It’s a Family Affair
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Kathy Saulitis  Sr. VP Programs, generationOn
Karen Kawanami  Director, Worldwide Community Engagement/Corporate Citizenship
The Walt Disney Company
Daisy Kline  Vice President of Marketing and Brand Management, Scholastic Media
Laura Rog  Director of Training, generationOn
Think, Pair, Share

How do you engage families? What is one thing you would like to do differently?

THINK: Reflect quietly for a minute and jot down a quick note to the question.

PAIR: When we tell you to, find a person to pair with to discuss your answer.

SHARE: Return to full group at your table and discuss your thoughts.
The Modern Family

- Diverse makeup of families from single parent to non-traditional households
- Geographically dispersed
- Busy schedules, two working parents
- Generation X with a strong tradition of volunteerism
What Do Families Care About?

3 Main Passion Point Drivers

• Preparing Kids for Success
• Financial Pressure and Stress
• Finding More Time to Have Fun and Experience Joy Together as a Family

*Family Passion Points Study
An in-depth look at the issues, hopes, and fears that families are focused on right here, right now.
# Family Volunteering

Prepares kids for success, is free and a fun way for families to spend time together!

1. Schools and education (agreed to be a top priority by 45% of families)
2. Independence and making good choices (39%)
3. Time with family (36%)
4. Financial pressure (34%)
5. Preparing child for success (28%)
6. Creativity and self-expression (25%)
7. Laughing and having fun (24%)
8. Religious beliefs (22%)
9. Making decisions together (17%)
10. Healthy lifestyles (15%)
11. Respecting others (14%)
12. Values and morals (11%)
13. Simplify/live simply (10%)
14. Safety and protection (9%)

*Family Passion Points Study
14 key priorities and rankings.*
Benefits of Family Volunteering for Families
Benefits of Family Volunteering for Families

- Helps families learn about social issues and provides a new perspective on the world
- Provides positive role models and passes on family values to children
- Provides new learning experiences and development of new skills for both children and adults
- Provides quality time for the family to spend together
- Increases interpersonal communication and the problem-solving abilities of family members
- Connects families to the community*
Key findings from The American Family Assets Study. Minneapolis, MN: Search Institute. (2012)
Family Assets Study

The average American family with a 10 to 15 year old scores 47 out of 100.

American families have strong relationships, but struggle to overcome challenges and connect with the community.
Benefits of Family Volunteering for Businesses
Benefits of Family Volunteering for Businesses

• Increases employee morale and builds a positive attitude in the workplace
• Improves the workplace by breaking down barriers among employees and reinforcing teamwork
• Creates a sense of community among employees
• Provides opportunities for enhanced quality time for families
• Provides opportunity for employees to use skills in the areas of leadership, problem-solving, and public speaking
• Has a positive impact on a company’s image in the community and demonstrates the commitment of a company and its employees to the communities in which it is doing business
Disney’s Support of Family Volunteerism
Family Volunteer Day

• **27 grants awarded** to affiliates, non-profits, youth advisory council members and generationOn Clubs to participate in the day.

• National press release appeared in **280 media outlets** with an outreach of more than **60 million visitors**.

• Family Volunteer Day Action Kits developed to support the Day, **Project Managers’ Resource Guide** and **Share On** for youth and families, were made available to over **240,000 visitors** to the generationOn and Disney’s Friends for Change websites.

• Through grants programs, **4,200 volunteers** contributed **$366,072 in human resource support** to communities in need **impacting 45,471 people**.
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Friends for Change Action Kit

MOBILIZE YOUR FAMILY ACTION KIT

BECAUSE CHANGE STARTS WITH YOU!

WHY VOLUNTEER AS A FAMILY?
- To become a “Family for Change” in your community
- To practice kindness & giving back together
- To celebrate your family’s skills as you work on things you care about
- To make awesome memories while making a difference
- To get in the spirit of giving and have fun

WHY VOlunteer As A FAMILY?

Because

FIND A CAUSE YOUR FAMILY CAN GET INTO
Do you love to help animals, feed the hungry, help the environment, or lend a hand to veterans? Find out what your family cares about!

FIGURE OUT WHAT YOUR FAMILY LIKES TO DO
What do you like and what are you good at? Sports, arts & crafts, cooking, gardening, computers—any of these interests (or more) can help people in your community with the right project.

PICK ACTIVITIES FOR ALL AGES
What are your family members’ ages? Even little kids can give! Choose a project that involves EVERYONE.

PLAN FOR YOUR FAMILY’S SCHEDULE
Do you have a crazy calendar? Before you volunteer, ask yourself:
- How packed is your family’s schedule?
- How long can your family focus on a project? Even an hour of volunteering helps, so pick a project that fits your calendar!

DECIDE WHAT YOU WANT TO GET OUT OF IT
As a family, what do you want to get from volunteering? Have fun together, meet new friends, and help people, communities, and the planet!

