



Engaging and Motivating Volunteers



Virginia Main Street

Norma Miess, Program Officer National Trust Main Street Center

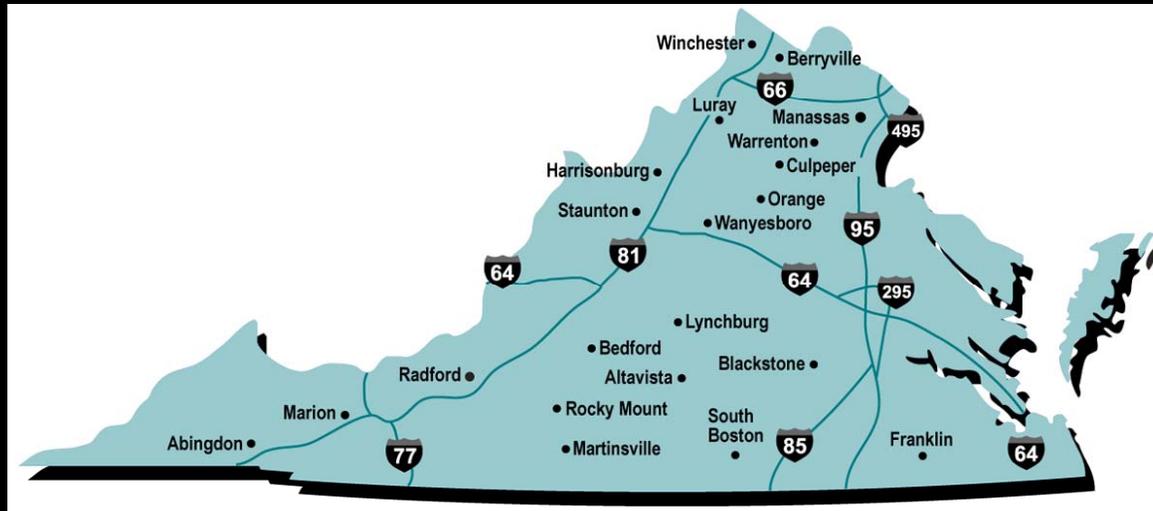
Tuesday, March 2, 2010

Today's Agenda: Beyond 101...

- ❖ *From knowing what to do to learning more on how...*
- ❖ *From building a volunteer force to sustaining it!*

- *Assessing your current volunteer structure*
- *Looking at today's volunteer environment*
- *Meeting the Challenge!*
- *Questions & Answers*

Virtual Visit to your Downtown District or Commercial District



NATIONAL TRUST FOR HISTORIC PRESERVATION

*Norma Miess, Program Officer, National Trust Main Street Center
Virginia Main Street – “Engaging & Motivating Volunteers” – Webinar
Tuesday, March 2, 2010*

Main Street

NATIONAL TRUST FOR
HISTORIC PRESERVATION

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BERRYVILLE

MAIN STREET

Where Town Meets Country

[New Businesses](#)
[Business Specials](#)
[New Business Opening](#)
[Events this Week](#)
[Special Notice](#)

It is time again for the Progressive Dinner - [click here for details](#) -
Reservations are required so call soon - 540-955-4001

Welcome to Berryville ... AND Berryville Main Street

Whether you're visiting our site to

- Learn about [Berryville Main Street](#)
- Find out more about Berryville and Clarke county
- Scope out [great places to eat](#) and [fun things to do](#)
- [Join](#)
- [Volunteer](#)

You've come to the right place!

Berryville Main Street -- a not for profit organization -- is part of a nationwide initiative created by the National Trust for Historic Preservation in 1985 to encourage growth and revitalization of small towns across the United States.

The program is administered through the state and Berryville is one of only 21

Internet

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The screenshot displays the Downtown Lynchburg website. At the top, a blue banner features the text "Downtown Lynchburg" in a white script font over a photograph of the city skyline. Below this is a horizontal navigation bar with four colored segments: "Shop" (green), "Dine" (teal), "Play" (orange), and "St" (light green). The "Shop" segment contains a list of events for March 1st and 2nd, including "March Martini Madness" and "Women's Night at Rise Up". The "Dine" segment features a "Featured event" section with a photograph of a street scene and the text "EDIDAY". The "Play" segment contains a "Volunteer" link, which is highlighted with a red arrow pointing to it from the left. The "St" segment contains a "Volunteer" link, which is highlighted with a red arrow pointing to it from the right. The "Volunteer" link is part of a vertical navigation menu that also includes "News", "About Us", "Downtown Properties", "Parking", "Interactive Map", "Weather", "Links", and "Web Cam". The "Interactive Map" link is accompanied by a small map of the downtown area. In the top right corner, there is a "Volunteer in Downtown Lynchburg Virginia - Volunteer for Friday Cheers" form with fields for Name, Age, Address, City, State, Zip, Email, Cell Phone, Work Phone, and Home Phone. The form also includes a section for "2009 Events" with checkboxes for "I am interested in all of the events", "Friday Cheers" (July 22 - August 15), "Holiday Traditions" (December 5, 12, 19), "Annual Meeting" (December), "Downtown Walk About", and "Downtown Parade".

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Home > About > Jobs & Volunteer

Jobs & Volunteer

Internships

HDR is currently looking for a Summer 2009 Intern (the Spring 2009 position is [section below on "Internships"](#) for more information.

Volunteer with HDR!

Each year, 100+ HDR volunteers contribute over 11,000 hours of service and expertise to make downtown Harrisonburg a better place. According to Independent Sector, the leadership forum for charities, foundations, and corporate giving programs, the estimated dollar value of this volunteer time is over \$206,000 per year! HDR is extremely appreciative of all the help we receive from our volunteers, who are truly the backbone of the organization.

