

## Key Messages

|                      | 1. What are the critical challenges or issues faced in your community that need to be addressed?   | 2. How are volunteers currently addressing critical challenges in your community?  | 3. What resources are not being tapped to support volunteering in your community?   | 4. How do we increase the capacity of organizations to engage more volunteers?   | 5. How can National Service be used to enhance volunteer efforts and impact?  | 6. How can we as a community maximize the impact of volunteerism?   |
|----------------------|--|--|---|--|---|---|
| <b>Benton Harbor</b> | <ul style="list-style-type: none"> <li>Family issues</li> <li>Volunteerism</li> <li>Unemployment</li> <li>Education</li> </ul>   | <ul style="list-style-type: none"> <li>Accessing volunteer information</li> <li>Volunteering to support services/agencies</li> </ul>                       | <ul style="list-style-type: none"> <li>Students</li> <li>Seniors</li> <li>Marketing</li> <li>Leaders</li> <li>Technology</li> <li>Working people</li> </ul>                               | <ul style="list-style-type: none"> <li>Comprehensive volunteer management</li> <li>Increasing resources</li> <li>Social media</li> </ul>   | <ul style="list-style-type: none"> <li>Education &amp; awareness</li> <li>Collaboration</li> <li>Building volunteer capacity</li> </ul>                                     | <ul style="list-style-type: none"> <li>Tell the stories</li> <li>Collaboration</li> <li>Measure impact</li> <li>Education</li> </ul>                                      |
| <b>Cadillac</b>      | <ul style="list-style-type: none"> <li>Health</li> <li>Volunteerism</li> <li>Family issues</li> <li>Poverty</li> <li>Economy</li> </ul>  | <ul style="list-style-type: none"> <li>Food</li> <li>Volunteer capacity</li> <li>Mentoring</li> <li>Income tax assist</li> </ul>                           | <ul style="list-style-type: none"> <li>Youth/parents</li> <li>Youth service groups</li> <li>Schools</li> <li>College students</li> </ul>  | <ul style="list-style-type: none"> <li>Volunteer Center</li> <li>Comprehensive management &amp; coordination</li> <li>Media/marketing</li> <li>Resources</li> </ul>                | <ul style="list-style-type: none"> <li>Need for education re: National Service</li> <li>Members help build capacity</li> </ul>  | <ul style="list-style-type: none"> <li>Comprehensive community approach</li> <li>Awareness</li> <li>Best practices</li> <li>Look at results</li> </ul>                    |
| <b>Detroit</b>       | <ul style="list-style-type: none"> <li>Effects of economy</li> <li>Public safety</li> <li>Education</li> <li>Hunger</li> <li>Youth</li> </ul>  | <ul style="list-style-type: none"> <li>Mentoring</li> <li>Building capacity</li> <li>Tutoring</li> <li>Beautification</li> <li>Social media</li> </ul>     | <ul style="list-style-type: none"> <li>Youth/schools</li> <li>Faith-based</li> <li>Parents/Seniors</li> <li>National Service</li> <li>Community Foundation</li> <li>Technology</li> </ul> | <ul style="list-style-type: none"> <li>Funding for infrastructure</li> <li>Staff to manage, train, coordinate volunteers</li> <li>Technology</li> <li>Talk with leaders</li> </ul> | <ul style="list-style-type: none"> <li>Build capacity</li> <li>Market National Service opportunities</li> <li>Sustainability</li> <li>Increase volunteers</li> </ul>        | <ul style="list-style-type: none"> <li>Recognition</li> <li>Meaningful experiences</li> <li>Tell the stories</li> <li>Engage community</li> </ul>                         |
| <b>Flint</b>         | <ul style="list-style-type: none"> <li>Economy</li> <li>Poverty</li> <li>Public safety</li> <li>Family issues</li> <li>Education</li> <li>Leadership</li> </ul>                            | <ul style="list-style-type: none"> <li>Food</li> <li>Public safety</li> <li>Tutoring</li> <li>Housing needs</li> <li>Job training</li> <li>Food</li> </ul> | <ul style="list-style-type: none"> <li>Youth/students</li> <li>Professional women</li> <li>Seniors/retirees</li> <li>Corporate</li> <li>Technology</li> </ul>                             | <ul style="list-style-type: none"> <li>Technology</li> <li>Resources</li> <li>Volunteer management</li> <li>Awareness</li> <li>Collaboration</li> </ul>                            | <ul style="list-style-type: none"> <li>Need for education re: National Service</li> <li>Volunteer recruitment and systems</li> </ul>  | <ul style="list-style-type: none"> <li>Meaningful experiences</li> <li>Awareness</li> <li>Report results</li> <li>Recognition</li> <li>Collaboration</li> </ul>           |
