKING AND COMMUNICATING WITH VOLUNTEERS:

NORTH AMERICA:
You can manage your project and volunteers on the Aramark Community Involvement Volunteer Portal at aramark.yourcause.com. This tool allows you to track registration, recruit co-leaders and communicate details and updates with registered participants.

INTERNATIONAL:
Track volunteer information and attendees through a spreadsheet, created to capture information for follow-up communications. Please refer to the Sample Volunteer Tracking Template to help you create your volunteer tracking spreadsheet.

COLLECT VOLUNTEER AND PHOTO WAIVERS

The Volunteer and Photo Waivers, Event Day Checklist and the Questions and Answers document can be found on the Aramark Community Involvement Volunteer Portal at aramark.yourcause.com

VOLUNTEER AND PHOTO WAIVER SUBMISSION INSTRUCTIONS:

Volunteer and Photo Waivers are required for all employees participating in a volunteer project. The photo release provides permission for Aramark to use their image and likeness in photos.

NORTH AMERICA:
Employees can read the Volunteer and Photo Waiver on the Aramark Community Involvement Volunteer Portal and check the box to confirm agreement. For those volunteers that have not signed the waiver prior to the day of the project, please plan to bring copies of the waiver to the ABC Day project site.

INTERNATIONAL:
Please send a copy of the Volunteer and Photo Waiver to each volunteer and ask them to print, sign and provide you with a copy prior to the ABC Day project. For those volunteers that have not signed the waiver prior to the day of the project, please plan to bring copies of the waiver to the ABC Day project site.

6. PLAN FOR EVENT DAY

DEVELOP A WORK PLAN

As a Project Leader it is important for you to develop a work plan that works best for you. This should include a list of action items, communication pieces, deadlines, important contact information, etc. While creating your work plan, please reference this toolkit.

To help prepare you for day-of execution, the Event Day Checklist provides a list of all things that need to happen for any volunteer event. The Questions and Answers document is another resource for any additional questions you might have that are not covered in this toolkit.

The Volunteer and Photo Waivers, Event Day Checklist and the Questions and Answers document can be found on the Aramark Community Involvement Volunteer Portal at aramark.yourcause.com.
## EVENT DAY CHECKLIST:

### DAY BEFORE:
- □ Communicate final schedule and any project specifics to your volunteers
- □ Confirm all food and beverages
- □ Confirm transportation for volunteers if arrangements are needed
- □ Make arrangements to distribute t-shirts to volunteers
- □ Confirm any delivery vehicles, if necessary
- □ Identify and stock bathrooms prior to volunteers arriving
- □ Identify first aid kit/s
- □ Identify trash and recycling areas
- □ Secure tools and materials on site
- □ Create any signage you may need to direct volunteers to specific areas
- □ Identify a music player with a playlist ready
- □ Confirm photographer or someone to take pictures

### DAY OF, BEFORE VOLUNTEERS ARRIVE:
- □ Set up all tools and materials
- □ Print all instruction sheets, i.e., volunteer waivers, volunteer surveys and photographer shot list
- □ Set up registration table with name tags for volunteers
- □ Set up food and beverages
- □ Secure location for volunteers’ belongings, if necessary
- □ Play music
- □ Make sure it is clear where the volunteers should meet—put up any signs necessary to help with this
- □ Be ready with your Community Partner to welcome volunteers, thank them and explain importance of the service project

### DAY OF, END OF PROJECT:
- □ Utilize your volunteers to clean-up project site and put everything away
- □ Make sure that all completed service items are placed where they need to be
- □ Clean up any remaining trash or service items
- □ Put away any excess tools and materials
- □ Thank your volunteers for their participation and your Community Partner
- □ Distribute and collect completed volunteer surveys
- □ Take “after” pictures for documentation
- □ Discuss any next steps, if necessary, with your Community Partner

---

## COORDINATE TRANSPORTATION

We recommend arranging transportation for employees who need to travel for more than an hour to get to the project location or where there is limited parking available. Transportation needs to be coordinated by Project Leaders after the specifics of the ABC Day project have been agreed to. If volunteers drive to the site, make sure to advise them in advance on parking. Please note, many community centers and non-profits are located in neighborhoods that have more prevalent incidents of theft. Because of this, we recommend communicating with your volunteers to suggest not leaving any valuables visible in their vehicles.

## PROVIDE SNACKS AND BEVERAGES

To support volunteers during ABC Day, it is important to work with your Aramark colleagues across the lines of business to provide refreshments such as snacks and beverages for participating volunteers. Healthy items such as bottled water, fresh fruit or granola bars would be a great way to energize your team. Be sure to purchase these items and have them at your event location prior to September 20.

