




The Main Street Approach Organization

Kathy La Plante
 Senior Program Officer
 National Main Street Center

Main Street History

The mission of the pilot program was to prove that:

A commitment to preservation, coupled with dedicated *organization*, enticing *promotional events*, good *design*, and an incremental approach to *economic restructuring*, could halt and turn around Main Street decline.



National Main Street Center



National Trust for Historic Preservation developed pilot program in 1977
Hot Springs, SD; Madison, IN; Galesburg, IL

National Trust Main Street Center established in 1980, Washington, D.C.
Started with 6 states & 30 communities
Network of < 45 statewide, citywide/urban, countywide, and multi-county coordinating programs with more than 2,000 local programs over 30 years

Provides consultant field services
Information, research, education
Provides networking opportunities
www.mainstreet.org

National Main Street Center,
Subsidiary of the National Trust,
July 2013



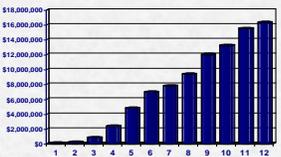
A Vibrant Downtown is...



- A major employer & economic stimulator in a community
- A strong base for independent, locally-owned businesses
- A source of increased value of property in the community
- A tourist attraction
- The heart & center of community activity – arts, culture, events, government, churches, financial institutions, etc.
- A symbol & representation of a community's quality of life, history, identity, pride, and sense of place

Reinvestment on Main Street

\$59.6 billion	Reinvestment in physical improvements
115,381	Net new businesses created
502,728	Net new jobs created
246,158	Buildings rehabilitated
\$32.61	Dollars invested in physical improvements for every dollar invested in program administration
2,200+	Number of Main Street program designated through 2013



- (1) reflects investment in communities: recently begun commercial district revitalization programs
- have been actively involved in Main Street for more than a decade.
- of a wide variety of sizes and in all parts of the country.
- For these reasons, communities should be cautious about using this figure as a benchmark for local performance.

How Do We Do It? Main Street Four-Point Approach®

- **Organization** - getting the community working toward consensus
- **Design** - getting the commercial district in top physical shape
- **Promotion** - marketing the district's unique characteristics and assets
- **Economic Restructuring** - diversifying the district's economic base





Fundamental Main Street Four-Point Approach®



Market Driven

- All Four Points take on development responsibilities.
 - Organization Committee develops partners and resources
 - Design Committee develops spaces and places
 - Economic Restructuring (Business) Committee develops entrepreneurs and businesses
 - Promotion Committee develops customers

Organization

- Typical Areas of Responsibility (Today's Topics):
 - **Promoting the Program**
 - Selling Your MS Program
 - **Fund Raising**
 - For Downtown and your organization
 - **Volunteer Development**
 - Recruitment and management strategies
 - **Work Plans**
 - Managing the Scope of Work



Selling Your Main Street Organization

Why should I support your organization?

At your table discuss:

1. What are the top 3 reasons?
2. What is your elevator speech?



How to you Promote?



Benefits of Main Street

Main Street Benefits the Entire Community

- For Property Owners
- For Local Residents & Consumers
- For Retail Business Owners
- For Service Business Owners
- For Financial Institutions
- For Utilities
- For Municipal Government
- For County Government
- For Preservationists



Available in the Solution Center

Municipal Government

The biggest benefactor of a Main Street Program

- Increased tax base
- More tourism
- Increased property values
- Increased number of jobs
- Better goals and vision
- Healthy economy
- Better services available
- Positive perception of Downtown and community
- Better relations between local government and private sector
- Better relations between local government and private sector
- Increased volunteer base for city
- Takes political heat, develops consensus for political requests
- Industrial recruitment
- Impetus for public improvements
- Grant solicitation
- Information resource for city/town leaders

Who Should Be Engaged?

1. Property Owners
2. Local Residents & Consumers
3. Retail Business Owners
4. Service Business Owners
5. Financial Institutions
6. Utilities & Local Corporations
7. Municipal Government
8. County Government
9. Preservationists
10. Others

Those who benefit from a revitalized downtown, should be proactively engaged in the revitalization efforts.

- ❖ The Leaders
- ❖ The Workers
- ❖ The Investors
- ❖ The Partners
- ❖ The Beneficiaries!





How Do We "Build" a Sense of Ownership?

Our approach to "doing" revitalization

"WITH" versus "FOR"



Communications and Community / Public Relations

- **The Organization Team** promotes the **MS revitalization program**, it's mission, vision, current efforts, and achievements

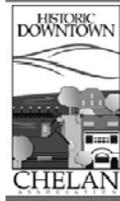
- **The Promotion Team** promotes **Downtown**, events, businesses, and unique characteristics




Organizational Logos








Group Meetings – Keep People Informed

- **Stakeholder meetings**
 - **General** – district or community
 - Visioning, forums, etc.
 - **Specific** – merchants, businesses, property owners, employees
- **With community groups**
 - Civic / social / faith-based
 - Neighborhood associations
- **With key partners**
 - City, County
 - Large Corporations





Other P.R. opportunities & Outlets

- **Social Media**
 - Within your district**
 - Kiosks
 - Vacant storefronts
 - Shopping bag inserts
 - bank deposit slips
- **Other organizations' media**
 - Employee publications
 - Bulletin boards
 - Inserts in utility bills
- **Media relations**
 - TV, radio, newspapers, etc.
- **Don't forget – use events too**



Facebook/Social Media Engagement

The image shows a Facebook page for 'Altavista On Track'. It features a cover photo of a street scene, a profile picture, and a post with a 'LOVE' graphic. Below the post are several tweets from 'NMISC' discussing magazine names and social media engagement.

From forming partnerships to building leaders...

