



Be the Change 2014 Guide

“Be the change you wish to see in the world.”



Stand Together, Serve Together
Saturday October 4th 2014

South Asian Americans Leading Together
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info@saalt.org | 301.270.1855



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Welcome to *Be the Change* 2014!

On behalf of South Asian Americans Leading Together (SAALT), thank you for your participation in planning a *Be the Change* event in your community. This year, thousands of participants nationwide will contribute innumerable hours of community service in the spirit of Mahatma Gandhi's famous quote:

“Be the change you wish to see in the world.”

Be the Change is an annual national day of service coordinated by SAALT in order to inspire and foster civic engagement through volunteerism, community service, and community building. This year, *Be the Change* will take place on **Saturday, October 4th** on campuses and in cities across the country to remember Mahatma Gandhi and other South Asian leaders who have devoted their lives to public service. Through *Be the Change* day, we hope to build and strengthen leaders through coordination and participation of the event across the country.

This year's theme of *Be the Change* is **“Stand Together, Serve Together”** showcasing how individuals unite in order to give back to their communities in the spirit of service and their commitment to creating lasting change beyond *Be The Change* 2014. This is an opportunity for South Asian Americans and their allies across the United States to engage in collective public service activities that will lead to further civic engagement, collaboration, and unity in localized and national spaces.

This guide is designed to assist *Be the Change* planning teams and provide step-by-step guidance for implementing *Be the Change* projects. Throughout your planning process, **SAALT will support your efforts** by providing direction for local partnership options, templates for promotional materials, tips for recruiting volunteers, and suggestions for keynote speakers.

We wish you the best with your local efforts and look forward to working with you to make *Be the Change* 2014 an empowering and transformative event for everyone.

SAALT

E-mail: btc@saalt.org

Phone: 301-270-1855



BE THE CHANGE FACT SHEET

What is *Be the Change*?

Be the Change is an annual national day of service coordinated by **South Asian Americans Leading Together (SAALT)** to inspire and foster civic engagement and stronger communities through volunteerism and community service. Every year, thousands of participants across the country collectively contribute numerous hours of community service in the spirit of Mahatma Gandhi's famous quote, "**Be the change you wish to see in the world.**"

When is *Be the Change*?

Be the Change is held on the first Saturday in October. This year, the event is **Saturday, October 4th** in cities and campuses nationwide.

Where is *Be the Change*?

Be the Change takes place on various college campuses and in cities across the U.S. Participating locations are based on local interest and commitment to both bringing *Be the Change* to an area and coordinating efforts on the ground.

What are the goals of *Be the Change*?

- Encourage South Asian and allies nationwide to collectively engage in community service
- Identify and develop leaders in the South Asian community across the country
- Foster effective partnerships with local and national organizations
- Build unity and collaboration within the South Asian community in the United States

What is the theme of *Be the Change 2014*?

This year's theme of *Be the Change* is "**Stand Together, Serve Together**" encouraging people of all backgrounds to establish a united front for change in their community.

What is a *Be the Change* event?

On October 4th, each campus and city participating in *Be the Change* will host the following:

- Kick-off event with inspirational speakers from your community
- Volunteer sites and local service projects for *Be the Change* participants
- Collective reflection on service, community, and civic engagement (optional)

What is the history of *Be the Change*?

Be the Change originated at the University of Michigan in 1998. SAALT has helped coordinate the event annually on a national level since 2000. Volunteers from universities and organizations contribute thousands of hours of community service each year.



Who are South Asian Americans?

Approximately **3.4 million South Asians live in the United States**, tracing their backgrounds to Afghanistan, Bangladesh, Bhutan, Burma, India, Nepal, Pakistan, Sri Lanka, the Maldives, and the diaspora, including Trinidad/Tobago, Guyana, and Africa.

ABOUT SAALT

What is SAALT?

South Asian Americans Leading Together (SAALT) is a national, non-profit organization dedicated to fostering an environment in which all **South Asians can participate fully in civic and political life, and have influence over policies that affect them**. SAALT's programming consists of community education, leadership development and advocacy through the use of a social justice framework.

What is SAALT's Role in *Be the Change*?

SAALT is responsible for the oversight and planning for *Be the Change* projects around the nation, including our Core Cities. SAALT's Program Associate helps ensure that *Be the Change* is successful nationwide by assisting City and Campus Coordinators as needed. SAALT can provide the following assistance:

- Contacts for potential local partners
- Templates for promotional materials including flyers, letters, etc.
- Tips for recruiting volunteers
- Suggestions for keynote speakers for kick-off event
- *Be the Change* t-shirts (available for purchase at a discounted price)
- Online registration tool for volunteers

SAALT will provide additional support for Core Cities including:

- Free t-shirts for volunteers
- Limited funding for event-related expenses

Please contact SAALT at btc@saalt.org or at 301-270-1855 with any questions.