## ENSURE SAFETY PROCEDURES ARE IN PLACE

Ensuring volunteers are safe and that your project is well organized is critical to a successful experience. Here are some basic safety guidelines to consider, especially with more hands-on, physical volunteer projects.
SAFETY FIRST:

- Have a plan in place for first aid and medical attention. If an accident does occur, getting an injured volunteer to appropriate medical care as soon as possible is essential.
- Keeping your volunteers hydrated is important to prevent heat injuries. Regardless of the weather, it is important to make sure that volunteers have access to plenty of cool water.
- Ladders and scaffolding are the most dangerous pieces of equipment. Enforcing ladder safety should be the primary responsibility of any Project Leader who is running a project with ladders.
- If your project includes working outdoors, volunteers should all have gloves and wear long pants to protect them from thorns, splinters, insect bites, etc. If they are using power tools they should wear eye and ear protection at all times.
- Encourage volunteers not to wear jewelry, or carry visibly expensive personal belongings. If volunteers drive to the site, make sure to advise them in advance to not leave valuables visible in their vehicles, or identify a location where it’s safe to leave them at your project location.
- Remember: Safety first! By keeping safety in the forefront of the minds of everyone involved in the project, you can ensure an inspirational, fun and safe volunteer experience for all.

MASTER CHECKLIST

This checklist highlights the essential key steps for planning and executing your Aramark Building Community Day (ABC Day) project and includes specific actions for each step.

1. SELECT AND MANAGE YOUR COMMUNITY PARTNER
   - Choose a New or Existing Community Partner
   - Meet with Partner and Conduct Site Visit
   - Align Roles and Responsibilities

2. DEVELOP INITIAL PROJECT VISION
   - Select your Project Activities
   - Post your Project on the Aramark Community Involvement Volunteer Portal

3. APPLY FOR AN ABC DAY GRANT
   - Learn About ABC Day Grant Opportunities
   - Request an ABC Day Grant

4. BRAND YOUR EVENT
   - Order your ABC Day Collateral: T-shirts and Banners

5. RECRUIT AND MANAGE YOUR VOLUNTEERS
   - Encourage and Recruit Employees to Volunteer
   - Engage Hourly Front Line Associates
   - Communicate with and Track your Volunteers
   - Collect Volunteer and Photo Waivers

6. PLAN FOR EVENT DAY
   - Develop a Work Plan
   - Coordinate Transportation
   - Provide Snacks and Beverages
   - Ensure Safety Procedures are in Place
We want to make sure we tell our employees and local communities about our impact on Aramark Building Community Day (ABC Day). You should discuss ways that your Community Partner can help promote your collective efforts.

PHOTOGRAPHY

Please remember to take lots of “before, during and after” digital photos during ABC Day. Use the Recommended Photography Shots for a list of photography ideas for the day of the event. Share photos via email to abcdayinfo@aramark.com.

By forwarding your best photos to abcdayinfo@aramark.com, you will be entered to win ‘best ABC Day photo’ and receive a $50 donation, in your name, to a non-profit organization of your choice.

You may want to consider identifying one of your volunteers to be your dedicated photographer for the day.

The Recommended Photography Shots can be found on the Aramark Community Involvement Volunteer Portal at aramark.yourcause.com.
MEDIA OUTREACH

You’ve planned an inspiring ABC Day project, and your Community Partner might want to share information about your activities with local media.

If your Community Partner is interested in contacting the media, you can provide:

- **ABC Day Key Messages** that can be used by your Community Partner when speaking to the media about your ABC Day project.
- **Media Advisory Templates** to be used to support your media outreach efforts.

**MEDIA OUTREACH TIPS:**

- If your Community Partner asks about contacting media, share the Media Advisory Templates and ABC Day Key Messages with them to use with their media outreach.
- If they confirm that media plan to attend, identify who will be the spokesperson(s) at your event, and share the Media Advisory Templates and ABC Day Key Messages with the spokesperson(s).
- If they anticipate that Hispanic media will attend, it’s helpful to identify Spanish-speaking spokespersons – from Aramark and from the Community Partner – and provide them with the Media Advisory Templates and ABC Day Key Messages.
- Questions? Please contact rucci-mary@aramark.com or noss-erin@aramark.com.

SOCIAL MEDIA

Social media is a great tool to help us tell the story of how we enrich and nourish lives on ABC Day and throughout the year. We want to hear your stories, see your photos and read the comments from everyone involved.

**SOCIAL MEDIA TIPS:**

- Follow and tag @aramark on Twitter.
- Follow and tag AramarkCommunity on Instagram.
- Always use the hashtag #aramarkvolunteer when posting to social media.
- As information about ABC Day is posted, be sure to like, share, favorite, retweet, etc.
- Post on your own OR send photos and information to abcdayinfo@aramark.com for the Aramark Community Relations team to share.
- Use the **ABC Day “Selfie” Poster** to take and share photos of employees holding up the sign. As the project date nears, take and share photos of the planning and preparation process.
- Try and post three times throughout ABC Day as your project progresses. Include employee names, your Community Partner and briefly describe the impact. Don’t forget to tag Aramark and use the hashtag!