Whether you are recruiting a corporation to sponsor your activities or hosting a downtown festival engaging volunteers is critical for success.

15 Minute Break

The image shows a woman walking through a street lined with toilets, likely a public restroom facility. A small logo for 'Virginia Main Street' is visible in the bottom left corner.

Essential Resources:

1. Funding
2. People

How much do you need - for what?

BUDGET			
Organization	Design	Econ/Restructuring	Promotion
<ul style="list-style-type: none"> • Operations • Communication Initiatives, tools 	<ul style="list-style-type: none"> • Physical rehabilitation and Improvements • Education and assistance • Strategic planning 	<ul style="list-style-type: none"> • Education and assistance to existing businesses and property owners • Entrepreneurship development 	<ul style="list-style-type: none"> • Events • Image & branding campaigns

- Use work plans to define your budget and funding needs
- Develop a funding plan – broad base public and private sector support

Sources of Funding for Revitalization

- **Public sector**
 - General funds, service agreements
 - Sponsorship of events, projects
 - Grants
- **Private sector**
 - Specific district's stakeholders:
 - Special tax assessments
 - Membership / partnership programs
 - Corporations
 - Partnership/sponsorship / marketing
 - General – community, visitors
 - Fundraising grants
 - Foundation drives / events
 - Products, earned income

30% (Public sector)
30% (Private sector)
30% (General private)
10% (Products, earned income)

Funding Downtown Revitalization

- **Partnerships / Investment / Membership Programs**
 - Within Downtown
 - Community-wide
- **Key Partnerships**
 - Community Foundations
 - Local, State, Fed Grants
- **Other Tools**
 - Hospitality Tax Share
 - Special Tax Assessments
 - Fund-raising Campaigns, events
 - Special Events sponsorship, fees



The Fundraising Plan

Components of the Plan

- Municipal contribution
- Annual Pledge Drive
- Friends of Main Street/Residents
- Grants
- Merchandise Sales
- Sponsorships
- Special Event and Special Project income
 - BID, DDA, TIF, EID (other assessment districts)

Every board member must make a contribution. Professionally and personally.

How can you ask others for money if you haven't given yourself?




Use your communication tools to share your fundraising message – goals, progress, achievements

Maintreet.georgetown.org

Funding Message

Is it clear to everyone that their financial help is needed?



Fundraising Letters

Main Street Weekly & Samples in the Solution Center

November 1, 2010

Dear Henry,

When a well-written letter is sent in a timely manner (2-3 weeks), it is the best way to get your message across and to get your message across. Letters are the most powerful fundraising tool you have. They are also the most powerful tool you have for getting your message across. Letters are the most powerful fundraising tool you have. They are also the most powerful tool you have for getting your message across.

Thank you,

Sally Jones
Sally Jones
Main Street (Capital) Event President

15,450 Volunteer Hours Donated

95,000 Donations Event Attendees

\$3,531 Economic Impact \$12,831 Support Capital

15 New Businesses Opened Last Year Alone

Partners, Investors, Friends and Supporters

- More inclusive than "memberships" – seen as a *community organization* rather than a business organization
- 501(c)(3) tax exempt rather than 501(c)(6)
- Greater opportunities to solicit more money



Are you a "100 Friends of Howell"? Get involved by attending to the Howell Main Street COA so we make Downtown Howell a great place to live, work, shop, dine & play! Call our office at 317-947-4242 or email info@howellmainstreet.org for more information.

Create a Giving Event on Holidays Give today to the Heart of Biddeford

Happy Thanksgiving from Heart of Biddeford

Dear Kathy, We here at HoB are hoping that you and your family have a lovely Thanksgiving!

We're also hoping that you are thankful for how much progress we have made downtown over the past 4 years! We are starting our annual fund raising drive and are hoping that you will support the Heart of Biddeford through the next year so that we can help bring:

- MORE new businesses to Main Street
- do MORE events downtown
- do MORE projects to beautify the downtown area
- do MORE to put Biddeford on the map

-and, do MORE to make Biddeford an even better place to live, work, and shop!

Please help us get off to a good start by donating online. [CLICK HERE!](#)

*A donation of ANY size is greatly appreciated!

Fundraising Drives Evolve

Make an Annual Fund Donation by June 30, 2014

All Main Street programs, like the Heart of Biddeford, are funded by a combination of sources which includes a municipal contribution, grants, sponsorships, and donations from the business and residential community

Contribute Now



Our goal is to raise \$3,500 before June 30, 2014 in order to meet our operating needs for the year. Your gift of \$25, \$50, or \$100 will ensure that we have staff, computers, and supplies needed to run our office, it will help cover the cost of the bands for Music in the Park, provide pizza for the 35 volunteers who help with Day of Caring, and contribute toward the Biddeford + Sacca Arts and Culture brochure we put in the Visitor Center on the Turnpike (and more). Click the "Contribute Now" button above to contribute online, or

On-line Pledging (Memberships)



MEMBERSHIP LEVELS

- Association Membership \$100/yr
- Resident and Family \$150/yr
- Restaurant Patron \$100/yr
- Downtown Program \$100/yr
- Corporate Member \$500/yr
- Associate Member \$100/yr

MEMBER BENEFITS

- Access to all downtown events
- Access to all downtown programs
- Access to all downtown services
- Access to all downtown facilities
- Access to all downtown resources
- Access to all downtown information
- Access to all downtown opportunities
- Access to all downtown challenges
- Access to all downtown solutions
- Access to all downtown problems
- Access to all downtown questions
- Access to all downtown answers
- Access to all downtown support
- Access to all downtown help
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- Access to all downtown guidance
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Expand Your Reach: Ask People to Increase Giving



THANK YOU!

