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Using the “Share Yourself” Media and Marketing Packet

This media and marketing packet was designed to help you promote the “Share Yourself” program in your community. You can use all or part of it, depending on your needs. You may also adapt portions of it to suit your needs. Included in the packet is:

- **Fact Sheet and Useful Resources** (page 3) provides background information on the program and the agencies involved with the program. It also gives suggestions for Web sites which you can visit for more information on the program and its purpose.
- **Frequently Asked Questions** (page 4) can be used to prepare for questions about the program. This section also provides useful background to reporters who might want to interview you about the program. If a reporter is interested in an interview or you want to encourage a reporter to interview you, you can send them this section.
- **Logo Sheet** (page 7) is provided for printing materials (programs, flyers, etc.) to be used with the program. They can be photocopied or scanned and enlarged; however, we ask that no other changes be made to the logos. These logos are also available on the program’s Web site ([www.ag.ncat.edu/shareyourself](http://www.ag.ncat.edu/shareyourself)).
- **Public Service Announcements (PSA)** (page 8) can be submitted to local radio stations. Both 30- and 60-second announcements are provided, and we recommend that you submit both to give the radio station options to fit their time allotments.
- **Boilerplate** (page 8) is a statement that should be included in any piece sent to the media and on any information about Share Yourself.
- **Press Releases** (pages 9-13) are probably the most common form of communication with the media. A variety of releases are provided to meet your needs, but don’t expect the media to use all of them, and don’t be surprised if they use only a portion of the submitted release. Newspapers and other print publications have limited space, and will edit the submitted release to fit the space available. Also, do not submit all of the releases to a media outlet at one time.
- **Spreading the Word About Share Yourself** (page 14) section offers ideas you can use to increase community awareness about the program.
- **Media and Marketing Contact Tracking Sheet** (page 16) is designed to help you keep track of your contact with the media. Knowing what you have sent media outlets helps you identify how effective different media are in reaching your target audience.
- **Share Yourself Marketing Tools** (page 17) is a list of the resources available for marketing the program.
- **Letter to Solicit Support from Business & Organizations** (page 18) is intended to be used by volunteers to contact prospective partners for the program.
- **My Share Yourself Media and Marketing Plan for Success** (page 20) will help you plan a publicity campaign for the program.
Fact Sheet and Useful Resources

Share Yourself
- developed to help communities reach out “Work First” participants as they move from welfare to work.
- a curriculum called “Coaching to Win” is used to train volunteers.
- a partnership involving North Carolina Cooperative Extension and the North Carolina Department of Health and Human Services

North Carolina Cooperative Extension
- outreach organization coordinated by the state’s two land-grant institutions, North Carolina State University and North Carolina Agricultural and Technical State University.
- employs campus- and county-based specialists, agents and technicians to extend university resources to the general population.
- has offices and staff in all 100 counties and the Cherokee Reservation

North Carolina Department of Health and Human Services (DHHS)
- large state department containing 25 divisions and offices, including the Division of Public Health and the Division of Social Services.

Work First
- began in July 1995
- is North Carolina’s plan to help families stay off welfare or move off welfare and into jobs.
- Through Work First, the number of families on welfare in North Carolina has dropped from 113,485 in June 1995, to 47,349 at the beginning of February 2000.

Note:
For the most recent Web resources, please visit the Share Yourself Web site: www.ag.ncat.edu/shareyourself.
Frequently Asked Questions

What is Share Yourself?

*Share Yourself is a community volunteer mentor program that matches volunteers with Work First participants. Work First is our state’s effort to move people off welfare and into jobs. The goal of Share Yourself is to help Work First participants succeed in their new work experiences. The program was developed by North Carolina Cooperative Extension, which is sponsored by North Carolina A&T State University and North Carolina State University, in collaboration with the Department of Health and Human Services. The program is offered in your community by your local Cooperative Extension Center and the county Department of Social Services.*

How can a mentor program like Share Yourself help Work First participants with job success?