**SAMPLE SOCIAL MEDIA POSTS:**

- The @aramark team in (city) is getting excited for ABC Day at (community organization) to improve family health/help people succeed in the workforce by (describe project). #aramarkvolunteer
- It’s @Aramark Building Community Day! Check out this great shot of (employee name and LOB) who’s (describe what the person is doing for the community organization). #aramarkvolunteer
- A great day with @Aramark. Volunteers created (describe project) that will (describe impact) – all as part of Aramark Building Community Day around the world. #aramarkvolunteer

Ask all of your volunteers to promote your project on social media and identify one or two to be social media representatives for the day.

Encourage your colleagues to take pictures and continue to post pictures in the weeks that follow ABC Day.

ABC Day Key Messages and the Media Advisory Templates can be found on the Aramark Community Involvement Volunteer Portal at aramark.yourcause.com.
CLIENT INVOLVEMENT

Many Aramark clients may be interested in supporting our ABC Day philanthropic initiatives. Project Leaders should ask general managers to communicate with clients to encourage support and let them know why employee volunteers will be out of the office on September 20.

Additionally, clients may be interested in participating on ABC Day, lending their skills and expertise to benefit their local community.

To guide you with ABC Day client involvement, we have created the following,

- **Instructions for Communicating with your Clients**: This document provides an overview on how to talk to your client regarding these efforts.
- **Sample Client Letter**: This document can be personalized and should be used to communicate to your client about ABC Day and employee participation at their location.
- **Client Talking Points**: This document provides a set of talking points for communicating with your client about ABC Day.

SURVEYS

Post-event surveys are extremely important for us to be able to hear from you and your volunteers so that we can continue to tell the inspiring story about our collective impact and receive feedback. Below are the surveys that will need to be completed following your event. All surveys must be collected and sent to Aramark Community Relations, 1101 Market Street, Philadelphia, PA 19107 or scanned and sent to abcdayinfo@aramark.com within one week of your project.

- **Participant Volunteer Survey**: This document should be filled out by all volunteer participants.
- **ABC Day Project Leader Summary Survey**: This document should be completed by the Project Leader and provides project details to help us track our collective impact.
- **Community Partner Survey**: This document should be completed by your Community Partner.

CELEBRATION AND THANKS

Be sure to thank your volunteers and share accomplishments.

The **Thank You Template** should be customized and sent to all volunteers via email as a “Thank You” for participating. Be sure to include those who helped with the planning but might not have participated on the day of the event.

Don’t forget to thank your Community Partner as well, along with elected officials and others that contributed to making the event a success. After your project has been completed, we encourage you to continue to stay connected with your Community Partner and provide ways that volunteers can continue to be engaged year-round.
All items below are available on the Aramark Community Involvement Volunteer Portal at aramark.yourcause.com or for International locations by emailing abcdayinfo@aramark.com:

## ABC DAY RESOURCES:

### PLANNING RESOURCES
- Aramark Building Community Day Project Guide
- Sample Agenda - Site Visit Meeting
- 2016 ABC Day Grant Criteria Guidelines and Application
- Manager Guidelines for Engaging Hourly Front Line Associates
- Sample Volunteer Tracking Template
- Event Day Checklist
- Questions and Answers
- Recommended Photography Shots

### FORMS, WAIVERS AND SURVEYS
- T-Shirt Order Form
- Banner Order Form
- Volunteer and Photo Waiver
- Participant Volunteer Survey
- ABC Day Project Leader Summary Survey
- Community Partner Survey

### MEDIA ENGAGEMENT RESOURCES
- ABC Day Talking Points
- Media Communication Templates

### CLIENT ENGAGEMENT RESOURCES
- Instructions for Communicating with your Clients
- Sample Client Letter
- Client Talking Points

### SIGNAGE
- ABC Day Recruitment Poster
- ABC Day “Selfie” Poster

### COMMUNICATION TEMPLATES
- ABC Day Invite Email Template
- Thank You Template
We want to thank you again for being a Project Leader for Aramark Building Community Day 2016. You play a critical role in an extremely important day for Aramark and we could not do it without your time and support. Please remember, you are not alone and our staff is here to help you with any questions or concerns you may have.

Rebecca Owens, Manager, Community Relations
owens-rebecca@aramark.com
P: 215.413.8741
F: 215.413.8511

Mary Rucci, Director, Communications
rucci-Mary@aramark.com
P: 215-238-7110

Aramark, Community Relations
1101 Market Street
Philadelphia, PA 19107

Thank You!