Contribute an extra \$3 to offset on-line payment costs

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Solicit Businesses doing business in the District

- Ask businesses in the district to make a list of businesses they use and community organizations (trash haulers, uniform and carpet supplies, restaurant and beverage suppliers, contractors, planners, etc.)
- Have those businesses hand letters to those vendors, or mail with invoice payment....or go higher up.
- Explain the benefits for them to support your downtown organization
- Follow up with a reminder



Sample Letter in Solution Center

Fundraising Events: Food Related Events with Fundraising Objectives





Eat in the Street

September 21st, 2014 5 p.m.

Walnut Street, Downtown Milford, DE

Tickets are \$75 per person

Tickets available starting August 9th at the Riverwalk, Esplanade Market

Wine & Winter
A Food & Wine Pairing Festival

RIVERTOWN WINE-AROUND
SATURDAY JUNE 1
6PM-7PM
DOWNTOWN CONWAY
Wine-around throughout for an afternoon!
www.rockville.com
823.248.6260

Pub Crawl
SAT. JUNE 6TH 8PM-1AM
Downtown Wauson
Free Bands at all locations!
All Bars with in 4 blocks!
Free to participate!
Win Prizes!

10 FEMALE BARTENDERS
in a Craft Cocktail Competition
THURSDAY JUNE 17TH
6-10pm to 10:00pm
TICKETS \$10
\$20
\$30

Fund Raising Auctions

Positively Pawaukee's 2nd Annual Fund Raising Event
BLACK BEARDS BASH
6 TREASURE AUCTION
Saturday, November 4th, 2000
6:30 pm - 6:55 pm
Cash Bar, Cocktail & Mini Auction
7:00 pm - 8:00 pm
Dinner catered by Long John Silver's
8:00 pm - 10:00 pm
8:45 pm - Midnight
Live Music

BLACK BEARDS BASH
6 TREASURE AUCTION
Item #34
One Pair of Varilux Plastic Eyeglass Lenses
Donated by Optical Consultants, Inc.
Value \$195.00 Minimum bid \$65.00

Unique Fundraisings Opportunities

Adding unique fundraising components to signature events

- Auction or raffle the opportunity to throw the switch on the Big Bright Light Show

Game Shows

"So You Think You Know Rockland?"
So You Think You Know Bath?"

Gather for food and drink, then the first round of three teams will compete to answer 20 questions on the city such as people, events, buildings, ships, sports and other historical and current topics.

\$30 admission plus silent auction
Raises between \$5,000-\$6,000

Fun Fundraisers

MURDER MYSTERY NIGHT
October 18, 2012
Hosted by Downtown Washington Inc.
Rock Quarry

Love Your Downtown
Annual Fundraising Event for City of Downtown Initiative
Thursday, September 25th
The Warehouse Art Gallery
18 Campbell Street
6:00 pm

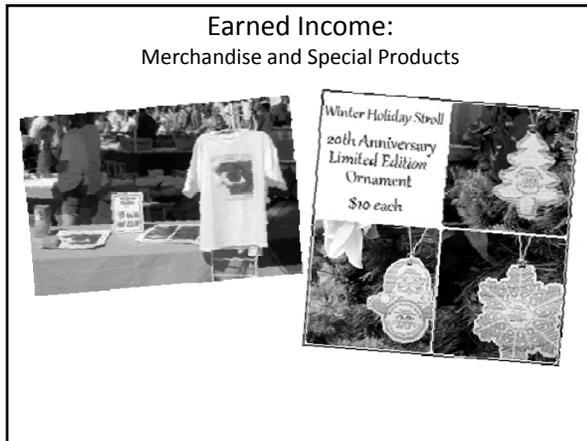
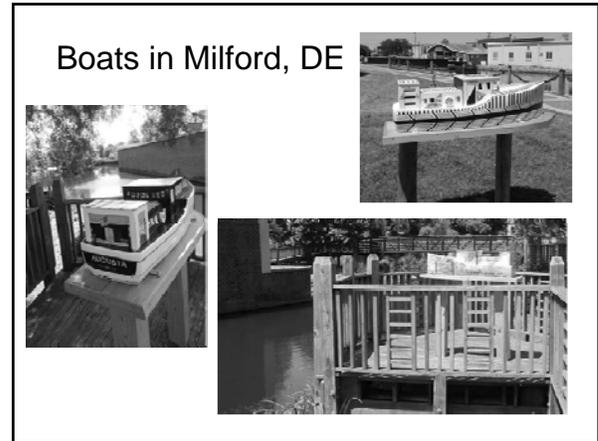
Biddeford's Raffle

Hope you've enjoyed some apple picking and the great fall weather. News and events below!

WIN \$5000 IN THE HEART OF BIDDEFORD RAFFLE

Remember your chance to win in Heart of Biddeford's raffle, with a \$5000 Grand Prize, Two \$1000 Prizes and Two \$500 Prizes!

Prizes will be announced on Dec. 15. Buy your own \$100 ticket, or get together with family or colleagues and purchase a raffle ticket (available at the Heart of Biddeford between 10 a.m. - 2 p.m. Monday-Friday, or from any Heart of Biddeford board member). The proceeds are what make it possible for us to run our programs, so we hope you'll support us in this way!