We have opportunities for members of the community with varying interests and amounts of time to dedicate. Whether you only have an hour to give or would like to take a more active role in the work of HDR, we would love to speak with you! Please fill out the volunteer information sheet and return it to Jessica Chase at jchase@harrisonburgva.gov. If you have any questions, please contact Jessica directly by email or phone at 540.432.8922.

Current Volunteer Needs:

Organization Committee Member

Estimated time involved: 1 hour per month from June-February and 2 hours per month from March-May.

Description: Serve on the committee that puts on an annual Renaissance Night fundraiser (May), organizes an annual public meeting (October), considers new methods of fundraising, helps recruit and reward volunteers and helps develop ways to keep the public informed about what's happening downtown.



SEARCH



Highlights

Member

works to help reawaken town. Signs indicate that it begun and a revitalized city is closer at hand than e. But it will not be easy, re will need your help....

up for the HDR newsletter, ddie a question on the blog, or post your town pics on our Facebook Here&#...

Assessing Your Current Volunteer Structure:

Who do you have – How did you recruit them – and How are you utilizing what they offer?

VOLUNTEER	RECRUITMENT		STAKE / REPRESENTATION	INDIVIDUAL BACKGROUND				CURRENT INVOLVEMENT/SUPPORT			
	Year	Who/How		Gender	Age	Ethnic	Skills/Interests	Board	Committee	Project/Task	Funding
1.											
2.											
3.											
4.											
5.											
6.											
7.											
8.											
9.											
10.											
11.											
12.											
13.											
14.											
15.											

Who do you have?

- Board
- Committees
- Projects
- Tasks

Rec./Ret.

- New & long term leaders
- Method of Recruitment

REPRESENTATION / STAKE –

- DOWNTOWN - Property &/or Business Owner, District Resident, Employee, Church,
- COMMUNITY – lives or works outside the district/downtown
- GOVERNMENT – City or County

What do they bring/offer?
Between individual skills & vested interest
follow US Census categorization or as considered appropriate

How is MS utilizing what they offer?

VOLUNTEERING IN AMERICA

Key Findings for 2008
Research Highlight, July 2009



- **Nonprofit Volunteering: even more vital to US communities!**

Between September 2008 and March 2009:

- Over **37%** of nonprofits reported increasing number of volunteers
- almost half (**48%**) foresee increasing their usage of volunteers in 2010
- Almost **NO** nonprofit organizations - showing a decrease in their volunteers.
- Volunteers were much more likely than non-volunteers to donate to a charitable cause, with **78.2%** contributing \$25 or more compared to **38.5%** of non-volunteers.

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VOLUNTEERING IN AMERICA

Key Findings for 2008

Research Highlight, July 2009



- **Neighborhood Engagement**: *increased*
 - In 2008, the number of Americans working with their neighbors to fix a community problem increased by 4.6 million people
 - from 15 to ~20 million.
 - Attendance to community meetings also increased
 - from 8.3% in 2007 to 9.6% in 2008.
 - Men & women were about equally likely to attend.

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Looking at an example...

VOLUNTEER	REPRESENTATION STAKE	RECRUITMENT		INDIVIDUAL BACKGROUND				CURRENT INVOLVEMENT/SUPPORT			
		Year	Who/How	Gen	Age	Ethnic	Skills/Interests	Board	Committee	Project/Task	Funding
1. Victor	Property owner Business owner (Retail)	5	ED	M	35-44	Hisp	Spanish	Pres	DES	Event - Cinco	Member - B rship
2. Neal	Property owner Business owner (Law, CPA)	8	Self-p								r - B rship
3. Deb	Business owner (Printing)	6	Board								r - B rship
4. John	Property owner Business partner (law) City Council	8	Self-p								r - L rship
5. Tom	Property owner Business owner (Auto Repair)	7	ED								r - B rship
6. Maria	Business employee (Bank)	4	ED								r - I rship
7. Amy	Church leader City resident	3	ED								r - L rship
8. Denise	City Employee (Planning) City resident	1	Board								r - I rship
9. Steve	Business owner (Software)	0	Board				Marketing				r - L Sponsorship
10. Eric	Business owner (Architect)	4	Board	M	45-54	Asian	Preservation Archit/Planning	Member	DES Co-chair Streetscape	Residential tour	Member - B Sponsorship
11. Pat	Property owner Business owner (Retail)	5	ED	F	55-64	Cauc	Advertising City	Member	ER PRO	Events - Hol, Mkt Brochure	Member - B Sponsorship

- Both property & business owners – 5/11
- Businesses mix: retail, service, professional
- Employees – City, Bank
- Other organizations/Groups – Church
- Outside the district – 1 resident
- NO downtown/district resident (s)

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Engagement in Downtown Revitalization

Driven by a sense of ownership!

- *To incorporate stakeholders of all sectors in the revitalization efforts they need to:*
 - *realize the success of the district is their success.*
 - *Recognize that they have something to offer to make it successful. Something to gain out of investing & giving. Something to lose if it is not achieved.*

