Media Kit and Collateral for Haven of Rest

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Media Kit and Collateral for Haven of Rest

Cheyenne Gerard

The University of Akron
Media Kit and Collateral for Haven of Rest

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School of Communication

Honors Research Project

Submitted to

The Honors College
Abstract

The purpose of this project is to utilize media relations and strategic communication to address a challenge that the local non-profit shelter Haven of Rest has with attracting and retaining volunteers. Haven of Rest struggles to maintain a consistent volunteer pool in the 15-45 age range. Some volunteer positions are also difficult to fill due to the physical requirements of each individual position. This project addresses this issue through and earned media relations strategy and an owned collateral-based strategy.

The media relations strategy employs a message strategy that appeals to the individual’s sense of duty to the community and emphasizes the appeal and ease of volunteering at Haven of Rest. The collateral-based strategy employs a message strategy that describes the volunteer process in a way less complex and confusing.

The project goals have been accomplished through a media kit that uses the newsworthiness of the 75th Anniversary as well as upcoming events geared towards people aged 15-45 to create releases that have a high likelihood of being published and inspiring individuals to become volunteers in the future. This media kit includes two releases on the specials events, a feature story about the benefits of volunteering and biographies of key organizational leaders to help the media write about the organization.

The project goals have also been accomplished through the creation of pieces that revise and improve the volunteer process. This process was previously complex and confusing. With the materials provided, this project will make the process easier to understand and complete, which should result in more people completing the process and becoming volunteers.

The process and an early version of the materials have been submitted to and approved by the client.
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Literature Review
Literature Review Aiming to Address Issues Faced by Haven of Rest Ministries

Cheyenne Gerard

The University of Akron
LITERATURE REVIEW

Background

Haven of Rest is an emergency shelter that strives to meet the needs of disadvantaged people in their community. They state their purpose as follows, “The purpose of Haven of Rest is to serve and glorify God through Christ-centered, life-changing programs of love and compassion that respond to the physical, emotional and spiritual needs of men, women and children without regard to their race, color, creed or social standing.”

The mission currently faces the major issue of an aging volunteer pool without much involvement from younger generations. This means that volunteers are often limited by medical conditions and not able to assist in all services offered by the mission. An example of this problem is a strong volunteer need in the children’s department that often goes unfilled as current volunteers fear that they would be unable to keep up with the kids. Another is a lack of volunteers serving in the transportation department who are able to assist with pickups of donations due to limits on what they are allowed to lift. This literature review aims to determine strategic and effective tactics to address this issue. To create an effective communications campaign, it is important to analyze communication theory and the impact it may have as well as similar cases and articles that address similar issues to determine best practices.
Communication Theory

The Hunt-Grunig Model of Public Relations describes the way an organization and its publics interact using a matrix. His matrix is built on the axes of one-way communication, two-way communication, asymmetrical communication, and symmetrical communication. This matrix identifies four types of Public Relations Practices: the press agentry model; the public information model; the two-way asymmetric model; and the two-way symmetric model. Grunig identified the two-way symmetric model as Public Relations best practice. This model consists of communication that involves preliminary research of publics and their feedback and an emphasis on mutually beneficial relationships that consider the interests of an organization and its publics (Grunig, 1990).

The Situational Theory of Publics assists Public Relations Practitioners in classifying a public, predicting the behavior of said public, and communicating with that public in effective ways. This model was largely developed through decades of work conducted by James Grunig. The model classifies publics into four groups based on how they respond to a specific situation. These groups fit into the categories of passive and active publics.

Passive Publics are publics that obtain information about the situation passively by encountering information in mass media or by listening to opinion leaders and influencers. Passive Publics are further broken down into non-publics, latent publics, and aware publics. Non-publics are publics who have no involvement with a particular issue, are unaffected by the
issue, and are unaware that the issue exists. Publics that fit in this category are not wise choices
to target in a communications campaign. Latent publics do have an involvement with an issue
and may be at risk or know people who are at risk of being affected by said issue, but are
unaware of the issue and their involvement. Aware publics have become aware of the problem
and have an involvement with the issue, but may or may not recognize this involvement.

Active publics seek out information on and involvement with the issue at hand. They are aware
of the issue and their involvement. Active publics will seek out and engage in methods of
addressing this particular issue (Grunig, 1997).

The Multi-Step Flow of Communication model attempts to understand the role that
information plays in decision making and is built upon the observation that information travels
from the media to opinion leaders who interpret that information and pass it along to their
sphere of influence. This theory also identifies attentive and inattentive publics. If an opinion
leader shares information with an attentive public who is interested in the issue they will likely
listen to the opinion leader share information and opinions, whereas, an inattentive public that
is uninterested or unaware of the issue will be less likely to listen and will likely not form an
opinion on the issue at hand (Katz and Lazarsfeld, 1955).

Agenda setting theory explores the effect that the media has on public opinion. This theory
indicates that the by choosing which stories to cover (the media agenda) the media highlights
an issue as being important and of interest to the public (the public agenda). This means that a
LITERATURE REVIEW

failure of the media to cover a story causes the public to determine that the story is not newsworthy. In other words, the media is able to influence the topics that the public thinks about, but not what the public thinks. This means that a PR Practitioner should connect organizational stories with current news to communicate newsworthiness (McCombs and Shaw, 1972).

Through exploring communication theory it is clear that the issue being faced by Haven of Rest should be addressed using the two-way symmetric model of public relations. It is also possible to categorize the key public of potential volunteers aged 15-45 as a latent or an aware public and identify the goal of influencing and informing the key public in a way that moves them to become an active public. The above theories also explore the role that mass media plays in gaining community interest and involvement and the importance of getting media coverage. For these reasons, a media kit along with an easier volunteer process can be expected to have a positive effect on addressing the issues that are being faced by Haven of Rest.