Board Commitment to Raising Funds

It's not all about making cold calls, nor staff doing it all

- Identifying contacts (businesses and individuals)
- Going on calls with others
- Developing materials
- Developing ideas and working at fundraising events
- Giving
- Nurturing funders (invite to annual meeting, ask for opinions)

7 Ways that YOU can Support Downtown Waterville AND Build Community

#1 Share feedback and ideas

#2 Attend a Business Event

#3 Attend a community meeting

#4 Attend a community meeting

#5 Shop at the Farmers' Market

#6 Volunteer

#7 Donate

Three Essential Ingredients for Successful Fundraising Events:

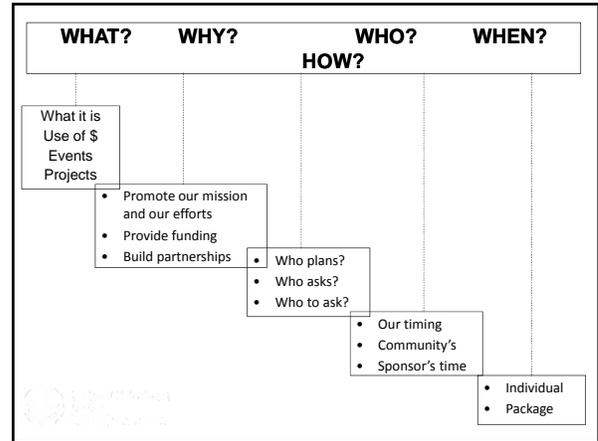
- 1. Clear purpose**
 - a. Fit with the mission of the organization
 - b. Promote the organization's ongoing efforts and foster involvement
 - c. Raise funds for more than the production of the event (program, projects)

Three Essential Ingredients for Successful Fundraising Events:

- 2. Organizational Capacity** – because special events are some of the most common and perhaps most consistent funding sources for small nonprofits, they require (and sometimes drain or redirect away from other important efforts)
 - a. **Time:** for planning, execution, and assessment
 - Consider your calendar, the community's, other organizations
 - b. **People:** Staff / volunteers – to coordinate tasks for each event
 - Current programs – overall work load for staff and/or volunteers
 - Avoid adding more responsibilities to your current volunteers, events should be used to recruit new volunteers (first for the event, then for other projects or committees, then for board)
 - c. **Partners** – in place or needing to build
 - Media (promotion), municipality (services), businesses, organizations, etc.

Three Essential Ingredients for Successful Fundraising Events:

- 3. Financial Capacity** – you either have to first recruit the money in order to make the event happen or have money to produce it and expect to raise additional funds.
 - Capacity to produce the event – pay for “preparatory” activities (deposits for entertainment, production of promotional materials, etc. As well as paying for the time from your staff to dedicate to the event planning and execution.
 - Capacity to produce in addition to the event – in addition to covering the costs for event production, the event must have fundraising potential for outlined projects or for operations.

Trends to Watch in 2014

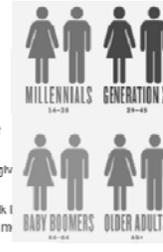
- With continued growth of nonprofit sector, Individual Donors – more important!
- Boomers and Millennials Represent Future Fundraising Opportunities that must be cultivated now!
- Organizations investing in Business Intelligence will out-compete others for funding from public and private sectors!
- Continued demand for accountability will drive nonprofits to discover more meaningful ways to demonstrate impact and evaluate effectiveness!
- Corporate Social Responsibility (CSR) is Becoming Main Stream!



WealthWorks
Sharing industry insight, better & buzz

<https://www.wealthengine.com/blog/2014-five-trends-nonprofits-watch-2014-and-beyond>

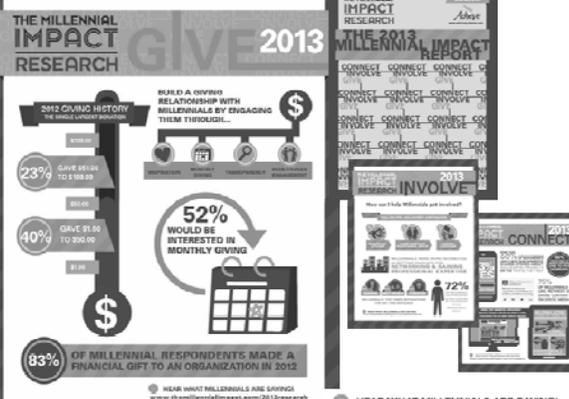
All generations are not created equal. Are you optimizing your outreach and fundraising to connect with each group?



- Boomers contribute 43% of all giving. Are you neglecting this lucrative generation in your efforts to woo hot, topic millennials?
- All generations value a mix of online and offline communications and giv channels.
- When it comes to volunteering, Gen Y talks the talk while Millennials walk I walk. How do you get your younger supporters out from behind social m actually take action?
- Crowdfunding and peer-to-peer fundraising are gaining traction, largely with Gen X and Y.

<https://www.blackboard.com/nonprofit-resources/generational-giving>

THE MILLENNIAL IMPACT RESEARCH GIVE 2013



HEAR WHAT MILLENNIALS ARE SAYING:
www.themillennialimpact.com/2013research

Keeping up with Technology...

- The Mobile Web will rule by 2014
 - As of Sep 2013 - 92% of American adults own a cellphone, 61% own a smartphone, 34% own a tablet
 - Priority: websites need to be “responsively” designed
- Mobile email is on the rise
 - ~47% of email is now opened on a mobile device
 - Priority: Mobile optimize your donate page and ensure your e-newsletter is compatible with mobile email
- Social networks have gone mobile
 - As of Feb 2013 – 65% of social networking occurs on mobile device
 - Priority: update your equipment!
- Texting is a tool still not mastered
 - Priority – start collecting mobile phone #s and launch a texting and/or text-to-give campaign
- Mobile giving is the future
 - Priority – become familiar with “mobile wallets” – see google wallet “donate” buttons on youtube...