VOLUNTEER	REPRESENTATIVE STAKE	RECRUITMENT		INDIVIDUAL BACKGROUND			CURRENT INVOLVEMENT/SUPPORT			
		Year	Who/How	Age	Ethnic	Skills/Interests	Board	Committee	Project/Task	Funding
1. Victor	Property owner Business owner (Retail)	2005	ED	35-44	Hispanic	Spanish Event - Family	Pres	DES ER	Event - Cinco Block Captain	Member - B Sponsorship
2. Neal	Property owner Business owner (Law, ...)	1998	Self - pioneer	45-54	Cauc	Real Estate Accountant	Treas	PRO	Payroll/Finances	Member - B Sponsorship
3. Deb	Business owner (Printin...)	2006	Board	40-44						Member - B Sponsorship
4. John	Property owner Business partner (law) City Council	1998	Self - pioneer	40-44						Member - L Sponsorship
5. Tom	Property owner Business owner (Auto...)	2007	ED	50-54						Member - B Sponsorship
6. Maria	Business employee (Ba...)	2004	ED	35-39						Member - I Sponsorship
7. Amy	Church leader City resident	2003	ED	50-54						Member - L Sponsorship
8. Denise	City Employee (Planni...) City resident	2001	Board	25-34	African	Urban Planning Social Media	Member	DES	Vol Recognition Event - Cinco	Member - I Sponsorship
9. Steve	Business owner (Softw...)	2000	Board	45-54	Cauc	Social Media Marketing	VP	ORG Chair	Online tools	Member - L Sponsorship
10. Eric	Business owner (Archit...)	2004	Board	45-54	Asian	Preservation Archit/Planning	Member	DES Co-chair Streetscape	Residential tour	Member - B Sponsorship
11. Pat	Property owner Business owner (Retail)	2005	ED	55-64	Cauc	Advertising City	Member	ER PRO	Events - Hol, Mkt Brochure	Member - B Sponsorship

• YEAR – shows presence of pioneer as well as newer volunteer board leaders

 • METHOD –
 • 2 co-founding pioneers
 • 5/11 by staff/director
 • 4/11 by board

Key in engagement: **ASK!**

- Personal Invitations to Serve Are More Appealing to Prospective Volunteers!

“If someone I worked with or a friend volunteered somewhere then I would probably do it.”
Non-Volunteer

- 47% of volunteers became involved AFTER being asked!
 - 27 million people in 2008 stated serving through this process

CURRENT VOLUNTEERS: KEY IN RECRUITMENT!!

Key Findings for 2008 - Research Highlight, July 2009



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Non-Volunteers' Perspectives

Research Highlight, July 2009

- think of a volunteer as retired, without children at home, and with excess of leisure time.
- *Fear the time commitment of service* –
 - concerns that signing up would require that they continue indefinitely, even possibly for a lifetime. Worry about having enough time to volunteer.
- more likely to serve if able to use a skill they already possess,
- interested in learning something new.
- Compared to volunteers, people who do not volunteer watch 100s of hours of additional TV a year. It's not that people don't have enough time to volunteer. People need volunteer opportunities that interest them enough to pull them away from their TV.

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INDIVIDUAL BACKGROUND			
Gen	Age	Ethnic	Skills/Interests
M	35-44	Hispanic	Spanish Event - Family
M	45-54	Cauc	Real Estate Accountant
F	44-55	Cauc	Advertising
M	45-54	Cauc	Neighborhood/leader Preservation Events
M	55-64	Cauc	Advertising
F	35-44	Hispanic	Events – Family
F	55-64	Hispanic	Service Fundraising
F	25-34	African	Urban Planning Social Media
M	45-54	Cauc	Social Media Marketing
M	45-54	Asian	Preservation Archit/Planning
F	55-64	Cauc	Advertising City

- Gender balance: male (6), female (5)
- Age balance:
 - Millennial (early 80s-early 00s) or younger than 30 years old: 1
 - College students and youth (<18) – none in board, but yes in Design projects (partnership with college & schools)
 - Generation X (mid 60s-early 80s or 30-50 years old): 2 between 35-44
 - Boomers (mid 40s-mid 60s) or older than 70: None
- Ethnic / Racial balance: 6 Caucasian, 3 Hispanics, 1 African-American, 1 Asian (community: 34% Hispanic, 11% African-American, 5% Asian)
- Skills / Interests: diverse, appropriate



Leadership Needs & Opportunities

- **Organization –**

- Public Relations / Communications
- Organizational Skills
- Fundraising
- Volunteer Management

- **Design –**

- Preservation minded
- Planning / Design / Construction
- Attention to detail

- **Promotion –**

- Event organizing
- Marketing / Image building
- Advertising / Graphic design
- Visual Merchandising

- **Economic Restructuring**

- Small Business approach
 - Management / Marketing
 - Planning / Finances / etc.
- Strategic Planning
 - Retention / Recruitment
 - Use of space

Overall:

- Multi-task environment
- Time management – a must!
- People / Communication skills
- Understanding of finances
- Nonprofit management
- PASSION FOR DOWNTOWN

VOLUNTEERING IN AMERICA

Key Findings for 2008

Research Highlight, July 2009



- **26.4% of Americans volunteered** (61.8 million) = 8 billion hours = \$162 bill.
[using Independent Sector's 2008 estimate of the dollar value of a volunteer hour (\$20.25).]
- **Young Adult Volunteering: makes up almost ½ of the overall increase in the number of volunteers nationally.** [young adults: ages 16-24]
 - About 8.24 million volunteered in 2008, over 441,000 + than 2007.
 - The interest among young people in volunteering reflects their belief that it is essential or very important to help other people in need.
- **Hispanics** volunteer rates increased from 13.5 to 14.4% in 2008. 4.7 million Hispanics volunteered in their communities in 2008 (~400k more than in 2007).

