



Dallas Park & Recreation

# Volunteer Services Program

**Dallas Park and Recreation Board  
October 24, 2019**

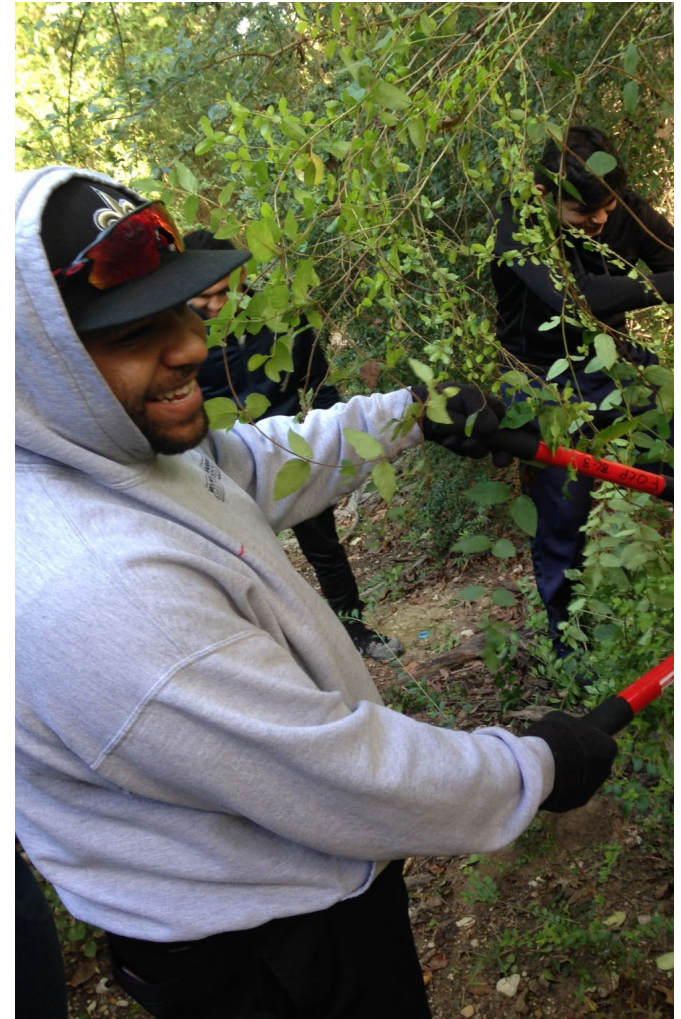
# Purpose

To update the Dallas Park and Recreation Board on the department's Volunteer Services program



# Volunteers

- A volunteer is one that performs a task without compensation
- Volunteers of the Dallas Park and Recreation Department must be officially approved and registered
- In Fiscal Year 18-19, volunteers provided 326,927 hours of service to the department valued at \$8,209,129



# Who Volunteers?

- Adults
- Youth
- Groups
  - Youth groups from schools and churches
  - Community based groups
  - Neighborhood associations
  - Employees representing a business or corporation
  - Religious organizations
  - Fraternities and sororities
  - Families



