



Community Outreach

Wednesday, June 13

8:45 – 9:30

Winona State University

Don't we
have enough
to juggle
already?



by Richard von Statten

College stores
reap many rewards—
tangible and intangible—
from their support of
organizations
on and off
campus.



One way to accomplish Community Outreach
is by participating in National Student Day.

Maria Zimmerman from OnCampus Research
is here to talk to us about how we can be
involved.

How to get started!

A faded, grayscale background image of a steam locomotive pulling a train through a wooded area. The locomotive is the central focus, moving towards the viewer. The scene is misty or hazy, with trees and foliage visible in the background. The entire image is framed by a thin red border.

1. Pick a cause
2. Collaborate with other departments
3. Develop a work plan
4. Hit the bricks!

Pick a Cause

Do Your Homework

Before involving your college store with any charitable cause, it's prudent to investigate the candidate organization to make sure any funds or goods contributed will be used for their intended purposes. Go to Charity Navigator (www.charitynavigator.org), an independent, nonprofit organization that specializes in evaluating the financial health, accountability, and transparency of America's largest charities. For smaller and local charities, you can check with your local Better Business Bureau or the national BBB (www.bbb.org).



second harvest
HEARTLAND



mystery
history
adult
fiction
children's
memoir

St. Peter
BOOK FESTIVAL

APRIL 28, 2012 • 1-5 PM
ST. PETER COMMUNITY CENTER



**ONE DAY
WITHOUT SHOES**

ON APRIL 5,

The Bookstore

to walk
is going without shoes
so kids don't have to.



children's literacy program

THEM
student lounge

A faded, grayscale background image of a steam locomotive on tracks. The locomotive is the central focus, with its smokestack and front boiler visible. The number '261' is visible on the front. The tracks lead into the distance, and there are trees and foliage in the background. The entire image is framed by a thin red border.

Collaborate with other departments

What other departments at your college
would benefit from interaction with this
cause?

Mutually beneficial partnerships are good for
all parties involved!

Develop a work plan.

	Scheduled	Who is invited	Who Attended
Brainstorming Meeting			
Tasks			
Timeline -			
Who is responsible for each task			


WHO ATTENDED IS WHERE YOU FOCUS YOUR ENERGY.
You serve as a coordinator and those that attend are your “Staff” for the event.

Hit the bricks!

- Talk about the event
- Create an Event on Facebook
 - Pass out coupons
- Have it posted on campus media
 - Create posters
 - Host pre-event events
- Hand out information about the organization you are partnering with

Reap the Rewards

- We put over 500 pairs of new and gently used shoes in the hands of those in need
 - We created partnerships with 3 local non-profit groups
- Created a relationship between our local teen outreach group and our Trio department and they are now hosting college tours for those kids who may not have otherwise thought about higher education
 - Improved store staff morale
 - Created a “giving” identity for our store
 - Great press for our college
- Student Senate has started coming to us to see if there is anything they can help us do
 - Student life involved us in choosing our new school logo
 - Creating a competition with near-by colleges



“From a ROI perspective, we see a larger connection to the overall community on campus and I believe it’s a great opportunity for students to see our stores as not just retailers, but focused on the greater good.”

Kim Thore

Marketing Manager, Wake Forest University



What great ideas do you have?



Thank You!