Muncie Power Volunteer Force
Community Involvement Initiative
Steve Smith – Wellness Champion
Katie Bowers
Laura Lauer
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Executive Summary

Wellness programs are now a familiar aspect of a workplace because employers understand the importance of employee health and wellbeing. Employers should create an environment that is supportive of improving their employees’ holistic wellbeing. Because there are many different ways to improve upon the dimensions of wellbeing, a wellness program must involve a variety of initiatives.

Muncie Power Products has partnered with the Fisher Institute graduate students to expand on their wellness initiatives. One area of wellbeing the employees expressed interest in was volunteering for a community organization or giving back to their respective communities.

Volunteering has many perceived benefits for people such as improved emotional, physical, and mental wellbeing, less stress, engaged and involved in taking care of their health, deeper connection to their community, and sense of purpose. These benefits carry over to the workplace with each individual. Better yet, employees who volunteer are more likely to have refined job skills, people and teamwork skills, and time management skills. Employees who volunteer together also have stronger, more collaborative relationships. Therefore, co-producing a wellness initiative around volunteering and giving back to the community was the main task of the Muncie Power Products wellness champion, Steve Smith, and Fisher Institute graduate students, Katie Bowers and Laura Lauer.

We created the following business plan to meet the volunteering needs of the Muncie Power Product employees. In our plan we focused on the following objective:

**Muncie Power Product employees will devote more time and resources to improving their community.**

The employees will be provided with several company-wide volunteer events, donation drives, and tools for finding volunteer opportunities specific to their interests. We hope that these tactics will facilitate a supportive environment that encourages volunteering or giving back to the community. Employees who give back to their community have a better chance at being healthier and more engaged in their work.
Introduction

Background
Volunteering and getting involved in the community is beneficial in more ways than one for individuals. Not only does it make a difference but also it improves stress levels, improves mental, physical, and physical wellbeing, provides a deeper connection to the community, and gets individuals more engaged in their wellbeing (United Health Care, 2010; United Health Group, 2013). Volunteering is something that all individuals can participate in and is a great way to improve an individuals’ wellbeing while improve their surrounding community.

Employers that utilize volunteering and community involvement also receive benefits. It builds value in their workplace and their employees become more productive workers. Employees who volunteer together develop stronger relationships with their colleagues as well as a number of work skills (United Health Group, 2013). These skills could include: time management skills, people skills, teamwork skills, and professional job skills. “Four out of five employed people who have volunteered through their workplace in the past 12 months say that they feel better about their employer because of the employer’s involvement in volunteer activities” (United Health Group, 2013). The support from the employers plays an important role when it comes to volunteering. Employers who show their support for volunteering within the company will like the changes that they see within their company. Healthier and more engaged employees are more productive employees.

Best Practices
Employers have used a variety of different ways to promote community involvement within their companies. Some employers have given employees a paid day off to volunteer or let them volunteer during their work day (United Health Group, 2013). If that is not possible, other employers have organized volunteer activities for their employees, or wellness champions were appointed to be responsible for the organization of volunteer activities (“Mercer’s Incredible Accomplishment,” 2013). Other practices include: posting opportunities in a newsletter, bulletin board or website, recognizing employees for their volunteering efforts through internal company communication channels, using tracking software so employees can log hours, or using online tools such as volunteermatch.org (“Mercer’s Incredible Accomplishment,” 2013; United Health Group, 2013). Ultimately, it comes down to the company’s culture and their employees. Therefore, the activities planned for Muncie Power Products will reflect what their company culture values and what their employees and wellness coordinator can accomplish.

The Situation
The wellness coordinator at Muncie Power Products conducted a survey to find the interests of employees in regards to their wellness programs. There was in interest in more community involvement activities. Therefore, the community involvement initiative, Muncie Power Volunteer Force, was
developed. Since the wellness program has only been established for about five years the community involvement objectives are simple and will be easy to implement. Also Muncie Power Product employees have taxing jobs so it was important to find opportunities that fit the needs of their busy and demanding schedules.