Related Cases and Articles

The first case that to be analyzed is, “Spike and Biscuit Rebrand for the Charleston Animal Society”. In this case the John Ancrum Society for the Prevention of Cruelty to Animals (JASPCA) was struggling with low community awareness and a poor community profile. The non-profit addressed these issues by highlighting success stories that focused on specific aspects of the...
services offered at the JASPCA. They highlighted these success stories by creating a political race where a dog, Spike, was running against a cat, Biscuit (Hayes, Hendrix, & Kumar, 2013). Although it would be inappropriate to completely replicate this tactic, certain aspects could prove beneficial in addressing the issues the mission is facing. By highlighting specific success stories that emphasized various services of the organization, the JASPCA was able to increase community involvement and engagement. This tactic could be emulated by interviewing people who have volunteered at Haven of Rest and have found it to be beneficial and then sharing their stories through articles in local media.

The next thing to be analyzed is an article titled “How to Attract More Young People to Volunteer at Your Nonprofit” by Dr. Gloria Horsley and published by Forbes Nonprofit Council. The article highlights strategies that could be used by the haven to address their issue of low involvement with young people. In the article she suggests highlighting stories of young people who have been helped by your organization. This strategy could be effective at the Haven, as the majority of people we serve are between 18 and 35 years old. She also suggests highlighting young people who are currently volunteering in videos, stories, and on social media. Another strategy mentioned in this article is emphasizing the benefits of volunteering for the organization specifically related to college and job searches. The Haven could use this strategy by writing letters of recommendation that volunteers could use with applications for jobs and scholarships. This benefit should also be highlighted on the Haven’s social media and pamphlets (Horsley, 2017).
Lastly, an article titled, “4 Media Engagement Tactics That Work for the UN Foundation’s PR Team” was analyzed. One of the tactics listed in this article is to provide the right tools to inspire the conversation. This tactic is executed by providing all the information a journalist would need to tell the story and being readily available to answer any questions. This is an area where the Haven could benefit. By being forthcoming with information in the media kit and making it easy to contact the staff at the Haven, journalists will be more interested in covering their stories. Another tactic listed is to make it about the people, not the organization. This tactic can guide the production of the media kit by directing the focus of its stories. Instead of focusing on what the Haven does or when it was founded, one could focus on who the Haven helps, how volunteers contribute, and the intentions and actions of our founders (Brownell, 2015).

Conclusion

In conclusion, a media kit is needed to aid the Haven of Rest in accomplishing the goal of increased volunteer involvement in people aged 15-45 who live in or near the Akron area. This media kit should be transparent, detailed, and should highlight the people who have been affected by the organization. It should also focus on young people and how they are served by our organization and how they serve our organization. The kit should provide the contact information of staff at the Haven who can answer any questions that journalists may have and can be easily reached by those journalists.


Strategic Campaigns
Component
Positioning Statement: Haven of Rest is an emergency shelter that offers Christ-centered, life-changing programs that respond with love and compassion to the physical, emotional, and spiritual needs of men, women, and children.

Key Public: Potential volunteers age 15-45 who live in or near the Akron area and value giving back to their community

Goal: Enhance relationships with current and potential volunteers.

Awareness: To have an effect on the awareness of potential volunteers age 15-45, specifically to increase their understanding of volunteer needs and opportunities at Haven of Rest. (250 potential volunteers age 15-45 who live in or near the Akron area and value giving back to their community by June 1, 2018)

Acceptance: To have an effect on the acceptance of potential volunteers age 15-45, specifically to gain their interest in how to start the volunteering process at Haven of Rest. (175 potential volunteers age 15-45 who live in or near the Akron area and value giving back to their community by July 1, 2018)

Action: To have an effect on the action of potential volunteers age 15-45, specifically to obtain an increase in submissions of the volunteer application. (100 potential volunteers age 15-45 who live in or near the Akron area and value giving back to their community by August 1, 2018)

Action: To have an effect on the action of potential volunteers age 15-45, specifically to obtain an increase in volunteering at Haven of Rest. (50 potential volunteers age 15-45
who live in the Akron area and value giving back to their community by September 1, 2018)

**Communication Strategy 1.1** Energize potential volunteers age 15-45 through publicity and news coverage. The key public will feel interested in the services offered by the Haven and understand that the Haven needs volunteers in order to continue providing the same or better quality of life-changing programs that meet the physical, spiritual, and emotional needs of its guests. As a result potential volunteers age 15-45 will ask for more information about the volunteering process by July 1, 2018. We will use a pathos appeal by emphasizing the virtue and benefit of volunteerism through stories of volunteers, the need for volunteers, and the benefits of volunteering and pictures of people volunteering to support our key message.

**Tactic 1**

Overview-The Haven will seek publicity about its volunteer program and the benefits of volunteering by creating a press kit and distributing that press kit to the appropriate reporters.

Needed Preparation and Research-Research on the way homelessness and volunteerism are currently being covered in the media is needed along with an understanding of communication theory that may affect our efforts. We will also need to collect historical information and conduct interviews with current and former volunteers, the Volunteer Coordinator, the Executive Director, the grandson of the founders (current COO), and the Board President. We will need to talk to the Special Events Coordinator to determine what events are coming up and if they are newsworthy. We will need to compile contacts and editorial calendars for local publications as well.
Deliverables-A media kit including a feature release, relevant bios, two news releases, and a media advisory needs to be created. This media kit should be accompanied by a media directory that provides the contact information of reporters in the area.

Message-The key message of this tactic will be the need for volunteers at the Haven in order to continue offering the same or better quality of life-changing programs and the benefits of volunteering. Each piece of the media kit will play into the message and will have a message of its own. The message of each piece is listed below.

Feature Release-This piece will focus on the history of Haven of Rest and its dependence on volunteers. It will explore the impact of volunteers and highlight some of the dedicated current and former volunteers who have played a part in the history.

Bios on the founders and their family-This piece will highlight the service that our founders and their family provided and will show how community service impacted their lives.