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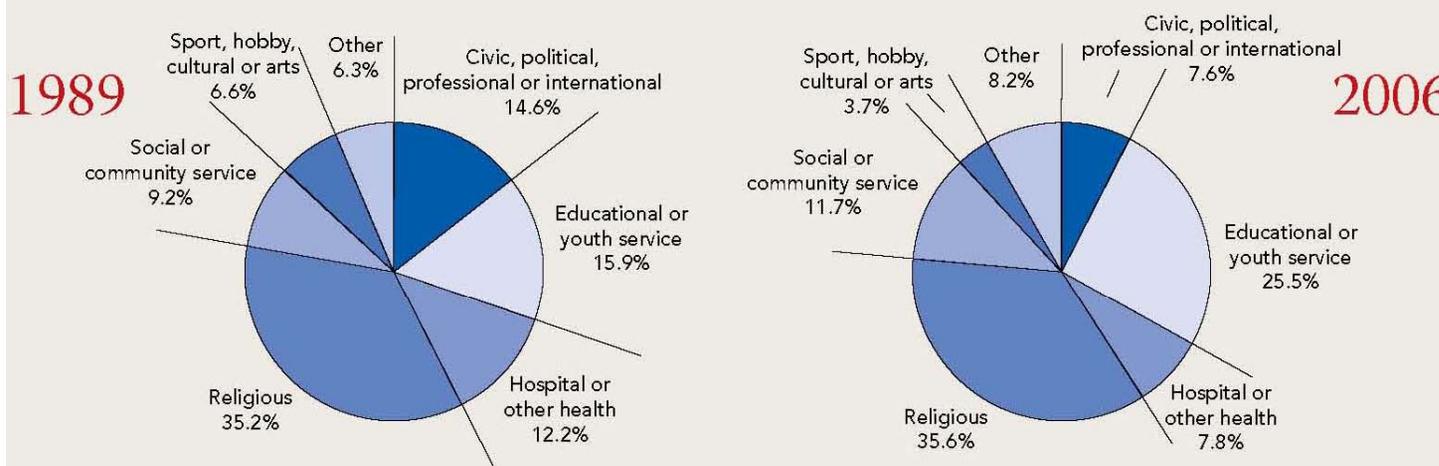
Virginia Volunteering by Age and Gender

AGE	MEDIAN HOURS	STATE RATE	NATIONAL RATE	CATEGORY	MEDIAN HOURS	STATE RATE	NATIONAL RATE
16 - 24 years	40	21.5%	23.4%	Age Group			
25 - 34 years	32	24.4%	24.7%	College Students	68	21.6%	29.6%
35 - 44 years	46	32.0%	33.3%	Baby Boomers	60	33.2%	32.2%
45 - 54 years	52	34.5%	32.2%	Gender			
55 - 64 years	66	31.8%	29.3%	Male	53	24.4%	24.3%
65+ years	102	24.7%	24.4%	Female	51	32.2%	31.6%

Trends and Highlights

- In 2006, 1.68 million Virginia volunteers dedicated 243 million hours of service.
- Among states in its region, Virginia had the fifth-highest rate of Baby Boomer volunteers and the sixth-highest median number of Baby Boomer volunteer hours.
- Virginia's college student volunteers had the highest average number of service hours in the nation.
- In Virginia, volunteering with an education or youth-services organization increased from 15.9% in 1989 to 25.5% in 2006.
- In addition to the 1.68 million Virginia volunteers in 2006, almost 190,000 people participated informally by working with their neighbors to improve the community.
- Overall, 34.3% of people in Virginia engaged in civic life by volunteering, working with their neighbors, or attending public meetings.

Where Do People in Virginia Volunteer?

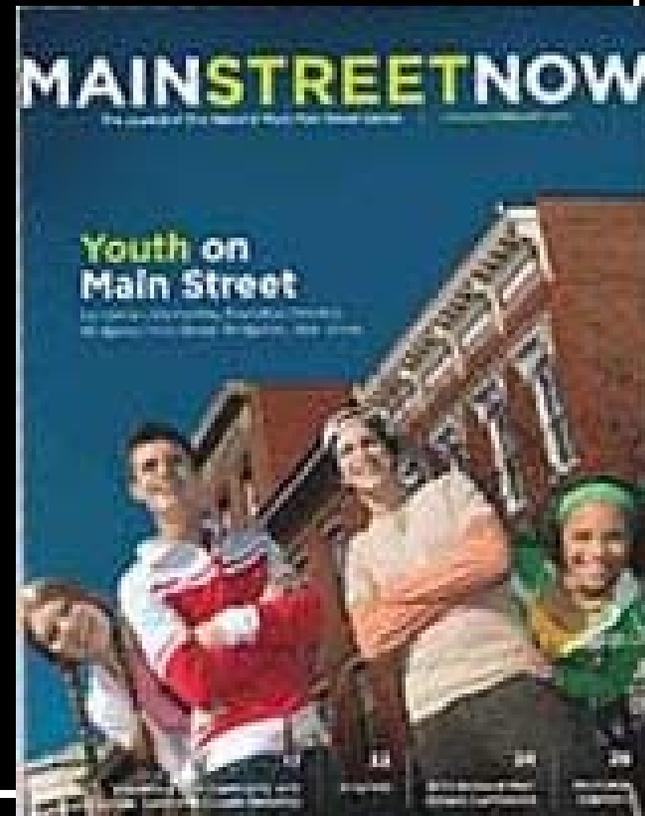
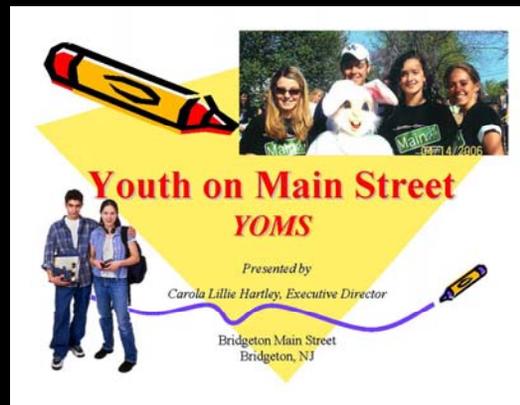


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Youth on Main Street

Carola Lillie Hartley

- representing all community high schools
- Voice their opinion in identifying community needs and planning community activities.
- act as ambassadors in promoting historic preservation and
- downtown revitalization to area schools and youth organizations in the community.