*The problems that prevent many Work First participants from being successful on the job are often related to their inability to deal with everyday problems. Share Yourself was created so Work First participants could benefit from life skills, work experiences and other positive qualities a volunteer coach can share.*

What do I get out of being a volunteer?

*Share Yourself offers volunteers a chance to give back to the community. As a volunteer, you will be a positive force in the Work First participant’s life, help insure job success for Work First participants, see families become independent, and experience the joy of helping, giving back, and seeing others succeed.*

How can I start a Share Yourself Program in my community?

*Your local Cooperative Extension Center will provide the training and materials needed to help you get the program started in your community.*

What characteristics do volunteers need?

*All that’s needed to be a Share Yourself coach is a sincere desire to help others, a positive attitude, a willingness to accept differences in people, and to respect others for who they are and the experiences they bring to the relationship.*
If I become a coach, what will be expected of me?

*Coaches commit to Share Yourself for one year. Your involvement will begin after attending a training session to help prepare you for your new role. The training is hands-on and will last five to six hours. The training sessions are scheduled to meet the needs of new coaches.*

How much time will I need to devote to Share Yourself as a coach?

*We ask that you have a coaching session with your Work First participant at least once a month for about an hour. The coaching session may be in person or by telephone. We recommend that most sessions be conducted in person. However, when scheduling conflicts make meeting impossible, you may need to coach by telephone. These are minimum expectations. You can give more or less time per month as needed.*

What resources are available to help me be an effective coach?

*Each coach receives a “Coach’s Playbook” filled with information that will help you build a successful relationship with your Work First participant.*

*The participant receives a workbook called “The Winner’s Game Plan” which helps them develop a plan for success in their personal life and on the job.*

*These resources and the activities they contain are the focus of discussion at your coaching sessions. These materials and how to use them will be explained during the coaches training.*

How much does it cost to be a Share Yourself volunteer? Do volunteers incur any costs when they become associated with the program?

*Aside from any incidental meeting costs, such as gas for transportation, everything needed for Share Yourself will be provided through the Cooperative Extension Center in your county. The other cost to you is the small amount of time you invest.*

How can I let people in my community know that Share Yourself is available?

*Your Cooperative Extension Center has access to a media and marketing packet containing radio announcements, press releases, brochures and other material that can be used to spread the message. In addition, Extension staff is available to present the program to community and other groups.*
What type of people will I be coaching?

You will be coaching welfare recipients who are participating in the Work First program sponsored by your local Department of Social Services. These people will be looking for work or already on the job.

My community already has one or more programs helping Work First participants. How is this one different?

Every program is unique, and that fact often makes cooperative efforts involving two or more programs all that more effective. We are very willing to meet with your organization and offer ideas on how you can use Share Yourself in conjunction with existing programs.
Public Service Announcements

60-Second PSA for Share Yourself

Have you ever had someone give you advice and encouragement when you needed it? If you have, you’ve had a coach.

Work First participants in (county) can benefit from this kind of coaching as they move from welfare to work.

Share Yourself, a community volunteer mentor program, matches Work First participants with volunteer coaches.

As coaches, volunteers work one-on-one with Share Yourself participants, providing guidance and support as they adjust to new jobs and the pressures of combining work and home life.

If you are ready to step to the challenge and “Share Yourself,” please contact _____________ at ______________ or call your local Cooperative Extension Center.

Remember, a little piece of you can mean a lot to the success of others.

30-Second PSA for Share Yourself

Want to have a positive impact on your community?

The _________ County Cooperative Extension Center is looking for volunteers who are willing to help their neighbors make the transition from welfare to work. An innovative program, Share Yourself, needs volunteers to coach Work First participants to success in their professional and personal lives.

Volunteers work one-on-one with Work First participants, providing guidance and support as they adjust to new jobs and the pressures of combining work and home life.