ROLES OF NATIONAL SPONSORS AND PARTNERS

National Sponsors work with SAALT to provide:

- a) Sponsorship at \$1000-\$5000 level
- b) A volunteer base for *Be the Change* service projects throughout the organization's membership
- c) Service projects through the organization for *Be the Change* volunteers (optional)

Responsibilities:

- Sponsorship at \$1000-\$5000 level
- Designating *Be the Change* 2014 as a community service project for your organization
- Encouraging your organization and chapters to participate in an existing *Be the Change* event in their city/campus, or joining a City/Campus Planning Team
- Forwarding regular e-updates about *Be the Change* to your members (provided by SAALT)

Benefits:

- Logo Recognition on official T-shirts: All *Be the Change* volunteers wear T-shirts on the day of service.
- Logo Recognition on *Be the Change* website, press communications, and promotional materials (depending on timing of sponsorship)

National Partners work with SAALT to provide:

- a) Sponsorship at \$250-\$500 level
- b) A volunteer base for *Be the Change* service projects throughout the organization's membership
- c) Service projects through the organization for *Be the Change* volunteers (optional)

Responsibilities:

- Designating *Be the Change* 2014 as a community service project for your organization
- Encouraging your organization and chapters to participate in an existing *Be the Change* event in their city/campus, or joining a City/Campus Planning Team
- Forwarding regular e-updates about *Be the Change* to your members (provided by SAALT)

Benefits:

- Logo Recognition on *Be the Change* website

If you are interested in becoming a **National Partner** or a **National Sponsor**, please contact SAALT at btc@saalt.org



PREFERRED TIMELINE

July

- Register your planning team for your city by *July 31st*

August

- Recruit members for your Planning Team (usually 3-5 people)
- Create budget needed for food, materials, and venue
- Research local vendors for food donations for volunteers
- Research local organizations for potential service projects
- Design outreach plan to recruit volunteers to participate in the day of service
- Launch volunteer recruitment
- Submit proposed budget to btc@saalt.org by *August 22nd* (Core Cities only)
- Identify and confirm venue for kick-off event by *August 29th*
- Identify and confirm potential speakers for kick-off event by *August 29th*

September

- Confirm all details with service projects
- Confirm speaker(s) for the kick-off event by *September 5th*
- Train speaker(s) around *Be the Change* theme and talking points
- Order t-shirts for volunteers by *September 10th* (Please note that the payments for t-shirts must also be received by SAALT by this date)
- Confirm food donations by *September 19th*
- Confirm all logistics for the day of the event (set-up, speaker support, food details, volunteer check-in, site leader support, volunteer assignments, clean-up, etc...)
- Share finalized details (date, times, location/address, speakers) for kick-off event with SAALT by *September 19th*
- Share finalized details (date, times, location/address, # of volunteers assigned) for all service projects with SAALT by *September 19th*
- Identify and confirm site leaders for each service project by *September 26th*
- Contact local or campus media to cover the event [optional]

October

- Train site leaders for each service project and hold a conference call or meeting to inform them of their duties by *October 1st*
- Run your *Be the Change* event on *October 4th*!
- Share photos of your event with btc@saalt.org by *October 5th* (Preferred: Submit the day of your event, if possible)
- Send *Be the Change* 2014 report to btc@saalt.org by *October 11th*
- Send completed reimbursement form with all receipts to btc@saalt.org by *October 11th* (Core cities only)



- Follow up with local or campus media that covered the event

*Note to campus *Be The Change* planning teams: SAALT encourages students that want to organize a *Be The Change* planning team to register by the July 31st deadline, and to follow the Suggested Timeline. For planning teams who launch their planning at a later date due to academic schedules or other time constrictions, please adjust your deadlines as necessary. Please note the following key deadlines that must be followed in order to successfully host a *Be The Change* location:

- September 10th – order t-shirts for volunteers (Please note that payments for t-shirts must also be received by SAALT by this date)
- September 19th:
 - Share finalized details (date, times, location/address, speakers) for kick-off event with SAALT
 - Share finalized details (date, times, location/address, # of volunteers assigned) for all service projects with SAALT
- October 5th – Share photos of your event with btc@saalt.org (Preferred: Submit the day of your event, if possible)
- October 11th – Send *Be The Change* 2014 report to btc@saalt.org

ROLE OF THE PLANNING TEAM

Planning Teams are responsible for the oversight and organization of the *Be the Change* event on their campus or city.

The planning team's position involves a high level of organization and responsibility, and the leadership and networking skills you will attain from this experience are invaluable! We strongly recommend the planning team comprise of members who are dedicated individuals who are committed to making your event successful.

Possible roles for members of the *Be the Change* Planning Team include:

- **Outreach Coordinator:** Organize service projects, serve as a liaison to local organizational partners, and contact local media to cover event.
- **Volunteer Coordinator:** Recruit volunteers to participate in *Be the Change* 2014 including students, young professionals and community members.
- **Logistics Coordinator:** Organize logistics for October 4th including finding a venue and refreshments for the kick-off event, contacting potential speakers, ordering t-shirts (free for Core Cities) , and collaborating with other members of the Planning Team regarding volunteers, service sites and budget. Details on ordering T-shirts are forthcoming.