Bios of the Executive Director, Board President, and Volunteer Coordinator-This piece will serve to provide context for any stories that get published.

Interviews of current and former volunteers-This piece will put a face with the story. It will show the personal benefits of volunteering in the lives of volunteers.

Media Advisory-This piece will encourage reporters to come to our banquet and Hope Fest so they are able to write stories about us.
News Release 1-This release will focus on Hope Sports Camp, a two-week, sports-focused summer camp, and will highlight volunteers who are involved with the camp and how it has affected their lives.

News Release 2-This release will focus on Hope Fest 2018, a new event that will be replacing the annual picnic. It will highlight the need and importance of volunteers.

Communication-The media kit will be available on the website and will be sent out to the reporters listed in the media directory.

Follow-Up-After the media kit is sent out the Haven will need to answer any questions the media may have and provide the media with any additional information they may need to create a story.

By whom?-The deliverable will be created by me, but the implementation, communication, and follow-up will be conducted by the Development Department at Haven of Rest.

Timeline-This mini-campaign is designed to take place within a 4 month period starting May 1, 2018 and ending September 1, 2018. This tactic will take place between May 1, 2018 and July 1, 2018.

**Action Strategy 1.2** Revitalize the volunteer process for potential volunteers age 15-45 by improving and updating the application, interview, guidelines, and practices of the volunteer department. The key public will feel comfortable with the process and understand how to start volunteering. As a result potential volunteers will complete the process to begin volunteering by October 1. We will use an ethos appeal by training our volunteer coordinator on the new
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procedure and how to present it and providing online resources to support our key message. We will use Jan Pluck, Volunteer Coordinator, as our spokesperson because she has credibility and expertise in the Volunteer Department.

**Tactic 2**

Overview-This tactic will involve improving the volunteer process at Haven of Rest. It will focus on making the process easier to understand and will result in more volunteers completing the process.

Needed Preparation and Research-To complete this tactic we need to understand the current volunteer process and identify anything that makes the process more difficult to understand and complete. We also need to identify ways that this process can be improved.

Deliverables: For this tactic, we will need to create an online application, an interest form, revised guidelines, and a form for conducting over the phone interviews. We will also need to create an online publication that outlines the volunteering process. Lastly, we will need to provide flyers and social media posts that will assist Haven of Rest in spreading the news about the new volunteering process.

Message-This tactic will emphasize the ease of becoming a volunteer and the benefits of going through the volunteering process.

Communication-This information will be communicated through an online publication on our website. The Haven will also need to post about the change and inform the public through flyers and social media about how to become a volunteer.
Follow-Up-The Volunteer Department will need to be available to answer any questions that may arise. The Volunteer Department will also need to be re-trained on the new process.

By Whom-I will complete the online application, an interest form, revised guidelines, the phone interview form, and a flyer explaining the new volunteer process. The Development Department will need to create and post the online publications and the social media posts and the Volunteer Department will need to be available for any questions from potential volunteers.

Timeline-This tactic is designed to take place for the entirety of the project. The new process will be completed at the start of the project and will include the interest form, online application, revised guidelines, and the phone interview. This piece will be released by June 1, 2018. Then, the Development Department will begin distributing the flyers, social media posts, and online publication. At this time, the Volunteer Department should be ready to receive calls.
Tactic 1: Media Relations Strategy

Deliverables:

- Feature Release
- Bio of Founders
- Bio of Founders Son and His Wife
- Executive Director Bio
- Board President Bio
- Volunteer Coordinator Bio
- Media Advisories
- Hope Sports Camp News Release
- Hope Fest News Release
- Media Advisory
- Photo Sheet
“You’re More Blessed Than You Are a Blessing”: Volunteers at Haven of Rest Share What Serving Means to Them

AKRON, Ohio-(April 29, 2018)-When asked about her time serving at Haven of Rest, Deb Broomfield said, “You’re more blessed than you are a blessing.” Deb, who has volunteered for 8 years, says that she started volunteering because she wanted to give back to her community.

In her volunteer position, Deb helps distribute clothes that have been donated to the guests at Haven of Rest. She enjoys the interaction with guests and loves getting to know them and the people who work at the mission.

Deb says that volunteering has taught her how to appreciate what God has given her and gave her the opportunity to create friendships with people that she would not have met otherwise. Deb has the following advice for people who are interested in becoming volunteers, “Do it. Do it. Do it. You can feel God’s presence at the Haven and I really love it here.”

Executive Director, Rev. Jeff Kaiser, explains the role that volunteers have played in the 75 years since Haven of Rest’s founding as follows: “Our volunteers have always played a vital role in our ministry even from the beginning in 1943 when the mission opened its doors at 41 N Howard St. At that time, the volunteers helped clean and paint to make the mission a welcoming environment for guests.”

“Today is no different,” he continues, “as families, individuals, churches, groups, and businesses come to the mission to help in a variety of different ways.” This variety of ways includes preparing food, making beds, sorting clothing, and cleaning throughout the buildings.

One of the earliest volunteers at Haven of Rest was Eileen Thomas, who began volunteering more than 60 years ago.

Eileen, a local nursing student, responded to a 1957 call for medically trained people to volunteer caring for the men who stayed at Haven of Rest. It was during this time volunteering that she met her future husband, Curt Thomas, the son of the founders.

When Eileen met Curt she noticed there was not a ring on his finger and began asking around to find out if he was seeing anyone. They were married within two years of meeting. After completing her nursing degree, Eileen became the Medical Director for Haven of Rest and served in that role until 1979 when she was asked to direct the newly constructed Harvest Home.

-more-
Under the leadership of Curt and Eileen Thomas, Haven of Rest became one of the largest private social service organizations in Akron and an adjacent seven-county area.

After retiring from her leadership role in 2003, Curt and Eileen continued to serve as members of the Board of Trustees and as producers of the weekly radio broadcast. She encourages those who are considering volunteering, saying, “If you want to serve the Lord, He will always make a way.”