| <b>Grand Rapids</b>  | <ul style="list-style-type: none"> <li>Economy</li> <li>Unemployment</li> <li>Resources</li> <li>Volunteerism</li> <li>Public safety</li> <li>Education</li> <li>Poverty/hunger</li> </ul> | <ul style="list-style-type: none"> <li>Mentoring</li> <li>Public safety</li> <li>Food programs</li> <li>Education</li> <li>Transportation</li> </ul>       | <ul style="list-style-type: none"> <li>Youth/students</li> <li>Seniors</li> <li>Businesses</li> <li>Parents/mentors</li> <li>Media/Technology</li> <li>Minorities</li> </ul>              | <ul style="list-style-type: none"> <li>Training</li> <li>Volunteer management</li> <li>Media</li> <li>Technology</li> <li>Resources</li> <li>Recognition</li> </ul>                | <ul style="list-style-type: none"> <li>Need for education re: National Service</li> <li>Awareness</li> <li>Sustainability</li> <li>Training</li> <li>Recruitment</li> </ul> | <ul style="list-style-type: none"> <li>Recognition</li> <li>Media/awareness</li> <li>Collaboration</li> <li>Needs assess</li> <li>Assess impact &amp; outcomes</li> </ul> |

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|----------|---|--|--|--|--|---|
| Houghton | <ul style="list-style-type: none"> <li>• Volunteer capacity</li> <li>• Aging</li> <li>• Transportation</li> <li>• Health</li> <li>• Education</li> <li>• Resources</li> </ul>   | <ul style="list-style-type: none"> <li>• Through school, community volunteer, and service organizations</li> </ul>   | <ul style="list-style-type: none"> <li>• Collaboration</li> <li>• Faith-based</li> <li>• Youth, seniors, men</li> <li>• Colleges/universities</li> <li>• Businesses</li> <li>• Unemployed</li> <li>• Media/technology</li> </ul>                                       | <ul style="list-style-type: none"> <li>• Volunteer recruitment, management, capacity, recognition</li> <li>• Resources and technology</li> <li>• Aware/social media</li> <li>• Non-profit SuperConference</li> </ul>     | <ul style="list-style-type: none"> <li>• Volunteer capacity</li> <li>• Sustainability</li> <li>• Partnerships</li> <li>• Aware/education re: National Service</li> <li>• Share cost</li> <li>• Media</li> </ul>                              | <ul style="list-style-type: none"> <li>• Collaborate</li> <li>• Media/aware</li> <li>• Effective volunteer management</li> <li>• Shared resources</li> </ul>  |
| Lansing  | <ul style="list-style-type: none"> <li>• Unemployment</li> <li>• Education</li> <li>• College vs. town mentality</li> <li>• Health</li> <li>• Foreclosures</li> <li>• Volunteerism and diversity</li> </ul>   | <ul style="list-style-type: none"> <li>• Non-profits</li> <li>• Faith-based</li> <li>• Matching volunteers and skills</li> <li>• National Service</li> <li>• Resource development</li> </ul> | <ul style="list-style-type: none"> <li>• Youth, seniors, students</li> <li>• Social media</li> <li>• Technology</li> <li>• Awareness</li> <li>• Volunteer Center</li> <li>• People with disability</li> <li>• Corporate volunteers</li> <li>• Union workers</li> </ul> | <ul style="list-style-type: none"> <li>• Effective volunteer management</li> <li>• Technology</li> <li>• Training</li> <li>• Collaboration</li> <li>• Resources</li> <li>• Work programs</li> <li>• Awareness</li> </ul> | <ul style="list-style-type: none"> <li>• Use to improve image, promote</li> <li>• Story-telling</li> <li>• Communication between members, programs, &amp; organizations</li> <li>• National Days of service to promote volunteers</li> </ul> | <ul style="list-style-type: none"> <li>• Effective volunteer management</li> <li>• Collaboration</li> <li>• Evaluate programs</li> <li>• Media/aware</li> <li>• Tell the story</li> <li>• Resource development</li> </ul> |