The activities planned for the Muncie Power Volunteer Force feed off of and mirror previously done volunteer activities at Muncie Power Products. The previous “Spring into Action” volunteer campaign was successful in getting employees involved in their communities. Therefore, a similar volunteer campaign will be offered in the fall at the same volunteer organization. In order to keep things simple and time effective, two additional donation campaigns will be offered in the winter and summer for employees. The summer donation campaign will involve donating school supplies to Tools for School. The winter donation campaign will involve donating toys to Toys for Tots. Contact information for the volunteer organizations will be listed at the end of the business plan for the wellness team. These events will also be presented to employees through a memo. An example of what the memo will look like is provided in the appendix.

Lastly, additional volunteer resources or opportunities will be provided in the Family Focus newsletter or through email. These additional resources and events will be for the employee to explore outside of the company volunteer events. It should be noted that only the “Spring into Action” and “Fall into Action” campaign qualify for the paid charitable day off. Employees only get one of those to use throughout the year. If they participate in the “Spring into Action” they will receive their paid charitable day off. They can still participate in the “Fall into Action” but they will not receive another paid charitable day off. If employees are not able to participate in the “Spring into Action” campaign, then they have the opportunity to receive their paid charitable day off after participating in the “Fall into Action” campaign.

A checklist will be presented biannually with a series of six different volunteer objectives. See appendix for example of checklist. If employees can check four out of the six volunteer objectives off, then they will receive a volunteer certificate for their service in the community. An example of this volunteer certificate is also listed in the appendix. After each company volunteer event employees (as a whole) should be recognized for their contributions to their community in the Family Focus newsletter in the “Wellness Champion of the Month” spot.
Mission & Vision

Muncie Power Products

**Mission:** Muncie Power Products is dedicated to providing quality products and services that will satisfy the needs and expectations of our customers. We are committed to the continual improvement of our products and processes to achieve our quality objectives, maximize value to our customers and realize a reasonable profit that will provide a stable future for our employees.

**Vision:** Muncie Power Products will continue to build on our long history of providing quality products into the Truck Equipment Industry. Customer Service has always been a trademark of Muncie and our ISO certification has provided us the tools to enhance the services we provide to the customer. The implementation of ISO procedures and practices into the operations at all our facilities will provide consistent processes that ensure the ongoing quality of our products.

Muncie Power Products Wellness Program

**Mission:**
The mission of Muncie Power Products' Wellness Program is to assist employees in enhancing or sustaining their overall health and well-being. Through the Wellness Program, will work to establish and maintain an environment that encourages and supports awareness and education for a healthy lifestyle while enhancing our employees' quality of life utilizing all dimensions of Wellness.

**Vision:**
The vision of Muncie Power Products Wellness Program is to help and assist employees to perform at their best and enable Muncie Power Products to be an industry leader in both quality and customer service. Muncie Power Products is committed to providing opportunities for healthy behaviors both inside the workplace and outside the workday and to become a resource for employees in achieving a healthy lifestyle.

Muncie Power Products Volunteer Force

**Mission:** The mission of the Muncie Power Volunteer Force is to enhance community wellbeing of employees. By providing opportunities for community involvement we will create an engaged workforce that improves the Muncie community.

**Vision:** Muncie Power Products will be a prominent leader in community involvement within the surrounding area. As a leader, The Muncie Power Volunteer Force will be a model for others by demonstrating the value of being involved in the community.
Audience Analysis

Overall Population
The overall population of Muncie Power consists of over 300 total employees. The average age is 46 years old with about 80% male and 20% female workers. Most employees work full time and there is a high employee retention rate. There are three main areas of employment. Most workers are on the factory floor some are employed as middle management, and others work at the corporate level.

Maggie Muncie
Maggie is an office manager at the downtown Muncie headquarters. She is 32 years old and works full time. She is 32 years old and married with three kids. She is very busy and would like the opportunity to volunteer without taking a lot of time out of her day or away for her family. She is interested in ways that she can support the community or donate without taking extra time.