VOLUNTEER	REPRESENTATION STAKE	RECRUITMENT		INDIVIDUAL BACKGRO			
		Year	Who/How	Gen	Age	Ethnic	Skills/
1. Victor	Property owner Business owner (Retail)	2005	ED	M	35-44	Hisp	Spanish Event - F
2. N							Real Esta Accounta
3. D							Advertisi
4. Jo							Neighbor Preservat Events
5. T							Advertisi
6. M							Events -
7. A	City resident						Service Fundraisi
8. Denise	City Employee (Planning) City resident	2001	Board	F	25-34	African	Urban Pl Social M
9. Steve	Business owner (Software)	2000	Board	M	45-54	Cauc	Social M Marketin
10. Eric	Business owner (Architect)	2004	Board	M	45-54	Asian	Preservat Archit/Pl
11. Pat	Property owner Business owner (Retail)	2005	ED	F	55-64	Cauc	Advertisi City

- Very engaged board
- time / leadership / funding
- More than 2 hats? – careful!
- are more volunteers needed to delegate/share support?
- consider self-assessment prior to retreat/work planning

CURRENT INVOLVEMENT/SUPPORT			
Board	Committee	Project/Task	Funding
Pres	DES ER	Event – Cinco Block Captain	Member - B Sponsorship
Treas	PRO	Payroll/Finances	Member - B Sponsorship
Sec	PRO	Event – Cinco	Member - B Sponsorship
Past Pres	PRO	Vol-Recognition Event – 4 th Parade	Member - L Sponsorship
Member	ER	Block Captain	Member - B Sponsorship
Member	ORG	Event – 4 th Parade VOI Recognition	Member - I Sponsorship
Member	ORG	Vol Recognition Out to Lunch Event – Cinco	Member - L Sponsorship
Member	DES	Vol Recognition Event – Cinco	Member - I Sponsorship
VP	ORG Chair	Online tools	Member - L Sponsorship
Member	DES Co-chair Streetscape	Residential tour	Member - B Sponsorship
Member	ER PRO	Events – Hol, Mkt Brochure	Member - B Sponsorship

How much time are we asking to invest in the revitalization effort?

WEEK	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1 ST							
2 ND							
3 RD							
4 TH							

- Consider your stakeholders':
 - BACKGROUND when inviting to be part of committees & projects
 - TIME when scheduling meetings or projects
- Meetings are volunteer killers if they are not followed by results!
 - Agendas should follow work/action plan. Avoid accidental work!
- Consider people might be willing to help in different ways other than board and committees

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Assessing Your Volunteer Structure



Uptown Martinsville Map

● Property Owner ● Business Owner ● Resident ● Employee ● Outside district

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Warning: High Rate of Volunteer Turn Over

Research Brief, July 2009 Key Findings

- Only 53 % of volunteers who did “general labor” volunteered the following year.
- 74% of volunteers performing professional activities continued volunteering.
- Over **1/3 of volunteers (35.5%) drop out** of service each year, and do not serve with any organizations the following year. This means ~ \$38 billion in lost labor.
- Poor Volunteer Management Turns People Off of Service.
- Productivity of nonprofit organizations is stunt as they focus on replacing volunteers instead of maximizing impact. While new volunteers may be walking through the door of an organization, they may not stay, or they may be replacing an existing volunteer.

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Why Volunteer Talent Leaves?

Mismanaging Volunteers

Most nonprofits do not manage their volunteers effectively. Here is how often nonprofits that have volunteers use good volunteer management practices.

Good volunteer management practices	Percentage of nonprofits that use practice regularly
Matching volunteers' skills with appropriate assignments	45%
Recognizing the contributions of volunteers	35%
Measuring the impact of volunteers annually	30%
Providing volunteers with training and professional development	25%
Training paid staff to work with volunteers	19%

Source: Volunteer Management Capacity in America's Charities and Congregations, 2004

- The study concludes that fewer than ½ of nonprofits that manage volunteers have adopted important volunteer management practices.

* Study conducted by the Corporation for National and Community Service (CNCS), the Urban Institute, and the UPS Foundation

Meeting the Challenge: Raising the Bar for Volunteer Management

- 1. Build a sense of ownership that results in a culture of volunteering from everyone in the community.*
 - *To incorporate stakeholders of all sectors in the revitalization efforts they need to realize the success of the district is their success.*
- 2. Build an organizational culture that fosters and rewards stakeholders engagement.*
 - *volunteers' role (s) match their skills and background. Their time & contributions are recognized as much as financial support.*
- 3. Build a program worth volunteering for – offer value.*
 - *Main Street offers a unifying opportunity to lead the vision and accomplish results.*

Main Street Volunteer Management:

- ❑ Strategic “R” System (Retention – Recognition – Recruitment):
 - ❑ Recognizing assets: “W’s”
 - ❑ Assessing needs – gaps: age, gender, stake, perspective, more W’s
 - ❑ Matching needs with possibilities
 - ❑ People to people – meetings, visits, presentations
 - ❑ Tools – online, printed materials, signs, etc.



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Main Street Volunteer Retention:

✓ Retaining the passionate pioneers while adding talent & representation

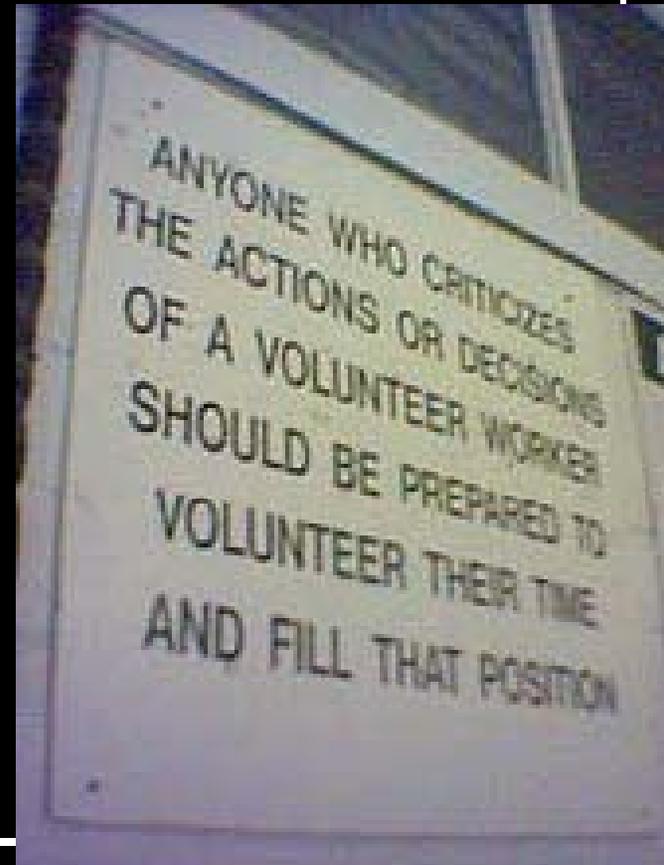
☐ Focus ☐ Commitment

☐ **FOCUS:**

- ☐ Communication & Consensus
- ☐ Programs that directly benefit Downtown

☐ **COMMITMENT:**

- ☐ Leadership
- ☐ Time
- ☐ Resources



Main Street

NATIONAL TRUST FOR
HISTORIC PRESERVATION

Live

Work

Play

About

- Who We Are
- What We're Doing
- How We're Funded
- Volunteering
- Membership info
- Sponsoring
- NLMS News
- Posters
- CT Main Street
- National Main Street

What's New?

- Celts & Curachs Festival
- Summer Newsletter
- 2009 Annual Report
- Annual Meeting Photos
- Buy a Banner
- Renew Lightpole Banner
- Parade Project Schedule

Support us
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Dime Bank

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Vacation With Purpose Now
www.DapAdventures.co

[Medical Volunteer Africa](#)
Volunteer in Clinics and Hospitals Help in Namibia, Zambia or Kenya
www.AmanziTravel.co.za

Get Involved Viva Volunteers! Volunteer Awards Volunteer Recognition Volunteers Only

Meet Main Street's Newest Volunteers!



Elaine Stattler, owner of Editorial Direction, a freelance business based in New London, was impressed by the Food Strolls and met enthusiastic volunteers at Boats, Books, & Brushes. MAIN STREET attracted her since she wanted to become more involved in the local community.

Moving to New London last year, **Sherry Bassi**, an assistant professor at UConn, wanted to find a positive way to become involved in the community. Volunteering at MAIN STREET fit the bill perfectly.

Michele Devine is moving her business, Citizen's Task Force Against Addiction, to downtown New London and wanted to get to know the community. A friend told her about MAIN STREET. The rest is history.

Shelley Wardwell grew up in the area and fondly remembers the past vibrancy of State Street. She has recently relocated here from Colorado and is excited about pitching in.

Barbara Zarcone, a freelance graphic designer, considers New London her first home. She wanted to become more involved with the downtown community's "interesting and talented people".

Another New London native, **Rosemarie Driscoll** liked what she read about MAIN STREET and wanted to become part of its mission to return New London to its leadership role in southeastern Connecticut.

Well-rounded volunteer **Sarah Henderson** is fluent in Italian and French, coaches women's tennis, and is a curator for a private art dealer. With a degree in International Studies, she has found her niche volunteering for NLMS with the Celebration of Lights & Song Committee.

Tita Williams found out what happens when you ask a question about who will be running the Trolley Station Information Booth during the summer. You get drafted to help run it! A retired teacher, she has enjoyed volunteering at the Trolley Station and recently added helping out in the MAIN STREET office on Wednesday afternoons to her volunteer duties.



After enjoying two Food Strolls, **Richard Huhn**, a Pfizer employee, was volunteered by a neighbor and quickly became involved in producing more Food Strolls!

Mary Murphy was drafted into service by Penny at a Garde fundraiser and has since been an important player on the Food Stroll Committee.



Henry Savin was drafted by Penny to volunteer at the Trolley Visitor Information Station this past summer. One thing led to another, and soon he was also working on the dining guide.

Looking for activities to fill her time while her children were in school, **Gordana Vidakovic** decided that MAIN STREET would provide a good opportunity to meet new people and learn new things. Her interest in historic towns had her pounding the pavement on the Map & Guide Committee.

Tyler and Lakisha Olson wanted to volunteer to help New London continue to grow and thrive. They love downtown, with its diverse restaurants, shops, and waterfront events, and are coordinating the ice carving element of Lights & Song.

Referring to herself as a city person, **M.J. Marcks** grew up in Syracuse, New York. New to the area, she wanted to become more involved in the development of downtown New London, and MAIN STREET had various projects that interested her. Welcome aboard, MJ!



Tony O'Brien, a teacher of Graphic and Printing Technologies, wants to help MAIN STREET in its revitalization efforts. Tony is the Chair of the Banner Committee and lends a hand as a photographer.



Dana Amore, an arch volunteer, helped to help graduated to chair of Board of Directors.

A nurse at L & M Hos London, **Chris Comfor** the community. He has beautiful, and now

Committee to keep it that way.

Mia Berube, a lifelong resident of New London, works in advertising at The Day and wanted to put her skills to use helping MAIN STREET market and promote the city's business district.



Alli Abraham has lived in New London for four years and wanted to learn more about the city. The Food Stroll Committee is giving her the education.

Vicki Pryke, a student at Durham University in the north of England, volunteered with MAIN STREET while visiting her parents in East Lyme (her father works for Pfizer in New London). She studies Archaeology and Anthropology and loves history and writing. Look for Vicki's article on the downtown Health and Beauty scene on our website soon!



Betty Cole is new to the New London area and volunteered because she wanted to learn more about the town. She fortified the Membership Committee and helped in the office, but, like a true snowbird, she's now flown south for the winter.

SERVATION

*Norma Miess, Program Officer, National Trust Main Street Center
Virginia Main Street – "Engaging & Motivating Volunteers" – Webinar
Tuesday, March 2, 2010*

“RE”ward Downtown Volunteering!