Blaine Mayer, who has volunteered for almost a year, says that volunteering, “Makes me feel good. It makes me feel like I’m helping somebody.” Blaine serves in the kitchen where he prepares ingredients for upcoming meals, transportation where he picks up donations from restaurants and businesses, and he assists the Special Events Coordinator with the Adopt-a-Family Christmas program.

Blaine’s favorite part of volunteering is getting to see the positive transformations that guests go through at the mission. He says that Haven of Rest is “like a family” and that people who are considering volunteering should take the plunge. “Try it;” he said, “there are lots of different things to do. They have something for everybody.”

Allie Kieffer, a local youth leader who has brought in groups to volunteer says that serving at Haven of Rest has been very eye opening for the kids in her youth group.

"It (volunteering) gives students who have been through hard times the opportunity to be part of the solution and serves as an eye-opening experience for more privileged students,” she said, when asked how volunteering has impacted the kids.

Allie has led volunteer groups at the mission who made beds, provided childcare, served meals, sorted clothes, and whatever else was needed of them. She enjoys watching the students work hard and see life from different perspectives.

As the mission continues to grow, more and more volunteers are needed to maintain their programming and help the community. Those interested in taking part in the legacy of service at Haven of Rest should contact Jan Pluck, the Volunteer Coordinator, to start the process. Jan can be reached at 330-535-1563 or at jpluck@havenofrest.org.

About Haven of Rest Ministries:

Haven of Rest Ministries is a Christ-centered rescue mission that aims to respond to the physical, emotional, and spiritual needs of disadvantaged men, women, and children with love and compassion, regardless of race, color, creed, or social standing. Haven of Rest has not sought out or received any government funding in its 75 years of operation, and has offered programs and services to the community that focus on long-term life-change.

https://www.havenofrest.org

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Rev. C.C. Thomas and his wife, Marjorie Ruth Thomas, had hit a rough point in their marriage when they were invited to a concert at a local church. Together they shared a deep love of music so they decided to attend the concert. It was this concert that led to the Thomas' accepting Jesus.

Their faith made them passionate about service and caused them to establish Haven of Rest Rescue Mission. The mission was housed in a small storeroom on N. Howard St. The Thomas' would work out of this storeroom and share their faith with men who were suffering from alcoholism. They would also provide a meal for these men. Men who had nowhere to stay were invited to return home with the Thomas' and sleep there for the night.

Together Rev. C.C. and his wife Marjorie served men, women and children in need for over 60 years. It's because of their passion and faith that Haven of Rest stands today as a place where people can go to find hope and encouragement.

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Curt Thomas began working at Haven of Rest in 1957 after he graduated from college. Curt, one of the eight children of Rev. C.C. and Marjorie Ruth Thomas, married Eileen in 1959 and the two dedicated their lives to service at the mission.

Curt was named Executive Director after his father’s passing in 1976. Eileen, formerly the medical supervisor, became director of the Marjorie Ruth Thomas Harvest Home upon its opening in 1979. Under the leadership of Curt and Eileen, Haven of Rest became one of the largest private social service organizations in Akron and an adjacent 7 county area.

In 2003 Curt and Eileen retired from their leadership roles with a combined 90 years of service. After retirement Curt and Eileen served on the Board of Trustees and produced the weekly radio broadcast. Rev. Thomas also served as a consultant to the ministry, especially in the Development department.

In 2013 Rev. Thomas went home to be with the Lord. Eileen is still involved with the mission and attends many of its functions.

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###
Rev. Jeff Kaiser
Executive Director

Rev. Jeff Kaiser has served in the Executive Director position for over 7 years and has worked at Haven of Rest for 20 years. He started in September of 1997 as the Evening Supervisor of the Men's Division. After working in that position for 3 years, he became the Residential Manager where he served until 2003 when he was promoted to the Director of the Men's Division. In July of 2010, Rev. Kaiser was named the Executive Director Elect and he assumed the position of Executive Director on January 1, 2011.

Rev. Kaiser was born and raised in Akron where he attended North High School. After high school, Rev. Kaiser graduated from the University of Akron with an Undergraduate degree in Business in 1987. He attended Moody Bible Institute and was ordained in 2004 by Middlebury Chapel in Akron.

Rev. Kaiser and his wife Veronica have seven children: Josiah, Isaiah, Noah, Micah, Moriah, Elijah, and Jonah. His oldest son, Josiah, works at Haven of Rest along with his wife Morgan.

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Michael R. Kura
Board President

Michael R Kura currently serves as the Board President for the Board of Trustees at Haven of Rest Ministries. He became a board member over 30 years ago in 1986. He is also the former Board President and current member of the board for the Haven of Rest Endowment Foundation. In 1990 Mike was the recipient of the Leadership Akron Alumni Association Distinguished Leader Award for his work with Haven of Rest.

Mike has served as Past President of Leadership Akron Alumni Association, Past Chairman for Jr. Leadership Akron, and as Past President of the International Institute. He is also involved in Fellowship of Christian Athletes Advisory Board and is a Board Member Emeritus for Community Support Services.

Mike is a graduate of The University of Akron and Grace Seminary. He holds the professional designation of Registered Financial Planner. He has over 30 years of experience in the financial service industry and has concentrated on qualified and non-qualified fringe benefit planning for corporations and executives. He also serves as a Charitable Giving Consultant to several non-profit organizations.

He and his wife Tana live in Cuyahoga Falls. Together they have three children; two sons, Jonathan and David, and a daughter, Allison. In September of 2013 their daughter went home to be with the Lord leaving behind her husband and three daughters. Mike and Tana have six grandchildren.