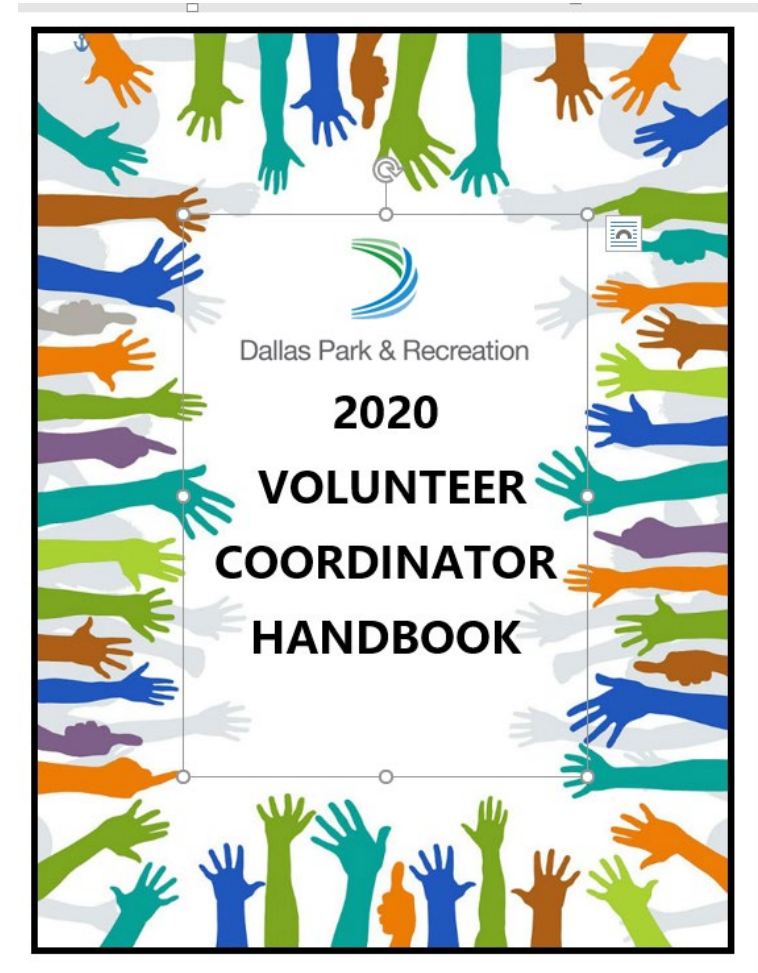
# Reasons People Volunteer

- People have knowledge and skills to share
- Volunteers want to make a positive difference
- People have a personal tie to the cause (Park and Recreation)
- Retirees seek fulfillment after retirement
- People want to give back
- Court mandated community service
- Teen Court mandate for youth
- Students needing extra credit



# Volunteer Services

- Surveys and assesses the departments volunteer needs
- Supports each division's programs and special events through the recruitment of volunteers
- Conduct interviews, background checks and reference checks of volunteer applicants
- Conducts training for onsite coordinators
- Manages and maintains the volunteer database



# Volunteer Services

- Collects hours from volunteer placement sites and issues monthly reports
- Provides special awards and certificates of appreciation for volunteers
- Coordinates annual Volunteer Recognition Luncheon
- Participates in community events promoting volunteer opportunities and recruitment of volunteers
- Develops business and corporate relationships



# Volunteer Requests

- 135 volunteer requests from Recreation Services and Park Maintenance Operations
- Filled 107 volunteer requests
- Recruited 2141 volunteers





# Volunteer Recruitment


- 46 community presentations and special events
  - Voly in the Park at Kyle Warren Park
  - DART Senior Day at Fair Park
  - EarthX
  - Feast of Sharing
  - Goodwill Industries
- 13 corporate presentations and fairs
  - Fossil
  - Texas Instruments
  - Bank of America
  - University of Texas Dallas
  - Southwest Airlines



# Volunteer Process

- Interested volunteers required to submit an application
- Face to face interview is held with applicant
- Background check and other screenings are conducted
  - VeriFYI
  - National Sex Offender Public Website (NSOPW) and DPD Sex Offender Registry
  - Social Security verification
  - Social media review
- If cleared, applicant is issued an assigned volunteer number

VOLUNTEER APPLICATION



*Office of Volunteer Services only*

VeriFYI: \_\_\_\_\_ NSOPW: \_\_\_\_\_ SS Valid: \_\_\_\_\_

Social Media: \_\_\_\_\_ Other: \_\_\_\_\_

Denied: \_\_\_\_\_ Approved: \_\_\_\_\_

Number: \_\_\_\_\_ OVS initials: \_\_\_\_\_

Supervisor: \_\_\_\_\_ Date completed: \_\_\_\_\_

REQUIRED  
PLACE PHOTO  
IDENTIFICATION  
HERE

WORKSITE \_\_\_\_\_ COORDINATOR \_\_\_\_\_ DATE \_\_\_\_\_

I. Applicant Information (REQUIRED INFORMATION)

Last name \_\_\_\_\_ First name \_\_\_\_\_ Middle name \_\_\_\_\_

Date of birth \_\_\_\_ / \_\_\_\_ / \_\_\_\_ Social Security number \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip code \_\_\_\_\_