If you are ready to “Share Yourself,” please contact ______________ at ______________ or call your local Cooperative Extension Center.

Boilerplate

The Share Yourself project is a partnership involving North Carolina Cooperative Extension, and its affiliate universities, North Carolina A&T State University and North Carolina State University, and the North Carolina Department of Health and Human Services. To learn more about this and other community volunteer opportunities, please contact your local Cooperative Extension Center.
Press Release #1

(date)

For immediate release
For additional information, contact _________________ at ________________

(name) (phone)

“Share Yourself” with New Program

(COMMUNITY NAME, NC) Community members who want to help former welfare recipients get back on their feet have a unique opportunity, through “Share Yourself,” a volunteer program developed by North Carolina Cooperative Extension.

According to Dr. Claudette Smith, a Cooperative Extension specialist working with the program, “Share Yourself” was developed to help communities reach out to “Work First” participants as they move from welfare to work.

“The program is designed to help former welfare recipients remain employed,” said Smith. “Studies have shown that the transition from government assistance to work isn’t an easy one, but that the adjustment can be improved with the help of a mentor-type relationship.”

“Share Yourself” matches Work First participants with community volunteers, who are called coaches. According to Smith, coaches help Share Yourself participants understand workplace behaviors and expectations, while helping them set goals for personal and professional success.

Coaches can be either male or female, and they can come from almost any background or profession. Share Yourself expects only that the coaches be sincere, dedicated to helping others, and understanding of the struggles that the program’s participants face, Smith said.

“It’s important for both the participant and coach to feel responsible for the success of their relationship,” said Smith. “Each will likely grow from their experiences, if they truly develop a good relationship.”

To facilitate this process, a curriculum called “Coaching to Win” is used to train volunteers. Each Work First participant also receives a workbook called, “The Winner’s Game Plan,” which helps them define the steps they need to take to be successful.

Coaches, meanwhile, receive a “playbook,” which they can use as a guide for meetings and to prepare to be successful coaches.

"Although the goal of successful entrance to the workforce is serious, the curriculum is designed to be fun and easy to use,” said Smith.

The Share Yourself project is a partnership involving North Carolina Cooperative Extension and the North Carolina Department of Health and Human Services.

For more information, contact the _________________ County Cooperative Extension Center at ____________________.
Giving Back to the Community is Easy With Share Yourself

(COMMUNITY NAME, NC) Do you remember a time in your life when you were scared and needed someone to give you support, advice or to help show you the ropes. Many Work First participants experience these same feelings and like you, could use someone to support and advise them as they move from welfare to work.

Share Yourself, a community volunteer mentor program, is your chance to be that someone for a Work First participant in your community. Share Yourself is recruiting volunteer coaches to spend one hour a month coaching a Work First participant. During coaching sessions, volunteers help Work First participants develop goals and encourage them to take steps needed to be successful in life and on the job.

“We all can lend a hand to help Work First participants achieve success,” said _____(name)______ with North Carolina Cooperative Extension in ______(name of county)______. “That’s why Share Yourself is so good. Two people work together at the pace and speed they need. The relationships they develop helps the person during that first year on the job but has the potential to develop into lifetime friendships.”

Share Yourself is a joint effort between ______county______ Cooperative Extension and ______(name of local Dept of Social Services office)______.

Share Yourself is one of the few adult mentor programs developed for this audience, said Dr. Claudette Smith, a specialist with the North Carolina Cooperative Extension Program at North Carolina A&T State University. “Many people are looking for ways to give back to their community,” Smith said. “Share Yourself is the perfect way to do that. The road from welfare to work to self-responsibility can be a lot smoother with Share Yourself.”

To help volunteers get prepared to participate in Share Yourself, the Cooperative Extension Center is hosting a training session on ______(when)______ at ______(where)______. If you are interested in participating or would like additional information, call _____(name)____________ at _____(phone number)_________.