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###
Jan Pluck
Volunteer Coordinator

Jan Pluck, the Volunteer Coordinator at Haven of Rest Ministries, has served in this position for over 21 years. She is responsible for the volunteering and community service programs at the mission and spends her time working to schedule, train, and manage volunteers. Before becoming the Volunteer Coordinator, Jan worked temporary positions at the mission that involved opening doors and balancing the checkbook.

Jan is passionate about making volunteering accessible to everyone, regardless of their busy schedules. Many people can only volunteer on evenings and weekends so Jan works long hours to accommodate this schedule. This commitment leads to her working an average of 80 hours per week.

Jan was born and raised in Akron where she attended Ellet High School and completed over two years of classes at the University of Akron. She has two children, a son, Ed, who lives in Arizona and a daughter, Cindy, who lives in Georgia. In her free time Jan enjoys reading and attends Community Church of Portage Lakes where she teaches a Sunday school class for the four and five-year-old children.

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Media Advisory:

Haven of Rest Celebrates 75 Years of Service with Anniversary Banquet This Friday

AKRON, Ohio--(April 24, 2018)--

WHAT: This sold-out event is Haven of Rest’s 75th Anniversary Banquet. The event will include dinner, live music, and a presentation from Rev. Knute Larson. The theme of this year’s banquet is, "Serving God by Serving Others."

WHY: This event will celebrate the 75 years Haven of Rest has served the community and show gratitude to the community members who made it possible.

WHO: There will be staff, volunteers, current and former residents, community members, donors, and Rev. Knute Larson in attendance.

WHERE: This event will take place in the dining room at Haven of Rest’s Main Mission Building at 175 E Market St.

WHEN: The event will take place on Friday, April 27, 2018 from 6:00-8:30p.m., but media personnel are encouraged to arrive early so they have adequate time to park, sign in, and set up.

VISUALS: The visuals at this event will include choral and solo vocal performances, a presentation from Rev. Knute Larson, Haven of Rest Buildings, a video created to commemorate Haven of Rest’s 75 years of service, and the guests who will be in attendance.

MEDIA INFORMATION: Media members are advised to arrive one hour before the event starts to ensure convenient parking and adequate time for set up. Please park in the lot behind the Main Mission Building and enter through the Learning Center doors. A staff member will be there to guide you through the rest of the event. For questions the day of, contact: Lynne Taylor at ltaylor@havenofrest.org or by phone at 330-535-1563.

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https://www.havenofrest.org

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Media Advisory:

Haven of Rest Invites the Community to a Day of Fun and Encouragement This Wednesday

AKRON, Ohio--(June 24, 2018)--

WHAT: The first ever Hope Fest is a community gathering that will feature games, fair food, balloon animals, face painting, inflatables, live music, and visits with therapy dogs.

WHO: This event is geared towards all community members who are seeking needed services or ways to get involved. There will also be Haven of Rest staff, volunteers, current and former residents, and donors in attendance. This event is partially sponsored by Cargill Salt.

WHY: The purpose of this event is to provide community members with information on services they may need and ways they can get involved in serving their community. Haven of Rest aims to use this event to spread hope in the community and encourage people who are going through hard times.

WHERE: Hope Fest will take place in Grace Park at the corner of N. Prospect and Perkins.

WHEN: The event will take place on Wednesday, June 27, 2018 from 10a.m.-1p.m. This event has an open house structure and all activities will take place for the entirety of the event.

VISUALS: The visuals at this event will include live music, children playing and getting faces painted, inflatables, therapy dogs, balloon animals, crowds, etc.

MEDIA INFORMATION: Media members are advised to arrive one hour before the event starts to ensure convenient parking and adequate time for set up. Please park in the Donation Center lot. A staff member will be there to guide you through the rest of the event. For questions the day of, contact: Lori Morgan at lmorgan@havenofrest.org or by phone at 330-535-1563.

About Haven of Rest Ministries

Haven of Rest Ministries is a Christ-centered rescue mission that aims to respond to the physical, emotional, and spiritual needs of disadvantaged men, women, and children with love and compassion, regardless of race, color, creed, or social standing. Haven of Rest has not sought out or received any government funding in its 75 years of operation, and has offered programs and services to the community that focus on long-term life-change.

https://www.havenofrest.org

###
Hope Sports Camp is Coming Soon

This two-week event is geared towards kids in grades 3-8, and teaches the fundamentals of basketball and volleyball.

AKRON, Ohio -(July 10, 2018)- Hope Sports Camp starts July 23 and goes through August 3. This two-week summer camp aims to provide local kids in grades 3-8 with the opportunity to learn the fundamentals of basketball and volleyball while building relationships with leaders who model positive, Christ-centered lifestyles.

“The people at Haven of Rest get really excited for Hope Sports Camp,” Lori Morgan the Special Events Coordinator at Haven of Rest said. “Staff who are on the night shift take vacation so they can volunteer and many kids are return campers.”

The camp is split into two one week sessions, a boy’s camp from July 23 – 27 and a girl’s camp from July 30 – August 3. As a non-residential camp, campers choose between the morning and afternoon time frame.

While at camp, children receive full meals and Strickland's ice cream. Transportation is provided. At the end of the week kids will receive the ball from the sport they preferred, a t-shirt, and a bible.

“A few years ago I got to watch one little girl experience Hope Sports Camp for the first time,” Morgan said. “She was so excited to participate and loved spending time with the adults who were leading. She craved their attention and was shown the love of Jesus. You could see the joy in her face as she was loved on by her coaches and teachers. It was very meaningful to watch.”

Haven of Rest is looking for volunteers who want to help with camp, donors who can help provide meals and equipment, and kids who need something safe and fun to do over summer. Community members who are interested in participating should call Lori Morgan at 330-535-1563 or email at lmorgan@havenofrest.org.

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https://www.havenofrest.org

###
For Immediate Release

Hope Fest 2018 is the First of Its Kind

Haven of Rest invites community members for a day of hope and encouragement.