Cell phone \_\_\_\_\_ Text Messages  Yes  No other phone \_\_\_\_\_

Email \_\_\_\_\_

Ethnicity:  Black  Hispanic  White Other \_\_\_\_\_ Gender:  Male  Female

II. Volunteer Hours Needed (REQUIRED INFORMATION)

Volunteer hours needed \_\_\_\_\_ Reason for volunteering? Court mandated  Not Court mandated

If court mandated: A. Name of P/O or judge \_\_\_\_\_ B. Phone \_\_\_\_\_

C. Description of Charges: \_\_\_\_\_

III. Volunteer Interests (OPTIONAL INFORMATION)

Community Events  Office Work  Park Cleanup  Programs  Sports  Technology  other

IV. Employment or School Information (REQUIRED INFORMATION)

Employer/School \_\_\_\_\_ Occupation/Grade \_\_\_\_\_

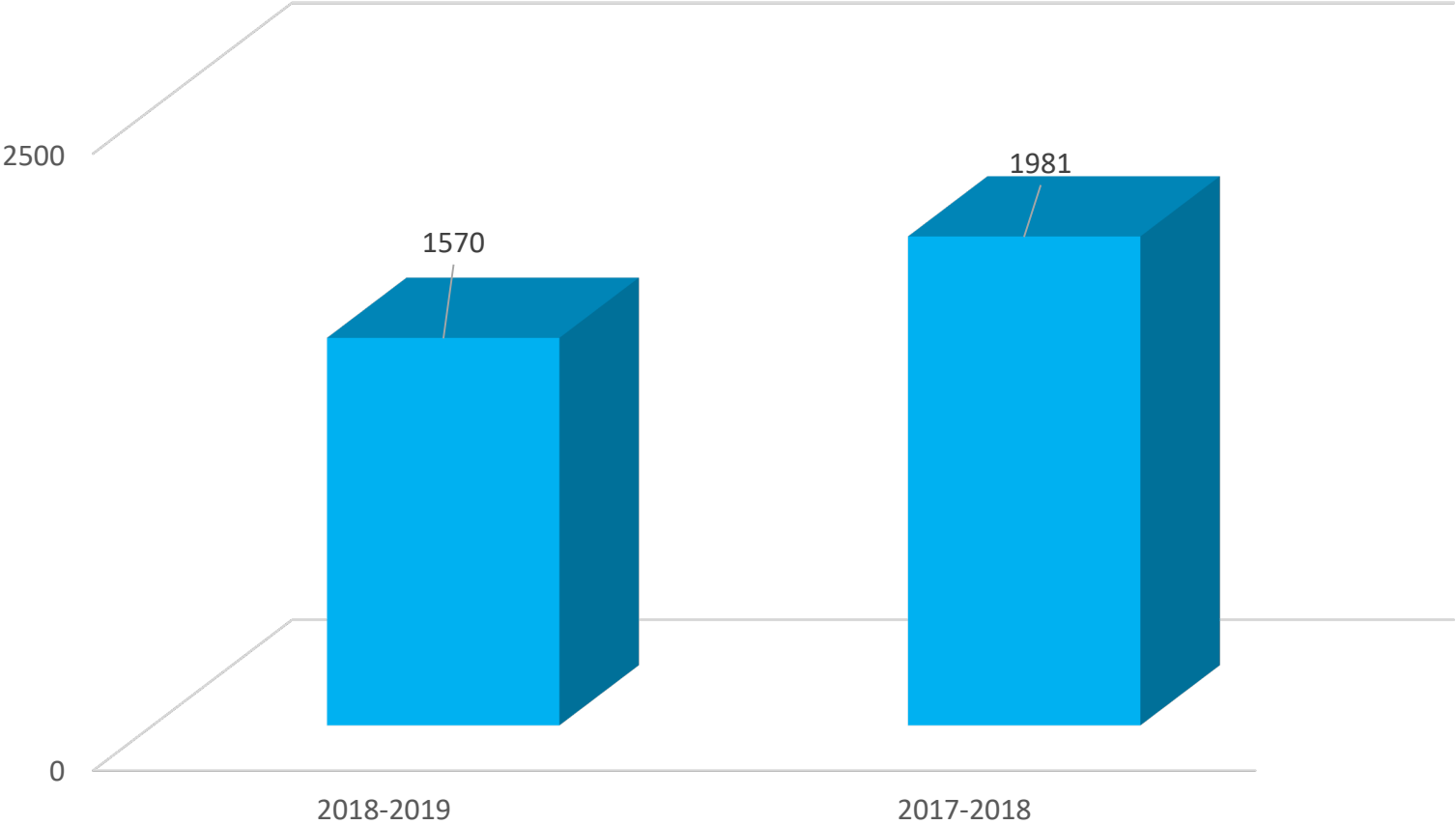
V. Person to Call in Case of Emergency (REQUIRED INFORMATION)