- **SAALT Liaison:** Join monthly conference calls with SAALT between July and October if questions arise about the planning process. In addition, this person will provide the National Coordinator with bi-weekly updates about the Planning Team’s progress.
- **Budget Coordinator (Core Cities only):** Track and maintain the budget to send to SAALT in order to process reimbursements. Funds can only be used for the following: breakfast for volunteers on October 4th, copies of flyers, and venue cost (if applicable). If you have a question about the budget, please check with SAALT at btc@saalt.org before purchasing the item.

Note that these are suggested roles only. Responsibilities may shift during the planning process.

If you are interested in coordinating an event in your area, please contact SAALT at btc@saalt.org

RESOURCES FOR OUTREACH COORDINATOR: *Timeline*

July

- Contact local organizations to set up service projects. SAALT can also provide information on potential service sites.
- Contact SAALT at btc@saalt.org with any service projects that reflect the theme of “Stand Together, Serve Together”

August

- Determine details of service projects, including the number of volunteers needed, service site contact information, and needed items from SAALT (if applicable)
- Finalize service projects by **September 19th, 2014** and send details to btc@saalt.org
- Communicate with the Volunteer Coordinator the number of volunteers needed per confirmed service site

September-October

- Contact local media to cover event (ex: newspapers, television, radio, blogs)
SAALT will provide a template for a media advisory [optional]
- Confirm service projects for October 4th by following up with the main contacts
- Confirm with press contacts that they will cover event

October 4th

- Use Signup sheet for registered volunteers to sign up for a specific service activity



- Provide service site contact information to volunteers
- Serve as a point of contact for volunteers and media regarding any questions

RESOURCES FOR OUTREACH COORDINATOR: *Project Ideas*

Here are some ideas for service projects that fit in with this year's theme of **“Stand together, Serve Together.”** These are **only suggestions.**

1. Volunteer for local community organizations that provide professional legal, health, educational, and other services to South Asian and other immigrant communities (contact SAALT at btc@saalt.org to find South Asian organizations in your area)
2. Civic engagement
 - a. Please note: all civic engagement projects/acitivities through *Be The Change* must adhere to the laws and regulations for 501(c)(3) nonpartisan organizations
3. Service through the arts
4. Food and Hunger/Poverty
 - a. Food banks
 - b. Shelters
5. Environment
 - a. Park clean-up
 - b. River clean-up

RESOURCES FOR OUTREACH COORDINATOR:



Phone Script

When contacting potential service sites, consult the following template in your conversation:

- **Introduce yourself and the purpose of your call.**
 - Hi, my name is _____, and I am calling from (name of your organization). We are a part of South Asian Americans Leading Together’s *Be the Change* national day of service, and we are looking to coordinate service projects for Saturday, October 4th.

- **Potential questions:**
 - Could your organization use a group of volunteers for a one-time opportunity on October 4th?
 - What types of activities can volunteers engage in?
 - How many volunteers can come to your site on October 4th?
 - Will a staff member from the organization be on hand to guide the volunteers?
 - What is the contact information for the person I should touch base with between now and October 4th?

- **Additional Information**
 - **About *Be the Change***
 - *Be the Change* is an annual day of service that inspires and fosters civic engagement through volunteerism and community service. The event occurs the weekend of Mahatma Gandhi’s birthday in October, and this year, it’s Saturday, October 4th. This year’s theme of *Be the Change* is “**Stand Together, Serve Together**” showcasing how individuals give back to their communities in the spirit of service and their commitment to creating lasting change beyond *Be The Change* 2014.

 - **About SAALT**
 - South Asian Americans Leading Together (SAALT) is a 501 (c)(3) national, non-partisan, non-profit organization dedicated to empowering the South Asian community in the US.

- **Provide your contact information and follow up with more information.**
 - I will follow up in a few days to coordinate further. If you have any questions about *Be the Change* or SAALT, please contact me at (301) 270-1855 or victoria@saalt.org. We look forward to working with you to make *Be the Change* successful for our organizations! Thank you for your time!

RESOURCES FOR OUTREACH COORDINATOR:



E-mail Script

Dear _____,

My name is _____, and I am with (name of your organization). We are a part of South Asian Americans Leading Together's *Be the Change* national day of service, and we are looking to coordinate service projects for Saturday, October 4th.

We are reaching out to your organization to set up a one-time, group service project on Saturday, October 4th. We would love to provide a group of volunteers to assist your organization in any way possible.

Would you be interested in having volunteers assist your organization on October 4th? If so, what types of activities could volunteers engage in? How many volunteers would be able to participate?

Be the Change is an annual day of service coordinated by South Asian Americans Leading Together (SAALT) that inspires and fosters civic engagement through volunteerism and community service. This year's theme of *Be the Change* is _____ which showcases how individuals give back to their communities in the spirit of service and their commitment to creating lasting change beyond *Be The Change* 2014. SAALT is a 501 (c)(3) national, non-partisan, non-profit organization dedicated to empowering the South Asian community in the US.

Thank you for your time. I look forward to hearing from you soon.