5 Reasons Why Your Nonprofit Must Prioritize the Mobile Web in 2014

<http://www.nptechforgood.com>

Five Mobile Fundraising Apps for Do-Gooders and Nonprofits

1. I Can Go Without
icangowithout.com

2. Help4Help
help4help.com

3. Give a Little
givealittle.com

4. Charity Miles
charitymiles.com

5. Give a Little Change a Lot
givealittlechangealot.com

HERE'S HOW IT WORKS

Make pledges
Save money for good causes by making small pledges to your nearby business for example, bring your lunch to work, or take the bus to work.

www.nptechforgood.com

1. Google One Today
google.com/onetoday

2. Give a Little Change a Lot
givealittlechangealot.com

3. Charity Miles
charitymiles.com

4. Check in for Good
checkinforgood.com

5. I Can Go Without
icangowithout.com

6. Give a Little
givealittle.com

7. Give a Little Change a Lot
givealittlechangealot.com

8. Charity Miles
charitymiles.com

9. Give a Little
givealittle.com

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givealittlechangealot.com

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givealittle.com

20. Give a Little Change a Lot
givealittlechangealot.com

gofundme

NEW UPDATE
Hi Kathy!

A new update message has been posted to

Red Boiling Springs Heritage Museum

RED BOILING SP... # EMERGENCIES

\$3,500 of 25K

Backed by 21 people in 2 months

Donate Now

SHARE ON FACEBOOK

gofundme

Funding Responsibilities

- Main Street Board of Directors**
 - Fiscal responsibility for program's financial management
 - Establishes PRIORITIES driven by vision and mission and ensures alignment between work plan and budget
 - Leads &/or supports fund development (personal commitment, access to wealth)
- Organization Committee**
 - Develops and implements specific initiatives, events, and materials that foster funding for the Program.
 - Partnership / Membership Campaigns
 - Fundraising Events
- Other Committees**
 - Develops and implements initiatives that foster funding for specific committee's efforts
 - Supporting fundraising activities of the organization
- Main Street Staff**
 - Provides essential leadership support to board and committees with regards to developing and managing

**While you're at lunch.....
Overnight Exercise**

Visit Downtown Winchester

1. Identify Business Clusters (bridal, home furnishings, etc.)

2. Come prepared tomorrow with an idea for a new business promotion for OTW, based on the above.

2 Hour Lunch Break – back at 2PM

How many times have you heard

"We Need More Volunteers"

.....and then no one did anything about it?

Volunteer Pkwy

Volunteer Recruitment and Management



Who is Your Best Volunteer?
WHY?

Where do we find volunteers? Recruitment Techniques

Warm body
Simple dissemination of information about the program, WITH A CALL TO VOLUNTEER
You might make the call at civic organizations, school, city council meetings, press releases, etc.

Concentric Circle
People in-the-know, members, friends and family

Targeted
Consciously planning a campaign to attract a specific volunteer
Committee Members



A Small, First Task for New Volunteers



Assessing Your Current Volunteer Structure:

Who do you have – How did you recruit them – and How are you utilizing what they offer?

VOLUNTEER	REPRESENTATION	RECRUITMENT	INDIVIDUAL BACKGROUND			CURRENT INVOLVEMENT/SUPPORT				
	STAKE/DOWNTOWN	Year Who/How	Gender	Age	Ethnic	Skills/Interests	Board	Committee	Project/Task	Funding
Who do you have? • Board • Committees • Projects • Tasks	REPRESENTATION / STAKE – • DOWNTOWN – Property &/or Business Owner, District Resident, Employee, Church, • COMMUNITY – lives or works outside the district/downtown • GOVERNMENT – City or County	Rec./Ret. •How & long term leaders •Method of Recruitment	What do they bring/offer? Between individual skills & vested interest follow US Census categorization or as considered appropriate			How is MS utilizing what they offer?				

The Language We Use

Involve, not use volunteers
Us, not me



What is your Volunteer philosophy?



Volunteering at MSP
Thank you for your interest in wanting to contribute. However, at this time, there are no volunteer opportunities at the Main Street Project.

[Link of page](#)

When do people "OWN" revitalization?

- When **THEY** recognize the importance of having a **ROLE** in the process.
- When **WE** recognize that everyone has a role in the process.



downtown ELGIN
DINE • SHOP • LIVE • WORK

This is My Downtown
Downtown is the heart of our community. Meet more about the people who make this heart beat stronger every day. This is our downtown. We invite you to take a part.

Angie Crandall
Eggs Assessor

Robert Maguire
Mayor of Elgin

Mark Jarama
High Assistant

Heaven Richard
Professional Receptionist

Heidi Pitts
Eggs Receptionist

Mark Hopper
Downtown Business Director

If you would like to provide us with a glowing testimonial about downtown Elgin for our My Downtown page, we'd love to hear from you. E-mail us at info@downtownelgin.com.

NOTE: If you choose to use your testimonial on our website, we will ask you to come to the DDM office at 2 Douglas Street at your convenience or, if that is not an option, we will ask you to bring us your testimonial on paper.

Volunteers Add Greatly to Your Efforts

- Raw muscle
- Local "buy-in"
- Political clout
- Staying power
- Different perspectives




Why? People Support What They Create



- First as volunteers
- Advocates
- Contributors of ideas
- Contributors of resources
- Supporters for life

The more volunteers you recruit, the more successful you will be.



Project Specific Volunteers



- Short term assignments
- Can see that joining the cause will make a difference
- Community pride – associate that will all your projects



Volunteer Development Exercise



At Your Table:

- What is the greatest volunteer need you have?
- Where should you look for this volunteer or volunteers?




Orientation & training For New Board Members, Committee Members and Volunteers

The difference between orientation and training

- orientation is an introduction
- training is skill development




Engage the Youth



Schools (from Pre-K to HS)
Colleges & Universities
Clubs
Creating your own "Junior MS"



Harrisonburg, VA



Albany, NY

Engaging the Retired



Internships as Volunteers



While you're waiting for that perfect job

Get ready!