Name \_\_\_\_\_ Telephone \_\_\_\_\_ Relationship \_\_\_\_\_

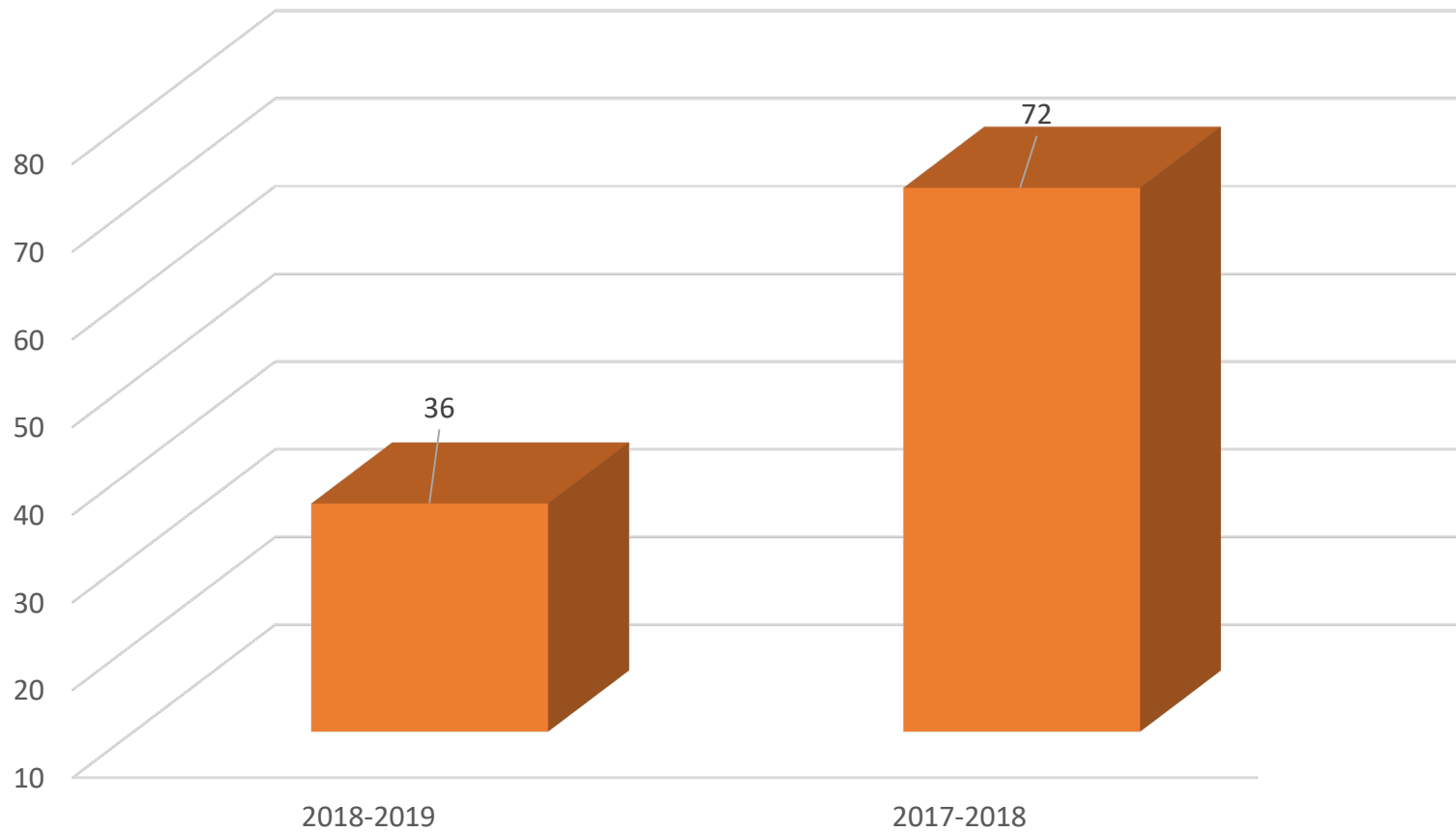
Name \_\_\_\_\_ Telephone \_\_\_\_\_ Relationship \_\_\_\_\_