Sincerely,

Name

Email

Phone Number

RESOURCES FOR VOLUNTEER COORDINATOR:



Timeline

August-October

- Reach out to universities and local organizations to recruit volunteers
- Use promotional materials provided by SAALT to advertise the event
- Create a database of interested volunteers with names and contact information
- Collaborate with Community Outreach Coordinator to figure out how many volunteers are needed for all service sites
- Continue reaching out to universities and organizations to recruit volunteers. Please contact SAALT at btc@saalt.org if you need ideas about outreach.
- Direct volunteers to SAALT's website to register. Download registration data every week in order to have an accurate count on volunteers you still need.
- Update database of confirmed volunteers (names, contact information)
- Designate and confirm at least one site leader per service project
- Provide site leaders with the spreadsheet of volunteers they will be responsible for

September – October 3rd

- Collaborate with Logistics Coordinator to determine the day-of registration process
- Contact SAALT at btc@saalt.org with the number of confirmed volunteers for your service project by *September 19th*
- Compile folder of materials for site leaders: information about service project, contact information, reflection sheet, attendance sheet (to measure statistics)

October 4th

- Coordinate with Logistics Coordinator to sign-in all volunteers
- Ensure site leaders have necessary materials (volunteer contact information, reflection information)
- Serve as a point of contact for volunteers to answer any questions

RESOURCES FOR VOLUNTEER COORDINATOR:



Volunteer Recruitment

E-mail Template

Dear _____,

My name is _____ and I am the ___(city/campus name)___ Coordinator for *Be the Change*, a national day of service sponsored by South Asian Americans Leading Together (SAALT). SAALT is a national, non-partisan, non-profit organization dedicated to fostering an environment in which all South Asians can participate fully in civic and political life.

This year, *Be the Change* will occur in __ (city/campus name) ___ on Saturday, October 4th. The theme is _____ which showcases how individuals give back to their communities in the spirit of service and their commitment to creating lasting change beyond *Be the Change* 2014.

We are seeking volunteers for *Be the Change*. Would your organization be interested in participating?

Please feel free to contact me at ___ (email) ___ or at ___ (phone) ___ if you are interested in becoming involved and would like more information regarding *Be the Change* 2014. I am also attaching a flyer that gives more details about the event.

You can also visit our website at <http://www.saalt.org/pages/Be-the-Change.html> for more information and to register to volunteer.

Thank you for your time, and I look forward to hearing from you.

Sincerely,

Name

Contact Information



RESOURCES FOR LOGISTICS COORDINATOR: *Timeline*

July

- Contact local grocery stores, coffee shops, etc. to donate breakfast for kick-off event using food donation letter on page 16. Be sure to do this early, especially with corporate places, because they often have a lengthy timeline.
- Search for a venue for kick-off event (campus rooms, community center, etc.)
- Research and contact potential speakers for kick-off event (SAALT can assist)

August

- Confirm venue for the kick-off event by *August 29th*
- Continue outreach for food donations and speaker for kick-off event

September- October

- Finalize speaker for kick-off by *September 5th*
- Order t-shirts for your volunteers (look for t-shirt order form on [SAALT's website](#)) by *September 10th*
- Confirm food donations by *September 19th*
- Confirm food donations, venue, and speaker for kick-off event with SAALT by *September 19th*
- Share finalized details (date, times, location/address, speakers) for kick-off event with SAALT by *September 19th*
- Share finalized details (date, times, location/address, # of volunteers assigned) for all service projects with SAALT by *September 19th*
- Collaborate with Volunteer Coordinator on the volunteer sign-in/registration process
- Coordinate logistics for day-of-event registration: SAALT materials, tables, t-shirts, sign-in sheets, volunteer waiver forms; designate individuals to work registration, etc.
- Create agenda for kick-off event
- Create Tic-Toc for play-by-play instructions for Planning Team members by *October 1st*
- Compile contact information sheets for planning team, site leaders, and volunteers by *October 1st*

October 4

- Day-of Checklist
- Serve as a liaison for the speaker, venue contacts, and food donators to answer questions
- Create a SAALT donation box at kick-off event



RESOURCES FOR LOGISTICS COORDINATOR: *Food Donation Letter*

Date

Dear **Company**,

I am writing on behalf of **South Asian Americans Leading Together (SAALT)** to ask for your support of *Be the Change* on **October 4, 2014**, our annual national day of service. SAALT is a national, non-profit organization dedicated to fostering an environment in which all South Asians in America can participate fully in civic and political life. SAALT's programming consists of community education, leadership development and advocacy to improve the lives of South Asians. I would like to take this opportunity to introduce the organization to your company and to ask for your support and partnership.

About "Be the Change 2014"

One of SAALT's signature programs is *Be the Change*, a national day of service. This event, in its 12th year, draws thousands of young South Asians across the country to volunteer for local service projects. *Be the Change* is based on Mahatma Gandhi's inspirational quote, "**You must be the change you wish to see in the world,**" and is an opportunity for South Asians across the United States to engage in collective public service activities that will lead to further civic engagement, collaboration, and unity.

How can you help?