- Build the value of volunteering for Downtown – something sought after!!
 - Because it its FUN!
 - Because it is a source of PRIDE - “MY Downtown”



NATIONAL TRUST FOR HISTORIC PRESERVATION

*Norma Miess, Program Officer, National Trust Main Street Center
Virginia Main Street – “Engaging & Motivating Volunteers” – Webinar
Tuesday, March 2, 2010*

Identify Opportunities to “RE” structure

- Recognize the gaps / needs in the volunteer base
 - Diversity
 - Representation – stakeholders
 - Interests & skills
 - “Cliques”
 - Delegating
 - Retiring, but remaining advocates, advisors
- Recognize potential board members from within your current volunteer base
 - Committees
 - Projects – events, activities

NATIONAL TRUST FOR HISTORIC PRESERVATION

Process & Levels of Involvement



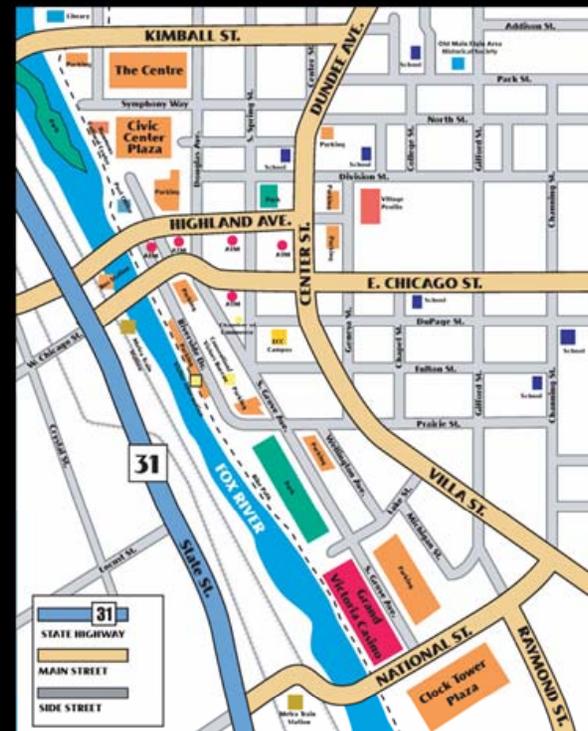
- Giving versus Investing - Both?
 - Giving: feel good, no return expected for self
 - Investing: sense of achievement, expect results
- More than duty, an opportunity
- **Working WITH instead of FOR**

NATIONAL TRUST FOR HISTORIC PRESERVATION

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Tuesday, March 2, 2010*

Identify Opportunities to Expand Reach

- Adding new blood from within your Downtown!
 - Visitation Program
 - Board
 - Staff
 - Committee leaders
 - Block Captain Program



Identify Opportunities to Expand Reach

Adding new blood from the community!

- Consider a “My Downtown” Volunteer Incentive Initiative
 - Employees – participation in committees
 - City, banks, large corporations
 - Students - for projects, events
 - College / University: internships
 - High School “community graduate” service
 - Middle-Schools, elementary
 - Churches and other nonprofits
 - Unemployment office
 - Restitution workers – cleanup beautification projects



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Will You Celebra...

What will you celebrate?

SPECIAL MOMENTS
& MORE

GIVE A DAY.
GET A DISNEY DAY.

VIDEOS &
DOWNLOADS

Disneyland

Walt Disney World

US

Give a Day. Get a Disney Day.

Program Terms &
Conditions and FAQs

Search and Sign Up

Manage Account

Overview

STEP 1
Search &
Sign Up

STEP 2
Volunteer

STEP 3
Redeem &
Celebrate

We're Approaching 1 Million Volunteers!

We're getting close to our goal of inspiring one million people to volunteer a day of service. So sign up to make a difference today! Just search for an eligible opportunity, complete the registration form and confirm a specific date and time to volunteer at a participating organization through this site. Each person who participates in this program will receive a 1-day, 1-theme park ticket to Disneyland® Resort or Walt Disney World® Resort, free.

You must pre-register and sign up through this site to volunteer and complete your service at an eligible volunteer opportunity in the fifty United States, District of Columbia, Puerto Rico or Canada to receive a ticket after verification of such service. Ticket quantities for this program are limited. You must be at least 18 to sign up. You may only sign up a maximum of 8 members of your household. Children must be at least 6 to participate in the program. One ticket per person, regardless of the number of times you volunteer. Program begins January 1, 2010 and continues until tickets are distributed or until December 15, 2010, whichever occurs first. Your voucher for a free ticket must be redeemed by December 15, 2010, and used on the same day of redemption.

Other terms and conditions apply.
See complete [Program Terms & Conditions and FAQs](#).



Search For An Activity

ZIP/Postal Code or City,
State [Required]

Volunteer Opportunity Interest
Area

Manage My Account

View or make changes to your volunteer activity,
add a volunteer, and print or donate a
voucher

Redeem Your Ticket

Print your voucher redeemable for
park ticket — or donate it to a
organization

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LIVE UNITED

[Get Updates >](#)[About](#)[Our Work](#)[Partners](#)[Our Community](#)

GIVE.

EDUCATION. INCOME. HEALTH.



ADVOCATE.

EDUCATION. INCOME. HEALTH.



VOLUNTEER.

EDUCATION. INCOME. HEALTH.



HOW I LIVE UNITED

Amy Thomas | Cincinnati, OH

Since 2005 I have assisted with the United Way campaign. I am happy to give my time and efforts back to the community through United Way and I am lucky to be able to do so.

[Join the Movement](#)

Connect with amazing supporters from around the world

LIVE UNITED NETWORK

United Way recently unveiled the LIVE UNITED social network. Connect with like-minded individuals to share photos and videos, get ideas and more.