Volunteer Application - Rev - 09/06/19

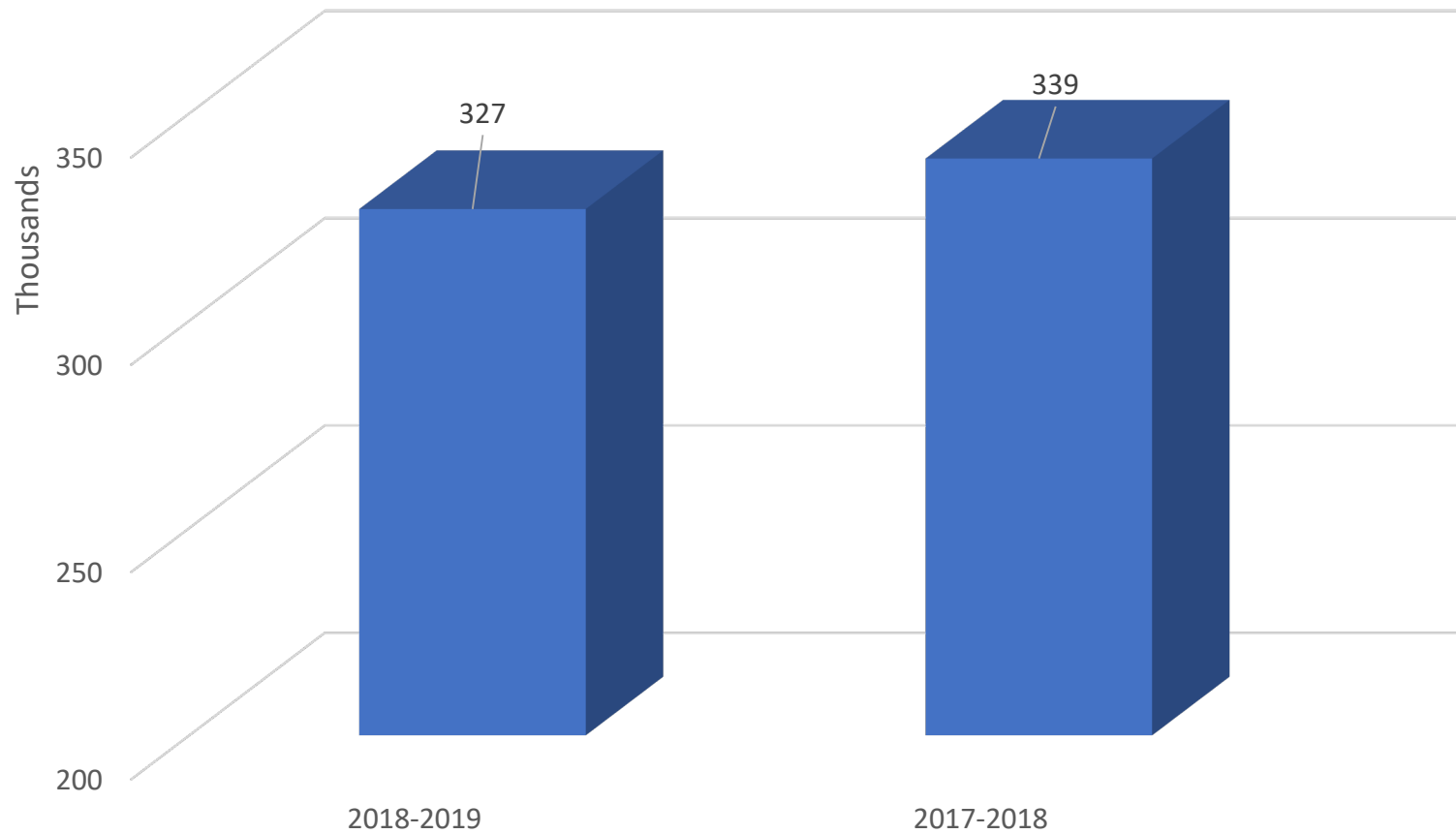
# Volunteer Applicant Trends



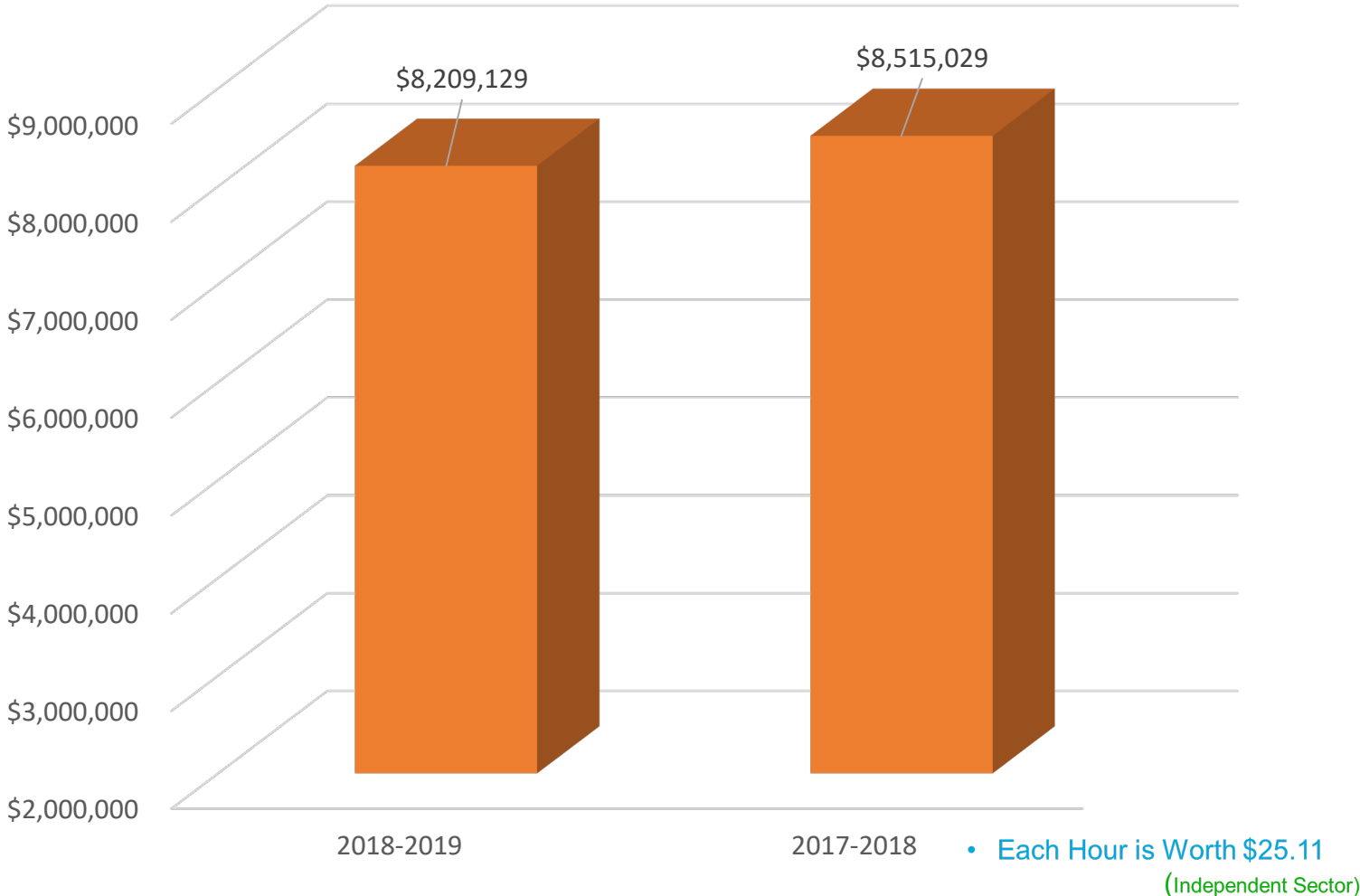
# Volunteer Applicants Denied



# Volunteer Hours



# Volunteer Hours Value



# Volunteer Awards Luncheon

## VOLUNTEER AWARDS

Distinguished Coach of the Year

Community Partner of the Year

Corporate Partner of the Year

Parks & Trails Volunteers of the Year

Senior Volunteer of the Year

Special Event Volunteer(s) of the Year

Youth Sports Volunteer of the Year

Outstanding Teen Volunteer

Volunteer Excellence Award

Volunteer of the Year Award



**PRESIDENT'S LIFETIME VOLUNTEER AWARD**

**UNITED STATES PRESIDENTIAL AWARDS**

# Save the Date

Saturday April 25, 2020

11:00 am

Hyatt Regency Dallas – Reunion Arena





# Sponsorship Opportunities




**Dallas  
Park & Recreation**

**5<sup>TH</sup> Annual Volunteer Awards Luncheon**

Hyatt Regency Hotel

April 25, 2020