Our kick-off event will occur the morning of **Saturday, October 4th**. We would like to provide breakfast for the participants to ensure that they have the energy to go out and serve the community. We are therefore asking for donations of breakfast foods in the following quantities; bagels (XX), donuts (XX), coffee (X cartons), juice (X gallons), granola bars (XX), water bottles (XX). Please let us know if you are able to provide any or all of these items. We greatly appreciate your support! Your logo will be placed on our promotional materials and you will also be thanked during our kick-off speech. We can also place any promotional materials for you at our event (flyers, business cards, etc.).

Please contact me at (e-mail) or (phone) with any questions. We look forward to working with you.

Sincerely,

Name

Email

Phone Number

[Provide an acknowledgment for tax-deductible donations if requested.]



RESOURCES FOR BUDGET COORDINATOR

Timeline

June-August

- Collaborate with Logistics Coordinator about budget needed for food, materials and venue
- Contact SAALT at btc@saalt.org by *August 22nd* if budget will be exceeded (Core Cities only)
 - Please note that Core Cities will only be reimbursed up to \$300

September- October 4th

- Keep track of receipts for reimbursement



RESOURCES FOR BUDGET COORDINATOR:

Sample Budget

SAALT can provide Core City Planning Teams with limited reimbursement for *Be the Change* expenses. That said, strive to secure donations and cut costs as much as possible.

Things to Consider

- **Food:** Many grocery stores, coffee houses, etc. can provide free breakfast items for non-profit projects. Contact your local grocery store or chains (i.e. Au Bon Pain or Dunkin' Donuts) a month in advance to see whether breakfast can be provided for free or at a discounted cost.
 - Example – Whole Foods:
<http://www.wholefoodsmarket.com/company/communitygiving.html>
- **Kick-off Venue:**
 - Partner with a university student group for a venue that is accessible to public transportation (ex. GWU in D.C. or NYU in NYC). Student groups can often help provide space for free or at a lower cost at their university.
 - Look into community centers, libraries, etc. that give non-profits free or discounted space to hold events.

➤ SAALT will reimburse Core Cities for:

1. Breakfast for volunteers at the kick-off event, if you are unable to secure donations
2. Venue for the kick-off event (\$50 max, if you are unable to secure a free location)
3. Materials (around \$100)
 - Printing/copying costs for recruitment items: flyers, advertisements, etc.
 - Registration items: papers, pens, etc

➤ SAALT CANNOT reimburse:

1. Transportation costs: metro cards, cab rides, bus rides, etc.
2. Items that do not have receipts—be sure to keep all receipts to send back to SAALT for reimbursement within three weeks of *Be the Change*.
3. If you receive a stipend because you are a core city, postage fees to send us materials back to our office are included in the amount you will be given.
4. You must ask SAALT about purchases other than what we suggested or else we will not reimburse you.



RESOURCES FOR SAALT LIAISON

The SAALT Liaison is responsible for:

- Attending conference calls between June-October as needed
- Answering e-mails and phone calls in a timely manner
- Relaying all necessary information to other members of the Planning Team

Post *-Be the Change*:

- **Follow up with any local media that covered the event**
 - Do they need more information to complete their story (photos, quotes, etc.)?
 - Would they like to interview anyone?
- **Send *Be the Change* report to SAALT with the following information:**
 - Number of volunteers that attended
 - List of volunteers with email addresses
 - List of service projects
 - Number of service hours completed
 - Photographs or link to hosting site
 - At least 5 quotes from participants and coordinators about their experience

Please e-mail this information to btc@saalt.org or fax: 301-270-1882. **Please turn this in by Saturday October 11th.**

- **Core City:** Keep track of *Be the Change* expenses. Send expense spreadsheet and receipts to the SAALT office.

SAALT
6930 Carroll Ave., Suite 506
Takoma Park, MD 20912

Fax: 301-270-1882



APPENDIX A

Resources for Community Outreach Coordinator

Service Site Sign-in Sheet Example (also used as Attendance Sheet)

Location:		Start Time:	
Site Leader:		End Time:	
Org. Contact:			
Est. # of Volunteers:			
Description:			
Volunteers			
	Name	Phone Number	Email
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			



Service Site Contact Sheet

Please hand out this sheet to your volunteers with site-specific information.

Thank you for volunteering for *Be the Change!*

Site Leader: Name
Phone Number

Site Location: Address of service site

Directions: To service event (by car or public transportation)



Be the Change is a national day of service coordinated by **South Asian Americans Leading Together (SAALT)**. SAALT is a national non-profit organization dedicated to fostering **full and equal participation by South Asians in American civic and political life** through a social justice framework that includes advocacy, coalition-building, community education, and leadership development.

Become a member of SAALT today! Visit www.saalt.org



APPENDIX B

Resources for Volunteer Coordinator

Site Leader Contact Sheet

Provide each site leader with the following information and a list of corresponding volunteers:

Planning Team:

Name Phone Number

Site Leaders:

Name Phone Number

Service Site Contact Person:

Name Phone Number

Description of Service Event:

Directions to service site: (by car and public transportation)



Community Discussion Questions

Site Leaders: Please conduct a community circle discussion with volunteers after completion of the service project. You can use the following questions as a prompt to get the volunteers thinking about the “**Stand Together, Serve Together**” theme and how it relates to their experience.