Terry Tulsa
Terry is a male employee that just celebrated his 46th birthday! He is a factory worker that works full time on the floor in Tulsa. He is married and has two busy kids. Terry's kids are getting older and he would like to spend time with them before they move away. He would like to participate more in school community activities to support his kids. He is very involved with his family and would like opportunities that they can participate in together.

Percy Pershing
Percy has been a long-time employee of Muncie Power Products. He is a full time warehouse worker that dedicates his time in Pershing. He is single and does not have any children. He grew up in Pershing and is integrated into the community. He enjoys living there and cares about his neighbors. Percy wants to support the basic needs of the people in the surrounding community. He would like to be involved providing food and shelter for those that need it most.
The Strategy

Overall Objective
Muncie Power Product employees will devote more time and resources to bettering their community.

Goals & Tactics

Goals

1. The overall number of employees who volunteer for the company associated volunteer events will increase by 10% by the end of the year.
   a. Tactics
      i. Provide contact information for the each of the company volunteer events
      ii. Memos for the following:
         1. Spring into Action – Second Harvest - Spring
         2. Tools for School – Summer
         3. Fall into Action – Second Harvest - Fall
         4. Toys for Tots - Winter
      iii. Recognize the employees who volunteered as a whole, number of toys donated, number of school supplies donated, etc. after each company volunteer event in the Family Focus newsletter

2. The overall number of employees who volunteer on their own for local volunteer events will increase by 10% by the end of the year.
   a. Tactics
      i. Provide additional volunteer opportunities and volunteer resource tools in Family Focus newsletter and send out through email
      ii. Provide checklist biannually to encourage involvement
         1. Check 4 out of 6 volunteer opportunities to receive a certificate of appreciation from Muncie Power Volunteer Force
SWOT and Situation Analysis

**Situation:**
Muncie Power Products is a company made up of over 300 employees. The company headquarters are in Muncie, Indiana. Most employees work in the two locations within Muncie. The company also has several other locations with smaller employee groups including California, Ohio, Georgia, Oklahoma, Texas, Pennsylvania, and Virginia. There are a variety of different jobs within the company ranging from administration, warehousing, and factory jobs. The company is made up of approximately 80% male employees with an average age of 46 years old. The wellness program is fairly new and has only been established for about five years. The wellness professionals work part-time in this area, and a class of wellness students was requested to create wellness programs for the company. The students work with a wellness champion from each area to establish a program that will encourage wellbeing for employees. This SWOT analysis focuses on community involvement.

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
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<tbody>
<tr>
<td>• Upper management involvement</td>
<td>• New Program</td>
</tr>
<tr>
<td>• Team enthusiasm</td>
<td>• Unorganized</td>
</tr>
<tr>
<td>• Health Screenings</td>
<td>• Lack of direction</td>
</tr>
<tr>
<td>• Employee evaluations/assessments</td>
<td>• Variety of locations</td>
</tr>
<tr>
<td>• Wellness Champions</td>
<td>• Lack of middle manager involvement</td>
</tr>
<tr>
<td></td>
<td>• Wellness is focused on part-time</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>• New Program</td>
<td>• Funding</td>
</tr>
<tr>
<td>• Forming new goals &amp; direction</td>
<td>• Attitude</td>
</tr>
<tr>
<td>• Employee willingness for change</td>
<td>• Previous bad experiences</td>
</tr>
<tr>
<td>• Resources</td>
<td>• Time</td>
</tr>
<tr>
<td>• Can be applied to anyone</td>
<td>• Market</td>
</tr>
<tr>
<td>• Variety of locations</td>
<td></td>
</tr>
<tr>
<td>• Employee engagement</td>
<td></td>
</tr>
</tbody>
</table>
Strengths:

**Upper management involvement**
Upper management is involved and willing to take part in company wellness initiatives. The support from upper management in these programs will help encourage other employees to participate.