Remember, a little piece of you can mean a ton to the success of others.
Press Release #3

_______(date)________
For Immediate Release
For additional information, contact ________________ at ______________
(name) (phone #)

Giving Back to the Community is Easy With Share Yourself

(COMMUNITY NAME, NC) Have you ever had someone give you advice and encouragement when you needed it? If you have, you’ve had a coach.

Work First participants in (county) can benefit from this kind of coaching as they move from welfare to work.

Share Yourself, a community volunteer mentoring program is recruiting volunteer coaches to coach Work First participants for one hour a month so they can be successful on the job and in life.

If you want to help a person by sharing yourself, call ________________
at (County Extension Center) at ______phone__________ for more information.
Press Release #4

_______(date)________
For Immediate Release
For additional information, contact ______________ at ______________
          (name)                      (phone #)

Giving Back to the Community is Easy With Share Yourself

(COMMUNITY NAME, NC) Want to see welfare recipients successfully move from welfare to work? If so, consider being a Share Yourself coach.

Share Yourself is a community volunteer mentor program that matches Work First participants with volunteer coaches. The coaches spend one hour a month coaching a Work First participant by offering advice and encouragement to help them succeed in life and on the job.

If you are willing to share a little piece of yourself, call
_____(Name)___________ at ___(County Extension Center)___ at
_____ (Phone)__________.
Press Release #5

______(date)_____
For Immediate Release
For additional information, contact _____________ at ___________
(name) (phone)

Giving Back to the Community is Easy With Share Yourself

(Community Name, NC) Want to give back to your community? Then do it with Share Yourself.

Share Yourself matches Work First participants with volunteer coaches who offer support, advice and encouragement as they go from welfare to work.

If you want to help a person by sharing yourself, call ________________ at (County Extension Center) at ________________ for more information.
**Spreading the Word about "Share Yourself"**

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<tr>
<th>Target Audience</th>
<th>Publicity Strategy</th>
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| Business Community (small and large) | - Articles in company newsletters  
- Presentations to corporate volunteer committees, chamber of commerce, business organizations  
- Provide public relations department/community affairs department with information packet (need telephone follow-up)  
- Displays at events that attract the business community |
| Local Media – TV, Radio, Newspapers | - Media Releases  
- Information packets to community affair/public relations departments  
- Producers of special features (columns or talk shows)  
- News releases developed from different perspectives to make them timely and newsworthy and to increase the chance that they are printed or aired.  
- Prospective possibilities:  
  - Collaboration of agencies in program  
  - Human interest focus (focus on volunteers giving back; testimonials indicating successes of the program; and benefits/impact to participants, mentors, community and families.  
  - Focus on ultimate goal like job retention, increased self-sufficiency  
  - Develop PSA’s – Develop those that tie in closely to existing media themes. |
| Churches                          | - Send written information to churches to be read to congregations  
- Church bulletin inserts  
- Presentations to ministerial societies, church lay groups  
- Displays at church conferences (in-state)  
- Articles in church/religious community newsletters  
- Target radio stations with a gospel format to provide information etc.  
- Provide churches with brochures/posters to distribute and post in church fellowship halls etc.  
- Solicit churches to co-sponsor recruitment and training events |
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<th><strong>Target Audience</strong></th>
<th><strong>Publicity Strategy</strong></th>
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| Community Groups (Fraternal Organizations, Civic and Volunteer Groups, Homemaker Clubs, Sororities) | - Letter and information packet to organizations  
- Presentations to members  
- Solicit groups to co-sponsor recruitment and training events |
| School/Universities | - Presentations to university groups/organizations  
- Articles in newsletters/newspapers/electronic bulletin boards  
- Information packet to public relations departments.  
- Get permission to hang posters and distribute brochures in key locations on campus  
- Obtain support from key university representatives |
| State/Government/Public Service Agencies | - Articles in newsletters  
- Displays at conferences and major organizational meetings  
- Information packets to public relations department/executive directors  
- Presentation to key organizational groups  
- Get permission to hang posters and distribute brochures in high traffic areas |
| Work First Participants | - Distribute brochures in target areas  
- Target media used by potential participants  
- Presentations to key groups that are connected to the audience  
- Solicit support from individuals who are potential participants or participants to help with recruitment. |
**Media and Marketing Contact Tracking**