**SPONSORSHIP PACKAGE**

<b>BENEFIT</b>	<b>Gold Level \$10,000</b>	<b>Silver Level \$5,000</b>	<b>Bronze Level \$2,500</b>	<b>Community Level \$1,000</b>	<b>Friend Level \$500</b>
<b>SPONSORSHIPS AVAILABLE</b>	3	4	6	10	unlimited
Logo on Signature Tote Bags	✓				
Presenter of Presidential Awards	✓				
Recognition on Awards	✓				
Opportunity to Speak at Event	✓				
Naming in Event Media	✓	✓			
Logo on Event Giveaway	✓	✓			
Presenter of a Volunteer Award	✓	✓			
Sponsor Promo in Tote Bag	✓	✓			
Logo on Event Flyer	✓	✓	✓		
Logo on Event Invitation	✓	✓	✓		
Logo on Event Signage	✓	✓	✓		
Logo on Volunteer webpage	✓	✓	✓		
Special Recognition from Podium	✓	✓	✓	✓	
Logo included in Slideshow	✓	✓	✓	✓	✓
Number of Seats at Luncheon	10	10	5	3	1

# Marketing and Community Relations Efforts

- Dallas Park and Recreation Volunteer Opportunities Awareness Campaign included in the FY 19-20 Marketing and Community Relations Plan
- Marketing and Community Engagement team supporting Volunteer Services in increasing the number and diversity of volunteers by implementing a communications campaign geared towards:
  - Educating the public, business, and corporate communities of volunteer opportunities within the Park and Recreation Department
  - Showcasing and communicating the activities and work of the volunteers to key influencers and stakeholders (City Council, businesses, friends groups, etc.)
  - Promoting awareness of the benefits of volunteering in support of the department's programs and services

# Program Goals

- Five percent increase in the number of volunteers in FY 19-20 over FY 18-19
- Increase the number of planned outreach visitations and corporations by 10 in FY 19-20 over FY 18-19
- Re-establish a quarterly Volunteer Program Newsletter
- Increase the number of training opportunities



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