**Team enthusiasm**
The wellness champions and wellness staff are enthusiastic about creating and implementing wellness programs. The excitement will add energy to the programs and encourage others to join.

**Health screenings**
Muncie Power Products already does health screenings. This will create a good baseline to compare information and statistics. It will help identify the areas of improvement that the employees can benefit from most.

**Employee evaluations/assessments**
Using the current employee evaluations and assessments has given us insight into what they employees want. It has created a foundation to start our program and tailor it to our audience.

**Wellness Champions**
The wellness champions are willing to help in our initiatives, give suggestions, and gather the information needed from their area.

Weaknesses:

**New Program**
The wellness program at Muncie Power Products is new. It is not well established or integrated into the work culture yet. The participation results may be low at first until the program becomes more recognized and gains momentum.

**Organization**
With a new program, everything is new. The programs seem to be unorganized because they are still new. It has not been established what works and does not work with the employee population yet. The wellness leaders within the organization are not established either.

**Lack of direction**
The community involvement initiative does not have a clear direction. Employees did not request anything in particular and the company did not want to focus on a certain area. This has made it difficult to determine whether the program will work for this population.

**Variety of locations**
There are several different locations for the Muncie Power Product company. This makes it difficult since there are a variety of demographics at each location. The physical location, resources, and employees are different. It is difficult to tailor a program with a variety of locations and employees.

**Lack of middle manager involvement**
Upper management and employees are involved, but the middle management is also important to bridge the gap. To increase program success, middle management involvement will need to be increased.

**Wellness is focused on part-time**
Sarah Smith focuses on wellness part-time in her job description. She is being pulled in many different directions. That can make it difficult for her and other leaders to have the time and support to add to the success of the implemented programs.

**Opportunities:**

**New Program**
Starting with a new program creates a world of opportunities. The programs are fresh and new and they can create an impact on employees. There may be more enthusiasm about the programs since it is still in its early stages.

**Forming new goals & direction**
The current community involvement is new and it can take off in any direction. The employees can request what they want and new opportunities can be offered to them.

**Employee willingness for change**
After looking at the employee surveys sent out, it is clear that employees want to change. Many have already taken steps to improve their health. The employees are excited about improving wellness and they are ready to reach for their goals.

**Resources**
Muncie Power Products employees have a variety of skill sets. They have so much to offer to improve their surrounding communities.

**Can be applied to anyone**
Any employee can participate in the community involvement programs created. Whether it is offering time or donating tangible items, anyone can help. I think people in the surrounding community will be thankful for their help and support.

**Variety of locations**
With the company having a variety of locations, it also means they can reach several different communities.

**Employee engagement**
Many employees are already volunteering in the surrounding community. One of the past volunteer projects given last spring shows that employees are willing to donate their time and get their family members involved in the community as well. The employees are already engaged; the programs will encourage and make opportunities more accessible.

**Threats:**

**Funding**
There was not much information provided on the funding available for wellness projects. At any point, funding can be decreased or taken away.

**Attitude**
Attitude may determine whether employees are willing to participate in programs.

**Previous bad experiences**
If someone is intimidated or previously had a bad experience, it will be difficult to encourage their participation in a project.

**Time**
As stated before, Sarah Smith is a part-time wellness coordinator. Her time may not be adequate to run all of the community involvement programs. Sometimes employees may be willing to participate but simply do not have the time in their busy schedules.