| Muskegon | <ul style="list-style-type: none"> <li>• Unemployment</li> <li>• Economy, poverty</li> <li>• Networks collaboration</li> <li>• Education</li> <li>• English as a 2<sup>nd</sup> language</li> <li>• Teen pregnancy</li> <li>• Transportation</li> </ul> | <ul style="list-style-type: none"> <li>• Mentoring</li> <li>• National Service</li> <li>• Read Muskegon</li> <li>• Non-profits</li> </ul>  | <ul style="list-style-type: none"> <li>• Communication &amp; collaboration</li> <li>• Technology</li> <li>• Social media</li> <li>• Volunteer match, benefits</li> <li>• Teachers, schools</li> </ul>  | <ul style="list-style-type: none"> <li>• Effective volunteer management</li> <li>• Corporate volunteers</li> <li>• National service funding</li> <li>• Awareness and promotion</li> </ul>                                | <ul style="list-style-type: none"> <li>• Increase admin &amp; program capacity</li> <li>• New ideas</li> <li>• Leverage additional volunteers</li> <li>• Collaboration</li> <li>• Awareness</li> <li>• Liaison to orgs</li> </ul>            | <ul style="list-style-type: none"> <li>• Media</li> <li>• Volunteer recognition and success stories</li> <li>• Benefits of volunteering</li> <li>• Measure impact</li> <li>• Collaboration</li> </ul>                     |

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| <b>Saginaw</b>          | <ul style="list-style-type: none"> <li>Economy</li> <li>Unemployment</li> <li>Public safety</li> <li>Volunteerism</li> <li>Collaboration</li> <li>Youth; education</li> </ul>  | <ul style="list-style-type: none"> <li>Faith-based</li> <li>Non-profits</li> <li>Mentoring</li> <li>National Service</li> <li>Local groups</li> <li>College volunteers</li> </ul>              | <ul style="list-style-type: none"> <li>Business, corporations</li> <li>Faith-based</li> <li>Foundations</li> <li>United Way</li> <li>Seniors</li> <li>K-12; colleges</li> <li>Resource sharing/ collaboration</li> </ul>   | <ul style="list-style-type: none"> <li>Media/awareness</li> <li>Effective management of volunteers</li> <li>Collaboration</li> <li>National Service</li> <li>Training</li> </ul>   | <ul style="list-style-type: none"> <li>Promote, educate &amp; communicate National service &amp; outcomes</li> <li>Agencies need help with local match funds</li> <li>Promote Learn and Serve in schools</li> </ul> | <ul style="list-style-type: none"> <li>Meaningful volunteer experiences</li> <li>Media/aware of activities &amp; volunteer stories</li> <li>Communication &amp; collaboration</li> </ul>  |
| <b>Sault Ste. Marie</b> | <ul style="list-style-type: none"> <li>Poverty – basic needs</li> <li>Unemployment</li> <li>Fundraising</li> <li>Health</li> <li>Youth: service learning, mentoring, tutoring</li> </ul>                                       | <ul style="list-style-type: none"> <li>Accessing volunteer information</li> <li>Engaging with variety volunteer &amp; service organizations</li> </ul>   | <ul style="list-style-type: none"> <li>Technology</li> <li>Service organizations</li> <li>Leaders</li> <li>Media</li> <li>K-12; colleges</li> <li>Young adults &amp; seniors</li> <li>2-1-1</li> <li>unemployed</li> </ul>   | <ul style="list-style-type: none"> <li>Effective volunteer management</li> <li>Social &amp; traditional media; marketing</li> <li>Collaboration</li> <li>Trainings</li> <li>Communication</li> </ul>   | <ul style="list-style-type: none"> <li>Benefits of National Service</li> <li>Build volunteer capacity</li> <li>Media/aware National Service</li> </ul>  | <ul style="list-style-type: none"> <li>Well-organized meaningful volunteer events</li> <li>Marketing; media; social network, church bulletin</li> <li>Tell the stories</li> <li>Volunteer accountability</li> </ul>                     |
| <b>Online</b>           | <ul style="list-style-type: none"> <li>Non-profit capacity &amp; direction</li> <li>Education</li> <li>Mentoring</li> <li>Environment/ clean-ups</li> <li>Poverty</li> <li>Housing</li> <li>Funding</li> <li>Hunger</li> </ul> | <ul style="list-style-type: none"> <li>Education – tutoring, mentoring</li> <li>Environment/ clean-ups</li> <li>Hunger</li> <li>Engaging with service &amp; volunteer organizations</li> </ul> | <ul style="list-style-type: none"> <li>Retirees/Senior</li> <li>Corporations &amp; businesses</li> <li>Unemployed</li> <li>Media/ awareness</li> <li>Collaboration</li> <li>Youth</li> <li>Colleges/ universities</li> <li>Faith-based</li> <li>Schools</li> </ul> | <ul style="list-style-type: none"> <li>Volunteer training/ coordination</li> <li>Skill-based volunteering</li> <li>Resource sharing</li> <li>Volunteer data-base, listserv</li> <li>Social media</li> <li>Med/Market</li> <li>Position descriptions</li> </ul> | <ul style="list-style-type: none"> <li>Recruit/ manage volunteers</li> <li>Education</li> <li>Organize volunteer efforts towards mission</li> </ul>   | <ul style="list-style-type: none"> <li>Media &amp; aware of benefits of volunteer</li> <li>Collaboration on recruitment</li> <li>Skill-based volunteering</li> <li>Volunteer training</li> <li>Technology: registry/software</li> </ul> |