Lombard Town Centre is looking for multiple volunteers to work in our second-story downtown office as well as at our events. We offer multiple positions: **volunteering opportunity service focus**, which refers to us on our job site and at a meeting, and help to assist your resume while you're progressing towards that degree or better job.

Volunteers are needed Wednesday 10 a.m. - 2 p.m. and at weekend or evening events.

Openings to all ages (18+) and all levels. Interested here and then please email us. Those interested should send a resume or quick letter to volunteer@lombardtnc.com. We'll be happy to talk to you about your resume and the position for which you're applying.

[See Our History](#) [Meet Our Culture](#)

LIVE * WORK * PLAY Purple

Seeking Volunteers Who will have FUN!

VOLUNTEER

Downtown Harrisonburg is getting up for our first Fall Backstreet Beer & Music Festival. But we definitely can't do it without some helping hands.



We are currently seeking volunteers to help pour beer or wait at the gate with tickets and checking ID. If you have experience in these tasks or have an interest in learning more about craft beer we would love to have you as volunteers. In return for your time and effort each volunteer will receive entry into the festival, a volunteer t-shirt, a souvenir mug and five tickets for tasting beer during your work working hours.

In lieu of tasting tickets, 2nd shift volunteers will receive a special tasting gift at the completion of their shift. Additionally you will get to enjoy a day great bands and get to talk with other craft beer lovers! All volunteers must be at least 21 years of age and proof of your age will be required the day of the festival.

This year we have two volunteer shifts. First shift volunteers will assist in festival set up and second shift volunteers will assist in festival shut down. All positions will be filled on a first come, first served basis so don't wait to volunteer! We will try our best to give you your choice of shift, but cannot guarantee your preferred shift.

Identify Opportunities to Expand Reach

Adding new blood from the community!

- Consider a "My Downtown" Volunteer Incentive Initiative
 - Employees – participation in committees
 - City, banks, large corporations
 - Students - for projects, events
 - College / University: internships
 - High School "community graduate" service
 - Middle-Schools, elementary
 - Churches and other nonprofits
 - Unemployment office
 - Restitution workers – cleanup beautification projects



Seeking Volunteers

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Get Involved!

The Georgetown Main Street Program is always looking for more active volunteers. If you would like to get involved in downtown, here are some opportunities:

- Serving on the **Main Street Advisory Board** (minimum 2 year commitment). Expectations of a Board member:
 - Work four (4) to ten (10) hours per month on action plan projects
 - attend all training sessions
 - Read selected board training/orientation materials
 - Learn the Main Street Four-Point Approach
 - Recruit/orient new board members
 - Prepare in advance for monthly board meetings
 - Cooperatively draft an annual action plan
 - Take responsibility for action plan goals and projects, and
 - Always represent the program positively to the public
- Serving on one of the **four main committees - Organization, Promotion, Design or Economic Restructuring** (minimum 1 year commitment). Expectations of a Committee Member:
 - Work three (3) to five (5) hours per month on committee projects
 - Attend all training sessions
 - Read selected orientation materials
 - Learn the Main Street Four-Point Approach
 - Recruit/orient new members
 - Prepare in advance for committee meetings
 - Cooperatively draft an annual action plan
 - Take responsibility for committee projects, and
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- **Helping with annual fundraisers**
- **Helping with special events downtown**



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Your email signature – easy and free

Hill Neighborhood Elm Street Manager
Sunbury's Revitalization, Inc
225 Market Street
Sunbury, PA 17801
(570) 286-7768

www.facebook.com/SunburyHill

*The Neighborhood Is Calling You
Connect. Get Involved. Volunteer.*





Volunteer of the Year

DOWNTOWN
Rock Springs

Here? Do I need a Volunteer?

VOLUNTEERS

Interested in volunteering? We have all sorts of opportunities from one-time events to year-round careers. Simply fill out our on-line application or call us at 307.352.1434.

If you've already signed up but need to check your schedule, [click on links](#)

2014 Volunteer of the Year:

Nominations are now open for the 2014 Volunteer of the Year. To be eligible, the nominee must have been or is an active member or volunteer of the Main Street/Link for outstanding contributions and service to the Downtown/Link area and to the community. The nominee form packet must be prepared to the Downtown Main Street/Link office by April 1, 2014. A category is required along the accompanying nomination form. Nominations to the Organization Committee will result in a Volunteer of the Year. The recipient will be presented a Certificate of Appreciation and a small plaque at the Volunteer Appreciation/celebration event taking place in the downtown town square on the 1st of June. A large plaque will be presented to the nominee with the names of all volunteers who receive this award from year to year.



Social Media to Recruit Volunteers Rewards Offered

Downtown Wausau's River District
10 hours ago · 49

If you enjoy the occasional Concert on the Square, Balloon Rally, Brews & Beer, or any of the other great events put on by Wausau Events, Inc., consider going back to the organization with your love! Blues Fest is this weekend and volunteers are needed on Saturday! Activities and times vary. Please call 715-842-0748 for more info. (Oh, and after you volunteer, you get to see Bands for FREE that day!)




Meet Main Street's Newest Volunteers!



Staine Mattster, owner of editorial direction, a freelance business Dev was impressed by the food, drinks and met enthusiastic volunteers. **Brushes**. Main Street attracted her since she wanted to become more a community.

Moving to New London last year, **Sherry Bassi**, an assistant professor found a positive way to become involved in the community. Volunteer fit the bill perfectly.

Michelle Denton is moving her business, Citizen's Task Force Agency, downtown New London and wanted to get to know the community about Main Street. The rest is history.