**Market**
The market for the company itself may suffer. Without the company thriving, it will be difficult on the employees. This could also affect funding for wellness projects.
The Logic Model

Community Involvement Logic Model

Inputs
- Situation
  - Recently established wellness program
  - Needs, direction & input for wellness initiatives
- Priorities
  - Mission
  - Vision
  - Goals
  - Laws
  - Regulations
  - Work Culture
  - Competitors
  - Resources

Outputs
- Activities
- Participants

Who we invest:
- Sarah Smith
- Steve Smith
- Fisher Institute Students
- Jane Ellery
- Volunteer Organization (501c3)

What we do:
- Two company volunteer events at Second Harvest (fall and spring)
- Toys for Tots donation in (winter)
- Tools for School supplies donation (summer)
- Provide additional volunteer opportunities in newsletter

Who we reach:
- Employees
- Participants
- Volunteer Organization (501c3)
- Community members

Results:
- Learned about company volunteer event
- Increased understanding of importance of community involvement
- Increased awareness of surrounding community
- Motivated to learn about other volunteer opportunities
- Motivated to participate in other company volunteer events

Results:
- Volunteer participation increased for company events (employees & family)
- Employees searched for other volunteer opportunities
- Increased employee participation in outside volunteer opportunities

Results:
- Employees sought out volunteer opportunities on their own
- Improvement in the surrounding community

Evaluation: Collect Data, Analyze, Interpret, Report, Make Changes

Assumptions
- Employees want to volunteer more
- Work culture supports community involvement
- Increased volunteering increases wellbeing

External Factors
- Demographics
- Accessibility of volunteer events
- Prior commitments
Marketing Mix

Product:
- Muncie Power Volunteer Force Company Events
  - “Spring into Action” – volunteering – Spring
  - Tools for School – donating – Summer
  - “Fall into Action” – volunteering – Fall
  - Toys for Tots – donating – Winter
- Additional Tools and Opportunities
  - Volunteer Match
  - Teamwork for Quality Living

Price:
- Volunteering Events
  - 8 hours of employees' free time
  - Employer gives 1 paid charitable day off to participating employees
- Donating Events
  - Employees will have to buy school supplies and/or toys
  - The time that it takes employees to go out and buy these supplies or toys
  - The time that it takes employer/employees to collect these items and deliver them to organization
- Additional Tools and Opportunities
  - Employees will have to take free time to try out tools for themselves
  - Employees will have to take free time to volunteer on their own

Place:
- Volunteering Events
  - Second Harvest Food Bank
- Donating Events
  - Supplies will be collected at the office and delivered to organization at a later date
- Additional Tools and Opportunities
  - Wherever the employee decides to volunteer based on interest and communities

Promotion:
- All company volunteering events will be sent out through email, Family Focus Newsletter
- All additional tools and opportunities will be sent out through email and Family Focus newsletter
- Certificate of Appreciation and Muncie Power Volunteer Force Checklist
## Contact Information

<table>
<thead>
<tr>
<th>Organization</th>
<th>Contact Person</th>
<th>Contact Information</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Second Harvest Food Bank</td>
<td>Use Sarah Smith’s current contacts</td>
<td>Use Sarah Smith’s current contacts</td>
<td>Distribute non-prepared foods and other grocery products to clients in need, stock and organize food items in warehouse, provide prepared meals served in soup kitchens, and provide shelter and meals on short-term basis to clients in need.</td>
</tr>
<tr>
<td>Toys for Tots</td>
<td>Muncie Fire Dept.</td>
<td>Phone: (765) 747-4870</td>
<td>Donate gently used toys</td>
</tr>
<tr>
<td></td>
<td>Jeff Gibson</td>
<td>Address: 300 N. High St. Muncie, IN 47305 2nd Floor of City Hall</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Craig Nickols</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mark Dewitt</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Application for local campaign:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><a href="http://www.toysfortots.org/about_toys_for_tots/coordinators_corner/Default.aspx">http://www.toysfortots.org/about_toys_for_tots/coordinators_corner/Default.aspx</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Heart and Hands United - Tools for School</td>
<td>Kay Walker</td>
<td>Phone: (765) 288-3444</td>
<td>Donate school supplies and backpacks</td>
</tr>
<tr>
<td>Additional Muncie Resources</td>
<td>Contact Listing</td>
<td><a href="http://teamworkql.org/supporting-volunteers/">http://teamworkql.org/supporting-volunteers/</a></td>
<td>Provides information for opportunities in Delaware county and the Muncie area.</td>
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<tr>
<td></td>
<td>Volunteer search engine</td>
<td><a href="http://greatnonprofits.org/city/Muncie/IN">http://greatnonprofits.org/city/Muncie/IN</a></td>
<td></td>
</tr>
<tr>
<td>Additional Area Resources</td>
<td>Volunteer search engine</td>
<td><a href="http://www.volunteermatch.org/">http://www.volunteermatch.org/</a></td>
<td>Provides information to find volunteer resources by searching your current area.</td>
</tr>
</tbody>
</table>