FOR FAMILY VOLUNTEER DAY PROJECT IDEAS, CHECK OUT:
http://www.generationon.org/parents/family-volunteer-day

BEFORE & AFTER CHECKLIST:

✓ DO YOUR RESEARCH- Make sure to check out the organization you’ll be supporting. Is it kid friendly? What are their hours? Do you need to bring anything?

✓ CHECK IN - As a family, talk about why this project is important. Let everyone share their ideas.

✓ VISUALIZE VOLUNTEERING- Ask yourselves, “What will this be like? What are we excited about? What are we nervous about?” Make sure everyone understands their duties, and gets pumped to be a volunteer extraordinaire!

✓ REVIEW - After the project is done, take time to look back on your efforts. Whether it’s in the car on the way home, or during dinner, celebrate your family for all they do by saying, “THANK YOU!”

TAKE ACTION AND MAKE A DIFFERENCE, VISIT:
DISNEY.COM/PROJECTGREEN
Disney VoluntEARS

• Family-friendly projects
• Identify appropriate age groups/minimums
• Local projects
  – Clean ups
  – Food banks
  – Tree planting
• Make it fun!
Family Volunteer Day – Local Events

• Annual event, created six years ago in partnership with the Disneyland Resort, has grown into one of the largest Family Volunteer Day events in the country, inspiring employees from companies across Orange County to volunteer with their families.

• Last year, assembled 26,341 food boxes.

• 1,200+ volunteers participated this year, setting a record for the largest number of food boxes assembled at the Orange County Food Bank in one day.
Engaging our Guests & the Community

• Disneyland – Annual Family Volunteer Day
• Give a Day, Get a Disney Day
• Disney Cruise Line – Paintfest & Aquaducky Derby
• D23 Expo – daily projects
Using Your Brand to Promote Family Volunteering
### Youth Development Continuum

**Ages 2-4**
- **Self and Others**
- **Modeling behaviors**
- **Beginning to understand giving / sharing**

*Preschool/PreK*

**Ages 5-10**
- **Sharing and Caring**
- **Development of empathy**
- **Group interaction**

*Elementary School*

**Ages 11-14**
- **Helping Others, Gauging Need**
- **Development of independent thought and action**

*Middle School*

**Ages 15-18**
- **Independent, Hands On, Self-Starters**
- **Independent action**
- **Analysis of need**
- **Entrepreneurship**

*High School*
Age Appropriate Activities – Grades K-5

**Ages 2-4**

Self / Others

Modeling behaviors

Beginning to understand giving / sharing

*Preschool/ PreK*

**Ages 5-10**

Sharing / Caring

Development of empathy

Group interaction

*Elementary School*

Activities:
- Sorting
- Decorating
- Making Greeting Cards
- Collect Donations
- Mentoring
- Plays/Skits
- Visiting Others
Age Appropriate Activities – Grades 6-8

Ages 11-14

Helping Others / Gauging Need

Development of independent thought and action

Middle School

- Tutoring/Mentoring
- Off-Site Volunteering
- Youth Councils
- Planning/Executing Campaigns
- Planting/Maintaining a Garden
- Sorting/Packing
Age Appropriate Activities – Grades 9-12

Ages 15-18

Independent / Hands On / Self-Start

Independent action
Analysis of need
Entrepreneurship

High School
Ways and Days to Get Involved in Family Volunteering!

- 9/11
- Make a Difference Day
- Family Volunteer Day
- MLK Day of Service
- National Volunteer Week
- Affiliate Networks
Family Volunteer Day

A day of service that demonstrates and celebrates the power of families who volunteer together, supporting their neighborhoods, communities and the world.

Points of Light created the day 22 years ago to showcase the benefits of family volunteering—and provide opportunities for families to help communities create supportive environments for their children and each other.
Family Volunteer Day Resources

• Family Volunteer Day Project Managers’ Resource Guide:
  – New service-learning component
  – Updated project offerings and tips
  – New social media section including sample messages and blog posts.

• Created Share On – Family Volunteer Day and Holiday Service Projects for kids, teens and families to equip them to participate in the Day and to inspire them to volunteer during the holidays.
www.generationOn.org

Join our site and access materials at no cost!

- Facebook
- Twitter
generationOn Clubs

Service project ideas – adult-guided and student-driven
A generationOn School...

- **EDUCATES** students through the use of standards-aligned service-learning and philanthropy lessons and resources
- **EQUIPS** students with 21st Century Skills through real-world problem-solving and service opportunities
- **EMPOWERS** students, teachers, parents and community members to *make their mark on the world!*

Project ideas to connect with academics and building 21st Century Skills
Ideas to Engage Parents
Tips for Families to Be Successful Volunteers

- Span multiple age groups
- Create meaningful service activities
- Reflection
- Celebrate Successes
Final Reflection:

Take a moment to reflect upon the session you’ve just participated in:

1. What ideas from today will you incorporate into your organization on Monday?
2. What strategy will you have in place by the end of the summer?
3. What do you want to have accomplished in a year?
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