AKRON, Ohio -(June 20, 2018)- Haven of Rest Ministries is putting on the first ever Hope Fest on June 27, 2018 in Grace Park from 10 a.m. to 1 p.m. This event will take the place of the Annual Community Picnic, and focuses more on connecting community members with social service organizations that can address any issues they may be having.

“Our goal with Hope Fest is to provide a safe and fun place for adults and children in our community to fellowship and play,” Lori Morgan the Special Events Coordinator at Haven of Rest said. “We want to provide hope for our community by providing them with resources that meet their needs and sharing the gospel of hope found in Jesus.”

The day will consist of games in the park, a picnic-style meal, live music, inflatables, and more. New to this event are altar calls, or invitations to the front of the tent to meet with staff for people who need spiritual help, and a large presence of social service agencies that will provide guests with information on their agencies. There will also be live music and more activities focused on children.

Haven of Rest is currently looking for volunteers to help put on this event and hopes to have a large community turnout. For any questions or to get more details, perspective volunteers can contact Lori Morgan at 330-535-1563 or email at lmorgan@havenofrest.org.

About Haven of Rest Ministries:

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https://www.havenofrest.org

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<td>Christian Locke</td>
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“You’re More Blessed Than You Are a Blessing”: Volunteers at Haven of Rest Share What Serving Means to Them

AKRON, Ohio- (April 29, 2018) – All photos are courtesy of Haven of Rest.

Caption: Curt and Eileen Thomas embrace in front of Haven of Rest’s Main Mission Building.

Caption: Rev. C.C. Thomas and his wife Marjorie Ruth Thomas
About Haven of Rest Ministries:

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###
Tactic 2: Collateral-Based Strategy Deliverables:

- Online Volunteer Application
- Volunteer Interest Form
- Volunteer Guidelines
- Over-the-Phone Interview Form
- Flyer
Haven of Rest Volunteer Application

Thank you for your interest in volunteering at Haven of Rest. The information you provide will help us contact you and find a volunteer opportunity that is perfect for you. We will not share this information with anyone outside of the Volunteer Department without your permission. We look forward to working with you.

* Required

Contact Information

We will be contacting you to conduct a phone interview where we can speak with you about volunteer opportunities and share information with you about Haven of Rest and what we do.

Name *
Your answer

Street Address *
Your answer

City/State/Zip *
Your answer

Phone *
Your answer
Email
Your answer

What is your preferred way of communication
Choose

Personal Information

We are asking for this information so we can get to know you and start looking for a volunteer opportunity that matches your skills, interests, and availability.

Birthdate
Date
mm/dd/yyyy

Emergency Contact (name/phone/relationship) *
Your answer

Are you affiliated with a church? If so, what church?
Your answer

Present (or former) Occupation
Your answer
College or Special Training

Your answer

Hobbies or Interests

Your answer

Please list the name and phone number of two references. If you have a pastor or spiritual leader, please use them as one of your references. *

Your answer

If you have a testimony, please share it here.

Your answer
Where are you interested in serving? Check all that apply. *

- Office Support
- Sort Donations
- Sort and Maintain Inventory
- Assist in Clothing Distribution
- Conduct Chapel or Bible Study
- Serve in Men's Day Room (Men Only): listen to and encourage clients, monitor storage area, and light cleaning
- Serve in Women's Day Room (Women Only): listen to and encourage clients, monitor storage area, and light cleaning
- Assist House Supervisor in Women's Division (Women Only): light cleaning, sort pantry inventory, and make beds
- Work with Children
- Facilities
- Transportation
- Tutor
- Career Development
- Food Service
- Other:
Availability

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Have you ever been convicted of any criminal offense, misdemeanor, or summary judgment? This includes the use or sale of illegal drugs or child neglect or abuse. *

☐ Yes
☐ No

If you answered yes to the above question, please state the offense, date, and location. (A conviction record will not necessarily be cause for disqualification.)

Your answer

Is there any fact or circumstance involving you personally that would prohibit you from working with children? *

☐ Yes
☐ No
Please read the paragraph below and sign this application.

I certify that my answers to the preceding questions are true and complete and that I have not knowingly withheld any information that might, if disclosed, affect my application. It is understood and agreed that any misrepresentation by me in this application will be sufficient cause of cancellation of this application and/or an immediate end to my service as a volunteer. I further affirm that I will abide by all the rules and regulations of Haven of Rest Ministries and support the beliefs and principles of Haven of Rest Ministries' mission statement: The purpose of Haven of Rest Ministries is to serve and glorify God through a Christ-centered outreach of love and compassion that responds to the physical, emotional and spiritual needs of disadvantaged men, women, and children without regard to their race, color, creed, or social standing.

If you agree to the paragraph above, please type your name and today's date below. This will function as your signature. *

Your answer

SUBMIT

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Volunteer Interest Form

Thank you for your interest in volunteering at Haven of Rest. A member of our Volunteer Department will be in contact with you to answer any questions you may have.

* Required

Name *
Your answer

Email
Your answer

Phone number *
Your answer

Preferred method of communication
Choose ▼

Comments or Questions
Your answer

SUBMIT

Never submit passwords through Google Forms.
Guidelines for Volunteers

Working with our Guests

• Guests are given everything they need during their stay with us. For this reason, we ask that you do not lend money to Guests. We also ask that you do not provide transportation unless authorized by a staff member.

• Guests will often share stories with you that are very touching and you will want to share them. We encourage sharing the stories of your time volunteering with us, but ask that you refrain from sharing the first or last names of Guests out of respect for their privacy.

• To avoid issues of perceived favoritism we ask that you do not give gifts to Guests or take gifts from Guests.

• We encourage you to be friendly with Guests, but ask that issues that require counseling or discipleship are brought to our staff that is trained to handle those situations. If someone says something to you that makes you feel uncomfortable or sounds like something our staff should know, trust your instincts and bring it to the supervisor or the volunteer department.