Please collect quotes from a few people about their experience and send them to btc@saalt.org to include in our press release.

Discussion questions:

- Why did you volunteer today?
- Has your opinion about the South Asian community locally and nation-wide grown because of this event?
- Do you think you will continue volunteering? If so, how?
- Do you see how activism could play a role in your life?
- Can you identify South Asian activists or politicians?
- Would you like there to be a stronger South Asian political community of which you are part of?
- What ways can you create consciousness of South Asian issues in your city/campus?



APPENDIX C

Resources for Logistics Coordinator

Sample *Be the Change* Kick-Off Event Agenda

You may start in the early morning (9am) or late morning (11am). Cities are required to include the elements below, but college campuses are only highly encouraged to see speakers, food, etc.

9:00am-9:30am

Volunteers arrive, sign up at registration desk, receive t-shirt, sign waiver form, sign up for service site, get refreshments, etc.

9:30am-9:45am

Welcome by a member of the Planning Team

- Include information about SAALT (contact btc@saalt.org for assistance)
- Introduce keynote speaker

9:45am-10:10am

Keynote speaker will introduce theme of “**Stand Together, Serve Together**” and offer remarks about

Be the Change

10:10am-10:20am

Member of Planning Team will explain the day’s logistics

- Where volunteers will meet their respective site leaders
- Contact information sheets

10:20am

Volunteers disperse with site leaders to service site(s).

Sample *Be The Change* Planning Team Tic-Toc

Your timeline and roles are subject to change based on comfort. All references are purely a guideline.

	Coordinator Contact Info		Coordinator Contact Info
	Coordinator Contact Info		Coordinator Contact Info
	Coordinator Contact Info		
			
		<i>Be The Change 2010</i>	
		Venue	
		Tic Toc	
Date	Time	Activity /Personnel/ (LOCATION) >Goal	Venue or Team
Date			
Room/ Location			
	7:30 AM	Meet at VENUE	Planning Team
Gather materials in a box: camera, pens, sign-in sheets, site leader folders, registration lists, waiver forms, t-shirts etc.			
	7:30 AM	Confirm Food Delivery/ Pick-Up	Logistics Coordinator
	7:45 AM	Set-up Volunteer Registration Table	Volunteer Coordinator
	7:45 AM	Set-up Media Registration Table	Outreach Coordinator
	8:00 AM	Food Arrives	VENUE
	8:00 AM	Set-up Food Table	Logistics Coordinator
	8:20 AM	Registration Opens	Volunteer & Outreach Coordinator
	8:30 AM	Site Leaders Arrive	VENUE
		8:35 AM Site Leader Orientation Begins	Volunteer Coordinator
		8:45 AM Site Leader Orientation Ends	Volunteer Coordinator
	8:45 AM	Breakfast Opens	SAALT Liaison
	9:00 AM	Volunteers Arrive	VENUE
	9:00 AM	Media Arrives	VENUE
	9:15 AM	Speakers Arrive	Logistics Coordinator
	9:30 AM	Kick-Off Begins	VENUE
		9:32 AM - Introduction of <i>Be The Change</i> and Keynote	SAALT Liaison
		9:40 AM - Keynote Speaker Begins	SPEAKER
		10:05 AM - Keynote Speaker Ends	SPEAKER
		10:05 AM - Explanation of BTC Logistics	SAALT Liaison
		10:05 - Site Leaders Disperse to Different Parts of the Room	Site Leaders
	10:10 AM	Kick-Off Ends	
	10:15 AM	Volunteers Proceed to Service Sites	
	10:20 AM	Clean and Close	Planning Team

Liability Release Form

I wish to participate in *Be the Change* on October 4th, 2014 by working with a designated project in _____ (CITY HERE) or a surrounding community.

I acknowledge that my participation in *Be the Change* Day is voluntary.

I understand that my work will consist of contributing to projects within the local community, and that as part of the day, I may need to be transported to a service activity in a privately-owned vehicle.

I understand and recognize that there exists the possibility and risk of bodily injury to me or damage to my property while traveling to and from the community site, and while participating in the community service project. I also understand that if at any time I feel that I am at risk, I have the right to refuse to participate and to inform the site leader of my concerns.

By registering for this event, I agree to the terms as outlined in the on-line registration. I also agree that if SAALT tapes and/or takes photographs, video, print, case studies, reports or evaluations of this event and/or my presentation, I give permission for the use of such for charitable and educational purposes.

Therefore, for and in consideration of South Asian Americans Leading Together (SAALT), and the team of local coordinators allowing me to participate in this voluntary national day of service, I hereby release, relieve, and hold harmless SAALT, its staff, board members, site leaders, drivers, and representatives from any liability or claim of liability, including liability for bodily injury or property damage arising out of or in connection with my participation in the *Be the Change* program, including travel to, from, and around the location where I will be working during the program, except such liability or claim of liability as may result from gross negligence on the part of SAALT or local community coordinators.

By signing below, I acknowledge that I have read this release of liability and am signing it voluntarily.