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<th>Contact</th>
<th>Date</th>
<th>Communication</th>
<th>Result</th>
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<tr>
<td><em>Example:</em> Greensboro News &amp; Record – Bob Burchette</td>
<td>3/12/01</td>
<td>Faxed press release</td>
<td>Appeared in People and Places (3/21/01)</td>
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Share Yourself Marketing Tools

Marketing tools have been designed to help you reach your recruitment goals. The tools and how you can use them are listed below.

Door Hanger
Recruit volunteers in target neighborhoods.

Table Tent
Place in areas that potential volunteers visit like bank counters, company cafeterias, break rooms, or public library tables and counters.

Recruitment Card/Mailer (6x9)
Distribute to persons at recruitment events. Cards may also be mailed to persons identified as potential volunteers.

Poster
Hang these where they are most likely to be seen by potential volunteers.

Certificates
These should be given at the end of the coaches training. Names can be inserted using a laser or desk jet printer.

Brochure
The brochure was designed to encourage Work First participants to get involved in Share Yourself. These should be given to a Department of Social Services representative for distribution.

Share Yourself Banner
Adds spice to your recruitment activities and Share Yourself celebrations. The banner is 28"x 44 1/2" with grommets which make hanging easier. The banner bears the Share Yourself logo.

Display
A Share Yourself display that can be used at recruitment events in malls, office building lobbies, etc., is available from the state level extension contact.

Share Yourself Community Facilitation Kit
Designed for community based facilitators and contains all materials needed to conduct the program. They are placed in a tote bag designed for the Share Yourself project.
Letter to Solicit Support from Businesses & Organizations

Dear _______________________:

Many of your (employees or organization members) want to give back to the community. I am writing this letter to offer you and your____(business/organization)____a chance to be a part of an exciting new community project that will allow them to do just that – give back.

It’s called Share Yourself.

Share Yourself is a program that recruits volunteers to act as coaches for adult Work First participants. Work First is a statewide program that helps welfare recipients move off welfare and into jobs.

Volunteer coaches help Work First participants achieve success on the job by sharing life skills, work experience and helping them find solutions to problems that can affect their work performance.

We want to give the welfare recipients in our state a good start in the work world. This will be beneficial to them and to the business community.

Our goal is to match as many coaches with Work First participants as possible. To reach this goal, we need your help. We would like for you to help us share information about Share Yourself with your employees in hopes that they might consider being a Share Yourself coach.

Attached is a list of ways you can help. Please identify how you will lend your support. Feel free to offer other ideas for ways you can help us reach our goals.
How can you help?

- Allow recruitment materials to be placed in areas where employees/members might see them.

- Announce our need for volunteers in your organization newsletter. We’ll provide the article.

- Invite the program’s sponsor to share information about the program at certain events.

- Allow us to display posters.

- Be a sponsor of a Share Yourself Coach’s training in your community.

- Allow program sponsors to present information about Share Yourself to your ___employees/organization____.

Thanks in advance for your support. I will be contacting you in a few days to see how you have agreed to help. If you have any questions, call me at _______________
**My Share Yourself Media & Marketing Plan For Success**

**Goal:** Recruit and train __________ of volunteers by ________________.

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<th>STEP</th>
<th>HOW I CAN MAKE IT HAPPEN</th>
<th>WHO</th>
<th>BY WHEN</th>
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<tbody>
<tr>
<td>Send written information to churches</td>
<td>Get mailing list from Dr. Brown, chair of local ministerial society</td>
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