• Do not invite Guests to go anywhere with you (this includes church) without getting permission first from the appropriate staff. If you do not know which staff member to ask, check with the volunteer department.

• When speaking with staff, guests or other volunteers keep conversations appropriate. Remember you are representing the Mission and should refrain from inappropriate jokes or language.

• If you choose to share spiritually, keep the discussion focused on the gospel and avoid denominational preferences. (For example: baptism, end times, gifts of the spirit, etc.)

General Information

• We are a weapons-free facility and do not allow weapons or firearms on our premises.

• To ensure that you can interact with Guests and be aware of your surroundings we do not allow the use of headphones while volunteering.

• If you are in a position where you are given keys, return them to the proper staff member before leaving.

• If you encounter any issues, please bring them to the attention of your supervisor or the volunteer department immediately.
**Kitchen**

- Hair must be off the shoulder. We will provide a hairnet, but you may bring a clean baseball cap to wear instead.
- No eating while serving. This is a Department of Health standard, by which the Mission must abide.
- We do not have anywhere in the kitchen to store valuables and ask that our kitchen volunteers leave their valuables locked in their cars or at home.
- Resident Men do work therapy in the kitchen and have duties they are responsible for completing. Due to this requirement we ask that kitchen volunteers do not engage Resident Men in lengthy conversations that could prevent them from completing their work.

**Dress Code**

**Tops:**
- No tank tops or sleeveless shirts
- You must wear modest shirts that cover the waist.
- No negative language or symbols on shirts. (For example: references to gangs, weapons, violence, sex, alcohol, drugs, marijuana, etc.)

**Bottoms:**
- No sweat pants or tight fitting pants
- Shorts and skirts must be knee length or longer

**Other:**
- Close-toed shoes must be worn in the Kitchen and Clothing Departments

**Social Media**

To protect the privacy of our guests we ask that you do not post their images, names, and/or personal information on social media.

When taking and sharing photos, please ensure that there are no guests in the background.

We understand that volunteers may become friends with our guests, but ask that discernment is used in accepting or sending friend requests to current and former guests.
Discipline Procedure

*For violations of the guidelines that do not threaten the wellbeing of the mission or our guests, staff and other volunteers

Meeting with supervisor/volunteer department: When the appropriate staff is made aware of an act that may be in violation of our volunteer guidelines or is inappropriate, the staff member will meet with the volunteer to discuss the issue and remind them of guidelines and/or suggest an alternative course of action.

Verbal Warning: After a second offense or after an offense that is more severe and merits skipping over the first step, a verbal warning will be issued. This warning will be recorded in the volunteer’s file.

Written Warning: Misconduct that is considered more serious either due to repeated offenses or severity of offense will result in a written warning. The volunteer will be expected to sign and acknowledge the written warning and commit to not repeat the offense. If a volunteer refuses to acknowledge a written warning they are eligible for dismissal. The volunteer will, however, be able to add their own written comments to ensure that the volunteer department receives both sides of the story.

Reassignment: In some cases the current placement of the volunteer is not working out and cannot continue, but a full dismissal is not necessary. In this case, the volunteer department has the right to ask the volunteer to work in a different department. If the volunteer refuses to move departments they are eligible for dismissal.

Dismissal: Volunteers may be dismissed without warning for just cause. Just cause will be determined by the discretion of the department head, either of the volunteer department or the department where the volunteer is placed.
Haven of Rest Volunteer Placement Interview

Name and Date:

Why do you want to volunteer?

Have you volunteered anywhere before? If so, tell me about your experience?

What are some things that you liked and disliked in previous volunteer opportunities? Where do you want to serve here?

Could you give an example of a time when you showed commitment at work or at another volunteer position?

Could you give me an example of a conflict you faced and what you did or said to resolve that conflict?

When are you available to serve?
Volunteering

How you start:

• Have questions: Fill out our interest form at havenofrest.org/get-involved/volunteer/ and a member of the Volunteer Department will contact you to answer any questions.
• Ready to commit: Fill out our volunteer application at havenofrest.org/get-involved/volunteer/ and our staff will contact you to conduct an over the phone interview and determine your ideal volunteer opportunity.

What you do:

• Set up and serve for lunch or dinner
• Serve in the men's and women's day rooms
• Sort donations in our clothing department
• Provide childcare
• Etc.

What you get:

• Satisfaction of helping your community
• Letters of recommendation for colleges, scholarships, or job applications
• Opportunity to gain new skills and refine old ones
Reflection
**Reflection**

When I began this project my goal was to create a media kit for Haven of Rest Ministries. As the Assistant Volunteer Coordinator, I noticed a lack of involvement in people aged 15-45 and saw many needs go unfilled as they required high amounts of physical labor. I wanted to help by providing the mission with materials that would make volunteering more appealing and would make the volunteer process more straightforward. I expected that my position as Assistant Volunteer Coordinator would lend itself to getting valuable and detailed interviews as well as interesting stories that emphasize the benefits of volunteering. I thought that I would be able to present Haven of Rest in a way that would entice volunteers to serve there.

Before creating the deliverables for this project, I conducted research on communication theory, similar case studies, and professional articles that focus on volunteering and public relations. I did not collect clippings of stories that had been written about Haven of Rest in the past. I also did not conduct research on the volunteer processes of organizations that are similar to Haven of Rest and have high involvement in the 15-45 year old age range. This research would have helped to guide my stories and deliverables and would have given me ideas on what has proven newsworthy in the past. The research also could have resulted in an even more effective volunteer process. While conducting this research I learned how to create a literature review and improved my understanding of how to find, use, and cite a variety of sources.

As I started work on my project I was surprised at the level of control the mission wanted to have. Every step of my project including the questions I wanted to ask volunteers I was interviewing had to be reviewed and approved by the Executive Director. This was a slow process, as the executive director is very busy with preparations for the 75th Anniversary banquet.