The first three contacts pertain to company volunteer events. The last two pertain to additional volunteer tools, resources, and opportunities for employees to seek out on their own.
**Budget**

Community Involvement  
Annual Expenses

<table>
<thead>
<tr>
<th>Staff</th>
<th>Hourly</th>
<th>Hours per employee</th>
<th>Number of Employees</th>
<th>Total Contribution</th>
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<tbody>
<tr>
<td>Projected Community Contribution</td>
<td>$18.00</td>
<td>8</td>
<td>92</td>
<td>$13,248</td>
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<tr>
<td><strong>Marketing</strong></td>
<td><strong>Cost</strong></td>
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<tr>
<td>E-mail</td>
<td>$0.00</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Current Newsletter</td>
<td>$0.00</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>Grand Total Contribution</strong></td>
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<td></td>
<td></td>
<td><strong>$13,248.00</strong></td>
</tr>
</tbody>
</table>

*Grand total contribution was determined by the community value of hourly volunteer effort.  
*The programs created used preexisting resources and did not incur any additional costs.*
References


United Health Group. (2013). Doing Good is Good For You: 2013 Health and Volunteering Study (pp. 1–11).
Appendices

Muncie Power Volunteer Force Logo
MEMO

TO: All Muncie Employees

FROM: Sarah Smith

SUBJECT: [Company Volunteer Event]

[Company Volunteer Event] dates have been set for [1st date] and [2nd date] with the help of members on the Wellness Strategy Team. Muncie employees will again focus their efforts to assist the [501(c)3 Volunteer Organization]. Those interested in participating will join the other Muncie Power employees by providing eight hours of assistance to this service organization. In return, you will receive a paid charitable day off. The paid charitable day off may be taken between June and December [current year] and will be scheduled within the same guidelines as outlined in the Employee Handbook for scheduled vacation days.

Employee volunteer spots are available for [1st date] from [time] to [time] and [2nd date] from [time] to [time].

Spots are available for a spouse or child(ren) who are interested in joining you. Since it will be a long work day, we recommend children be 12 years of age or older. Lunch will be provided. All Muncie Power volunteers will receive specific details regarding work assignments the mornings of [1st date] and [2nd date].

If you are interested in participating in [Company Volunteer Event] or have any additional questions, please contact Sarah Smith (ext. 3321, sksmith@munciepower.com) by [cutoff date].

If you are unable to participate in [Company Volunteer Event] and would prefer to offer your time and assistance to another 501(c)3, we would encourage you to do so. Please refer to the Employee Handbook for guidelines about Muncie Power’s paid charitable day off. Feel free to direct any questions in that regard to the HR Department.

[Insert Mission Statement of 501(c)3 Volunteer Organization]
Certificate of Appreciation

is hereby awarded to

Participant Name

for completing the volunteer opportunities provided by the
Muncie Power Products Volunteer Force

Coordinator Name
Program Coordinator

Month Year
Date
Muncie Power Volunteer Force Check List

Thank you for helping make our community better! Complete four out of the six tasks by (date) to receive a Muncie Power Volunteer Force certificate as a sign of our appreciation.

- Participated in a seasonal volunteer opportunity
- Donated items to a local charity
- Volunteered on own time
- Tried a new volunteer activity
- Visited volunteermatch.com or viewed volunteer contact list
- Make a suggestion for new volunteer opportunities