Shelley Wardwell grew up in the area and fondly remembers the street. She has recently relocated here from Colorado and is excited a

July 15 Meet a Difference in Downtown. Sign up to be an Ambassador! (PDF)



Chairperson Elm St. Volunteering
Organization Executive Business

Committee Members:
James Pitt
Lynn Williams
Liz Starnick
Liz Starnick
Liz Starnick

Viva Volunteers

Requiring and rewarding volunteers are essential to the success of a Main Street program. Here's a look at how these four Main Street communities build and retain volunteer support.

Waverly Thanks You

The Waverly Area Development Group's annual meeting and dinner is much more than a winning social event. Volunteers who donate 30 hours to the organization in the previous year receive a special congratulatory letter and an invitation to the annual meeting where they are formally introduced, given a Waverly lapel pin, and photographed for the local newspaper.

Volunteers who donate more than 30 hours for consecutive years are noted in the program with an asterisk for each year they have reached that number of hours. The program provides an impressive documentation of the commitment of Waverly's citizens to the improvement of their community.

A World of Thanks from Main Street Kookak

Believing it is important to thank every volunteer with a personal contact, Main Street Kookak's organization committee created "A World of Thanks" program. Appropriate thank-you notes were designed and attached to Main Street Kookak packet calendars. Board and committee members agreed to deliver the notes and calendars to 225 volunteers. Within a few days, all of the "World of Thanks" calendars were delivered and received with surprise and appreciation. The volunteers were truly pleased that Main Street remembered their contributions. With such projects as "A World of Thanks" it is understandable that Kookak (pop. 11,000) has received more than 34,000 volunteer hours.

Welcome to Story City

Story City Main Street invites new residents to an evening party where they are introduced to downtown merchants, civic organizations, city council members, and the Main Street organization.

Turner and discover what makes Story City such a great community" includes goody bags and refreshments for both adults and children, kids activities, and raffle prizes for the attendees who play the "Getting to Know Your Neighbors" game. The event also offers an opportunity for Story City Main Street to share its mission, build excitement, and recruit new volunteers.

Small Rewards

TOP TEN REASONS I BECAME A COMMUNITY MAIN STREET VOLUNTEER

1. Free coffee and donuts.
2. The words: "Fresh Air"!
3. Being a part of this success.
4. Great people to work with.
5. Free time overrated anyway.
6. Free time overrated anyway.
7. Don't have to pay parking fines...I wish!
8. Got this cool T-shirt!
9. To learn latest downtown gossip!
10. Free beer at annual meeting!
1. Because it's MY downtown!

Passport to Tomahawk Given to Volunteers

Used the passport to:

1. Reward volunteers
2. Recruit new ones
3. Include businesses outside the BID and explained to volunteers the relationship between both BID businesses and needing support of those outside of the BID too
4. Had all volunteer opportunities spelled out in big sized pieces
5. Also had a one sheet summary

Changing Our "Mindset":

From **Volunteers**....

.....To **Leaders**

Volunteer Development: Forms of recognition

- Private Praise
 - Face to face
 - Thank you letters/cards
- Public Praise
 - Annual awards program: certificates, plaques, etc.
 - "Volunteer of the Month"
 - Newspaper/mass media
- Ask advice/include in important meetings
- Invites/scholarships to special events
- Letters of recommendation
- Buttons/t-shirts/id pins/etc
- Thoughtful gifts

Themes for Volunteer Recognition Events and Annual Celebrations

You're the Key to Our Success

You're Looking At the Reason For Our Success

We Measure Our Success By You!

Your Vision is our Guiding Light

Dollar Value of a Volunteer Hour

National = \$22.14 Virginia = \$24.49

Value of a Volunteer Hour, by State: 2013			
Alabama \$20.58	Illinois \$24.08	Montana \$19.64	Rhode Island \$23.53
Alaska \$20.58	Indiana \$21.56	Nebraska \$20.13	South Carolina \$20.15
Arizona \$22.62	Iowa \$20.93	Nevada \$19.05	South Dakota \$19.04
Arkansas \$18.93	Kansas \$20.88	New Hampshire \$22.86	Tennessee \$20.13
California \$26.34	Kentucky \$19.68	New Jersey \$25.33	Texas \$23.40
Colorado \$28.18	Louisiana \$22.13	New Mexico \$19.77	Utah \$23.88
Connecticut \$28.43	Maine \$20.10	New York \$26.45	Vermont \$21.88
Delaware \$20.29	Maryland \$25.43	North Carolina \$21.04	Virginia \$24.49
D.C. \$38.88	Massachusetts \$37.00	North Dakota \$23.92	Washington \$26.72
Florida \$21.24	Michigan \$22.13	Ohio \$21.40	West Virginia \$19.70
Georgia \$22.25	Minnesota \$24.31	Oklahoma \$20.88	Wisconsin \$21.78
Hawaii \$27.16	Mississippi \$19.36	Oregon \$21.36	Wyoming \$23.16
Idaho \$19.32	Missouri \$21.17	Pennsylvania \$21.91	

VOLUNTEERING IN AMERICA

Tax Benefits for Volunteering

Key Issues

- Volunteers can deduct certain expenses if not reimbursed by the non-profit organization.
- Although volunteers receive economic, social and personal benefits from volunteering, most obtain personal benefits as the greatest reason to volunteer.
- Tax benefits to volunteers may vary by state.