The restrictions placed on questions I could ask and how I could contact volunteers made it very difficult to conduct effective interviews that yielded usable stories. I was not allowed to contact volunteers outside of business hours or from personal devices, record interviews or ask questions that could be perceived as negative. The specific question I was not allowed to ask was, “Tell me about a time when volunteer was difficult for you. How did you overcome this difficulty and what impact did it have on your life?” This restricted the pool of people I was able to meet with, made it difficult to collect exact quotes, and limited the depth of stories that I could collect. To help address these challenges I relied on stories from internal publications to complement the information I got from volunteer interviews.

I found people to interview by speaking with my boss, the Volunteer Coordinator, and various staff members to determine which volunteers had a history of serving and may have had valuable stories. Once I determined which volunteers I wanted to interview, I went into work on my day off to call people from my office phone. This was the method of interviewing preferred by the mission. Once I was able to contact a volunteer by phone I would ask them the questions I had approved through the Executive Director and took notes of their answers.
This process has taught me how to prepare a communication plan for an organization that is extremely conscious about what information is shared. It also taught me how to work with an organization that has a mistrust for the media. While preparing this project I was met with a significant amount of hesitation in regards to how the mission would be portrayed and what information would be shared. I was told that this mistrust stemmed from previous stories that had been published that contained misinformation or negative perspectives on the mission. In order to work past this fear I had to talk with the mission and express that my intentions were genuinely positive and that I wanted the best outcome for the mission. I allowed them to see pieces that I had started to create to show them how I was representing the mission and I kept them informed about where I was in the process and how everything was going. This process made me learn how to tell stories using little information and how to seek out stories from past issues of internal publications. I was also surprised by the amount of time a project, such as this one, requires and will take this information into my future career to aid in time management.
Appendix A:
Honors Project Proposal
Background Information

I work as the Assistant Volunteer Coordinator at Haven of Rest ministries. While working in this position I have seen a need for more up-to-date and clear informational materials at the mission. This need is made clear by the lack of public awareness of the full scope of services offered at the Haven. The Haven is also seeking to gain a larger pool of young volunteers.

The Project

For my honor’s project I intend to create a media kit for the Haven of Rest. I will emphasize volunteering at the mission and I will cater the materials to a younger audience. Along with the media kit I will provide promotional materials such as flyers and brochures. My purpose for this project is to raise awareness of the services that the Haven of Rest provides in Summit County and to raise support for their mission. I will specifically focus on increasing the number of volunteers. I will also attempt to inform the public of the services offered at the Haven and encourage a positive public opinion of their mission.

Since my purpose is both informational and promotional, I will include a variety of materials in the kit. I will include a feature release for the banquet that will be held in April of 2018 to celebrate the 75th anniversary of the Haven of Rest that will explore the history of the mission. I will include a media advisory about the 75th anniversary banquet and the open house in November. I will include a brochure that describes what the Haven of Rest is, their mission and how they achieve that mission. A fact sheet will also be included that will go into detail about specific services offered at the Haven and the role of volunteers in providing those services. A press release focusing on our Hope Tote Campaign will be included along with a
press release that encourages young people to volunteer. I will also include a redesigned volunteer application, an impact guide that explains how to get involved at the Haven, and a flyer that describes how to start volunteering, what you do as a volunteer, and what you get out of it.

In order to achieve my goals for this project I will volunteer 1-5 hours per week at the Haven of Rest collecting the information and resources needed to complete an informative and useful kit. I will also use this time to comprise the tangible products in the kit and seek advice and suggestions for revision from subject matter experts. These experts will include my sponsor and readers for the project who can assist with the structure of the project and employees at the Haven of Rest who can assist with the content of the project.

**The Effect**

While executing my plans for this project I expect that I will grow in my ability to work with a client and take their suggestions. I will also grow in my ability to explain why I am taking certain steps and why I am making the choices I make. I will refine my ability to design and write materials for informative and promotional purposes. I will grow in my understanding of the importance of a well-designed media kit and how to determine what will be most effective within a kit. I will also gain experience presenting my suggestions to a client and providing a tangible product that addresses these suggestions.

By completing this project I will provide the Haven of Rest with a functional media kit that will assist them in informing the public of their mission and gaining support for that mission. It will provide them with a cohesive direction for future communications and resources for current communication.
This project is worth doing because the Haven of Rest does a lot to support the community. Their mission is to serve the poor and homeless in our area. With their many programs they meet the basic, spiritual and emotional needs of those who are hurting. In recent years the Haven of Rest has added programs which aim to help those who are struggling with addiction, provide a safe place for women and children escaping dangerous situations and assist the homeless in finding jobs, managing their money and attaining their own housing.

This project will benefit the Haven of Rest and the people that they serve. By increasing community knowledge and support, the Haven of Rest will be able to meet the needs of a larger population and will be able to improve current programs and create new ones to more effectively help those in need in our community.

**The Final Product**

After completing this project I will have a cohesive collection of resources that can be used for informative and promotional purposes. I will provide the Community Relations Coordinator at the Haven of Rest with this media kit and my rationale behind each piece. I will also attempt to present these materials to the Board of Trustees at the Haven of Rest and provide them with any extra information they may need in order to implement my media plan.

**Conclusion**

I am excited to create this resource for the Haven of Rest and hope to see it increase the effectiveness of communication at the Haven. I also look forward to growing in my own skill set and methodology for creating communication resources.
Appendix B: Volunteer Interview Form
Interview Questions for Volunteers

Name:
Date:

How long have you volunteered here? When did you start volunteering?

Why did you start volunteering?

How do you serve? What tasks do you perform?

What is your favorite part about volunteering?

How has volunteering impacted your life? How has volunteering changed your perspective?
Interview Questions for Volunteers

What would you have to say to someone who is considering volunteering here?

Tell me about a meaningful experience you have had as a volunteer.

Do you have any stories about your experience as a volunteer that you would like to share with me?

Is there anything else you’d like to tell me?