Name _____

Signature _____

Date _____



Media Consent Form

Consent to Photograph, Film, or Videotape for Nonprofit Use

I hereby give permission to South Asian Americans Leading Together (SAALT) to use portions or the entirety of content of SAALT interviews, events, and other SAALT activities. Content may include written and verbal content, as well, as images, such as quotes, photographs, movies or videos, for purposes related to SAALT's non-profit mission. I understand that any such material will become the property of SAALT and may be used by the organization, or others with SAALT's consent, for educational, instructional, or promotional purposes determined by the organization.

I also grant them the right to edit, use, and reuse said products for non-profit purposes including use in print, on the internet, and all other forms of media.

I hereby release SAALT and its agents and employees from all claims, demands, and liabilities whatsoever in connection with the above.

Signature _____

Name (printed) _____

Date _____

Other information:

Event attended _____

Participant City/State _____

Please return this form to Victoria Meaney at victoria@saalt.org or by fax to 301.270.1882. If mailing, please return this form to SAALT at 6930 Carroll Avenue, Suite 506, Takoma Park, MD 20912.



SAALT Fact Sheet



What is SAALT?

South Asian Americans Leading Together (SAALT) is a national, nonpartisan, non-profit organization that elevates the voices and perspectives of South Asian individuals and organizations to build a more just and inclusive society in the United States.

What do we do?

SAALT's strategies include conducting public policy analysis and advocacy; building partnerships with South Asian organizations and allies; mobilizing communities to take action; and developing leadership for social change.

Our program areas include: Community Outreach and Mobilization; Policy Change; Be the Change and Leadership Development; and Partnerships.

How can I get involved?

Step 1: Join our mailing list by signing up on our website: www.saalt.org or email us at info@saalt.org

Step 2: Become a member!

Step 3: Start or join a SAALT Campus Circle

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Day- of Checklist

Registration Area:

- Tables
- T-shirts
- General SAALT Fact Sheet
- Volunteer Sign-in Sheet (Name/Phone Number/Email Address)
- Service Site Sign-in sheets (Name/Phone Number/Email Address)
- Volunteer Waiver Forms
- Food/Drinks/Cups/Plates/Napkins
- _____ : 1 Greeter to direct people to registration table and food
- _____ : 1 Registration Volunteer to handle initial sign-in and waiver form
- _____ : 1 Service Event Volunteer to handle service event sign-in
- _____ : 1 Materials Volunteer to make sure each volunteer gets a t-shirt and has signed in, signed up for a service event, and turned in the waiver form
- _____ : 1 Food Volunteer to pick up food, bring to venue, set-up, and clean-up

Kick-Off:

- Script for welcome speech
- _____ : 1 Speaker Liaison to meet/coordinate speakers
- _____ : 1 Kick-Off Photographer

Site Leaders

- Site Leader Contact Forms
- Service Event Information Form
- _____ : 1 Site Leader Volunteer to meet with site leaders beforehand, hand out evaluations and contact forms and coordinate meeting points for volunteers after kick-off to disperse to service activities
- _____ : 1 Service Event Photographer per site (if possible)

Materials

- Contact info for ALL site leaders
- Contact info for ALL speakers
- Contact info for VENUE contact
- Contact info for keynote speaker
- Service Event Detailed Information (directions, contact person at site)
- Service Site Sign-In sheet
- Volunteer Sign-in Sheet
- Script for welcome speech
- General SAALT Fact Sheet
- Volunteer waiver form
- Media sign in sheet



APPENDIX D

Resources for SAALT Liaison

Resources for Media

If and when media contact you or you contact them about Be the Change, remember to state correct and appropriate information about SAALT, Be the Change, and your planning team.

SAALT

- Stands for “South Asian Americans Leading Together”
- We are a national, non-profit organization, based out of Washington, DC
- We work on policy and civil rights issues affecting South Asian Americans nationwide
- We work on a variety of issues ranging from post-9/11 backlash, racial profiling, immigration, housing, discrimination, hate crime and bias-based bullying, among others
- We are the coordinating body for the National Coalition of South Asian Organizations – a network of 42 community-based organizations – that help inform our policy work
- Our Executive Director is Suman Raghunathan
- Our website: <http://www.saalt.org/>

Be the Change

- Is an annual day of service, this year on October 4, 2014 that SAALT organizes across the country
- Each year, thousands of people choose to dedicate some time from their day to various community service activities such as sending used book for prisoners to read, cleaning parks, painting murals for cultural centers, working on Habitat for Humanity houses, assisting nonprofits, etc...
- Last year, more than 3100 people participated from 54 cities and campuses across the country.
- What makes it unique is that it is an entirely volunteer-run program, involving students, young professionals and other community members of varying ages and backgrounds
- It is a great opportunity to build community through service for South Asians and their allies. Read more at: <http://blog.saalt.org/?p=1578>
- This is the twelfth year of the program – it started as a student initiative at UMichigan.
- How does BTC look on the actual day? We encourage the following:
 - Kick-off event with speaker (South Asian leader/performer in community)
 - Participants volunteering at local nonprofit sites
 - Community discussion circles on issues + experiences
- <http://www.saalt.org/pages/Be-the-Change.html>



Resources for Sponsorships & Advertising

If you want to recruit sponsors for your local BTC events, here are important guidelines that you must follow.