Best Practices

Highlight benefits of volunteering, even beyond the sense of caring and helping. Volunteers can:

- Learn something new
- Improve their health
- Make new friends
- Improve job skills
- Build confidence and self-esteem
- Get academic credit
- Receive tax deductions

Source: http://www.giveline.com/volunteering/05/09/13/the-personal-health_and_economic_benefits_of_volunteering_your_time_to_a_cause.htm

Know the rules governing deductions and what expenses volunteers may deduct on their taxes. To qualify, your unreimbursed out-of-pocket expenditures must relate directly to the charity. Additionally, you must itemize your deductions on your tax return. Be sure to keep accurate records, including receipts, canceled checks, and other proof of expenses and charitable gifts, as these will be essential to support your deductions.

Examples of deductions include:

- Incidental expenses such as postage stamps or computer paper
- Uniforms if they aren't suitable for normal wear
- Hours spent volunteering
- Transportation by car, including mileage and parking fees; but not maintenance or insurance
- Overnight travel

Read this Article!

Terrific article in March/April 2011 Main Street Now issue on "Growing Your Volunteer Program," by Todd Noon, Executive Director of Main Street Vineland, New Jersey



On-line at www.mainstreet.org

Who Serves on the Organization Team?

Communicators <ul style="list-style-type: none"> Salespeople Media Representatives People w/Communication Skills; writers Teachers 	Money Managers <ul style="list-style-type: none"> Accountants Bankers Financial Investors Business/Property Owners Individuals with fund-raising or grant-writing experience
Organizers <ul style="list-style-type: none"> Managers Librarians Perfectionists Attorneys 	Givers of Time and Money <ul style="list-style-type: none"> Reps from other civic organizations Residents/Newcomers Seniors Students

Please share your experiences and success!



15 Minute Break.....then Work Plans

- Before we can recruit volunteers, we must know what we need them for and what difference they will make to our efforts at revitalizing downtown.
- Don't get stuck in saying, "we have no volunteers".



What process do you have now in place to determine the work that your organization is going to undertake?



Define Your Vision

Vision Statements should be based on **community consensus!**

Boards bring together the community's input through a Vision Statement that describes what the downtown will ideally be like in the future

Statements should resonate, be comprehensive, and...inspire people to action!



Vision Statement

Where You're Going...

- Preferred future of the district
- Inspiring!
- Consensus, developed by a broad cross-section of the community
- Comprehensive
- Uses, significant improvements
- Specific, sensory language
- Reality check for annual activities
- Many ideas generated for projects over many years



Sample Vision Statement



Our vision for a preferred Downtown Elgin is a destination where the community works, lives, and enjoys, quality entertainment, outstanding restaurants and delightful shopping experiences all in the unique atmosphere of Downtown Elgin in the Fox Valley.



Establishing Long and Short-Term Strategies

- Board Responsibility
- Identify the top 2-3 overarching priorities for the organization
- Retreat or planning meeting (with the board committees, and key stakeholders)
- Provide as a guide to committees
- Annually establish the overarching goals for downtown an the organization
- Facilitate (sometimes)



Why We Do Work Plans

- Project management tool – 12-18 month "to-do" list
 - Improves success rate of projects
 - Reduces confusion and conflict
- Volunteer management tool
 - Motivates volunteers to achieve a goal
 - Spreads out the workload
 - Doesn't waste volunteer's time – manages their time
- Evaluation Tool
 - Provides benchmarks for success
- Fundraising Tool
 - Attracts donations for specific projects
- Record-keeping tool
- Required for National Accreditation



Work Plans to Volunteer Development

Get More Specific →
Market Activities →

Volunteer Opportunities:

- Work on a Committee
- Plan a Festival
- Charitable Work in City
- "Theming" Project
- Library Outreach Committee
- Plant & Water Flowers
- Sell Merchandise
- Membership
- Downtown Clean Up
- Window Displays
- Special Events Set Up

Sign up Today!

Name _____
Daytime Phone Number _____

I cannot volunteer at this time, but I would like to make a pledge to help my fellow citizens early on in the program of Enfield Village Association. I have enclosed a tax-deductible contribution in the amount of \$_____.

Please send this form to: Enfield Village Association, 601 West 17th Street, 2nd Floor, Enfield, VT 05042. (802) 253-3333. Fax: (802) 253-3334. Email: enfield@enfieldvt.org

What Happens Next?

1. Committee will work on finalizing work plans details
2. Plans will be presented to the board of director
3. Resources (financial and volunteer) will be matched to work plan and final projects adopted
4. The Work Plan is publicized (presented to the city and downtown stakeholders)
5. Committees will begin/continue implementing
6. Staff guides and monitors implementation
7. Ideas not used this year, will be considered for future years

Using Your Work Plan

1. To guide development of meeting agendas -- approve minutes, record decisions and tasks
2. Discuss projects of most urgency -- not all projects -- make and record decisions and assigned tasks
3. Make your work plan a living document -- write on it, note progress, edit and update.
4. Monitor the progress in reaching your vision
5. Board, Staff and Committees evaluate

Saco Maine put their work plans on mouse pads

Main Street Memberships

Latest Trends & Topics

- Main Street Weekly (e-newsletter every Friday)
- Main Street Now (journal online only)
- Webinars

Access to Peers & Best Practices

- Main Street Listserv
- Online "Solution Center"
 - ... hundreds of samples, case studies, guidelines and resources.
- Discounts to the National Main Street Conference
- Online "Solution Center"

National Main Street Center for historic presentations and all the go...

Benefits of NMSC Membership Share Your Membership

Sharing Member Benefits

Benefits include membership benefits shared by all those in the member organization, including staff and volunteers of the member organization. Program managers can now easily offer staff, board members and others across the solution center and other areas in the website sharing your own sign information. Learn how to create your benefits and our member resource guide.

Main Street Solution Center

Questions?

Hope to See You
In Atlanta at the National
Main Street Conference
March 30, April 2, 2015!!

Kathy La Plante
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Director of Coordinating Program Services
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