- You may seek other organizations, businesses, or individuals to serve as a sponsor for your campus or city BTC events, however, only national partners will be listed on our websites, t-shirts, and national outreach materials, such as emails, postcards, and so forth
- If you are making your own website and t-shirts, SAALT and the BTC 2014 logo must be acknowledged. You may also have other local sponsors on your t-shirt and campus and city BTC websites.
- If you obtain other sponsors, they can be acknowledged in local outreach (flyers, emails, etc...), but these sponsors will not be included in national BTC outreach materials.
- In addition, for every local sponsor you obtain, you must notify SAALT of the relationship.

If you have any questions about sponsorship and advertising, please contact SAALT at btc@saalt.org



APPENDIX D

Tax Exempt Certificate and Donations Memo

Memo: To all BTC Core City Teams

Re: Use of tax exempt certificate and accepting donations

1) SAALT is a 501(C)(3) organization and qualifies for tax exempt status. BTC teams may use the tax exempt certificate for purposes of obtaining venue, food, and in-kind donations related to approved BTC events. To help ensure appropriate use of its certificate, SAALT requests the following before it releases the certificate for use:

- a) A designated person on the BTC coordinating team (such as the Budget or Logistics Coordinator) who will be responsible for ensuring appropriate usage of the tax exempt certificate and managing all coordination of reimbursement procedures. Please provide a name, email, and phone number for the designated contact person.
- b) An estimated budget for the kickoff event and all related expenses, such as venue, food and beverages. We understand that you may not have actual amounts for your expenditures, but we ask that you provide a reasonable estimate.
Please note that your total budget reimbursement is only **\$300**. Any requests for additional expenditures must be made prior to incurring the expenditure. **SAALT is not responsible for reimbursement of any allowable costs beyond \$300.**
- c) A brief description of the purpose for which you anticipate using the certificate (venue, food, in-kind donation).

Upon receipt of these items, SAALT will provide a PDF copy of the certificate to use according to the guidelines listed here and in the BTC Guide. For reimbursements, teams must submit receipts in accordance with the process outlined in the BTC Guide.

Please note: *SAALT is responsible for using its tax exempt status in accordance with the law.* Please follow the policy in this memo, as well as reporting procedures laid out here and in the BTC guide, so that we can keep appropriate records for our auditors. The tax exempt certificate must not be used for any purpose not outlined in this memo or the BTC guide.

SAALT may deny use of its certificate at any time if a request fails to provide complete information; the request is deemed inappropriate; or in cases of misuse. In the event of misuse or abuse, SAALT may take appropriate action such as revocation of event support, refusal of reimbursement, or legal action.

2) In-Kind Donations:

You can use the tax exempt letter to show donors who want to make in-kind donations and need proof that SAALT is a non-profit agency. Please note that any in-kind donations must be reported to SAALT, along with the following information:

- a) Name of donor
- b) Name of business (if applicable)
- c) Name of contact person



- d) Address
- e) Phone
- f) Email
- g) What was donated
- h) Dollar value of donation (provided by the donor)

SAALT will send a thank you letter for all in-kind and monetary contributions. Therefore, it is extremely important to have the above information.

3) Other donations:

If a community member wants to make a monetary contribution to BTC, they can either go online to www.saalt.org or send us a check. Please ask them to make the check out to SAALT and send it to:

SAALT
6930 Carroll Avenue
Suite 506
Takoma Park, MD 20912

If they want it to be designated to your team for a specific purpose, they can note that on the check or while making the donation online. We will honor their wishes as to the intended purpose of their donation. If they have any questions about their donation, they can contact SAALT at btc@saalt.org or 301-270-1855.

4) For reimbursements, please use the following procedure:

In order to receive reimbursement (up to \$300, allocated), you must:

- 1) Send SAALT your estimated budget using the budget template provided by August 22nd.
- 2) SAALT will confirm approval or request additional information within 2 days of receipt of your budget.
- 3) All receipts must be provided no later than **October 11th**. Receipts may be mailed to 6930 Carroll Ave # 506, Takoma Park, MD 20912-4480 OR scanned and emailed to btc@saalt.org.



Budget template

Revenue:	Amount	Notes
Reimbursement from SAALT	Up to \$300	
Other monetary donations (Please provide the requested information on each donation)		Name of donor Name of business (if applicable) Name of contact person Address Phone Email Person responsible for soliciting donation
In-kind donations (Please provide the requested information for each in-kind donation.)		Name of donor Name of business (if applicable) Name of contact person Address Phone Email What was donated Dollar value of donation (provided by the donor) Person responsible for soliciting donation
Total Revenue		
Expenses:		If any of the expenses were paid with donations or were in-kind donations, please indicate in this column and list them above in revenue as well.
Venue		
Food		
Other		Please provide details of items and purpose.
Total Expenses		
Net		