[Join Today](#)

[Share your story](#)

Headlines: [Dolly Parton Teams up with United Way to increase Childhood Literacy](#)



**JOIN HANDS
OPEN YOUR HEART
LEND YOUR MUSCLE
FIND YOUR VOICE**



**OUR 10-YEAR GOAL IN
EDUCATION**

CUT AMERICA'S HIGH SCHOOL DROPOUT



**I DON'T JUST WEAR
THE SHIRT.
I LIVE IT.**



Inte

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Tuesday, March 2, 2010*



Volunteers

12,000 volunteers & 47,054 total hours (January - September 2008)

[please take our survey](#)



Volunteering is reciprocal experience and at the Capital Area Food Bank our volunteers truly make a difference in our community. Whether they work directly with our clients or behind the scenes doing administrative tasks, there are innumerable ways they contribute. Food Bank volunteers create a bridge between us and the community by providing professional skills, hobbies, passions and relationships to their work. In reaching out, they cultivate roots in our community and create the vital connection that binds us to our hungry neighbors who need our help.

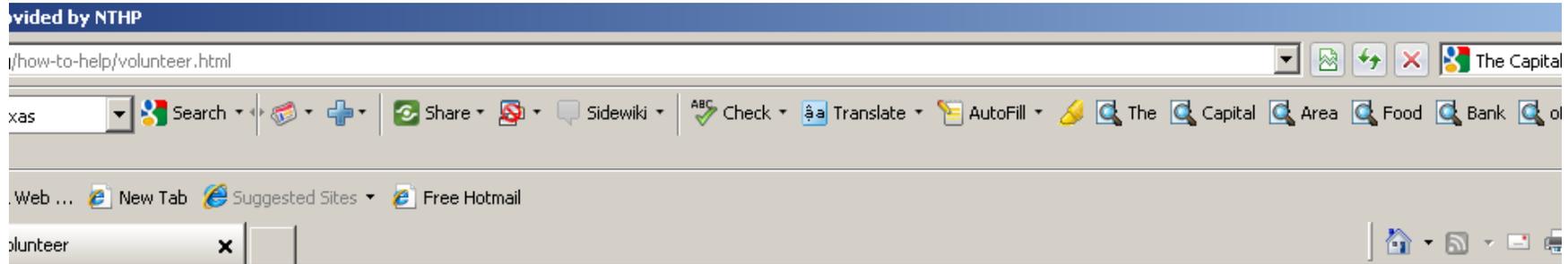
Adult Service Groups

A community, civic or faith-based adult organization.

Top 10	Total Hours
Izu Chi	371
Single Volunteers of Austin	264
AmeriCorps	236
The Junior League of Austin	159
AARP	156
Austin Young Lawyers Association	78
Knights of Columbus Council #1017	70
Beta Sigma Phi	57
American Society of Civil Engineers	50
Knights of Columbus Council #8156	45

NA

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CAPITAL AREA FOOD BANK OF TEXAS

How to Help

Attend Events

Become a
Partner Agency

Contact Elected
Officials

Donate Food

Donate Funds

Donation
Policies

Join the
Hunger is
UNacceptable
Campaign

Matching Gifts

Planned Giving

Raise Food &
Funds

Recycle
Cellphones &
Toner
Cartridges

Support
Ongoing
Fundraisers

VOLUNTEER

Volunteers are essential to the Food Bank. Each month, volunteers contribute more than 5,000 hours combined to support the Food Bank's mission through volunteering in Product Recovery, at special events, teaching classes, as ambassadors, and a variety of other opportunities. [Double or triple your impact with corporate matching gifts.](#)

[▶ Sign up to volunteer.](#)



SORT DONATIONS

Sorting donations gives you a "behind-the-scenes" look at how donations from the community get to hungry Central Texans. Volunteers inspect, clean, sort, box and make donations ready for distribution to Partner Agencies and their clients.

Volunteer Scheduling Updates:

Our Thursday evening shift is 6-8:30 p.m. This shift is open to volunteers 18 years and older. "Youth and Family Night" is 5:30-7:30 p.m. on the first Tuesday of every month. We invite you to get involved. Sign up today!

[▶ Workplace Volunteering](#)

[▶ Fulfill court-ordered community service hours](#)



ADMINISTRATIVE HELP

The Food Bank has a variety of administrative

FAQs

- ▶ [Q: I want to volunteer at a soup kitchen or serve food for the holidays. Where can I go?](#)
- ▶ [Q: What is Product Recovery?](#)
- ▶ [Q: What do volunteers do?](#)
- ▶ [Q: What are your volunteer hours?](#)
- ▶ [Q: Can children volunteer at the Food Bank?](#)
- ▶ [Q: What should I wear?](#)
- ▶ [Q: Do I need to schedule in advance or can I just show up?](#)
- ▶ [Q: Can I bring a group?](#)
- ▶ [Q: Do adults need to accompany children/youth?](#)
- ▶ [Q: Can I complete court-assigned community service hours?](#)
- ▶ [Q: Can I come for just an hour or two?](#)
- ▶ [Q: Is the Food Bank able to accommodate the special needs of disabled volunteers?](#)
- ▶ [Q: Where are you located?](#)
- ▶ [Q: Is there parking?](#)

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Boonton Main Street.org

[Home](#) | [About Us](#) | [News](#) | [Calendar](#) | [Town Guide](#) | [BMS Projects](#) | [Open a Business](#)

*Boonton Main Street -
incorporated as
a grass roots effort,
fostering partnerships
to restore, preserve
and promote
Boonton's historic
downtown.*

[Learn more](#)



Support the
Boonton
Main Street
Program

[Find out how](#)

New & Noteworthy



Calendar

CLICK HERE

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Committee Meetings

Design

Getting to Boonton

- Directions
- Parking

Town Information

- About Boonton
- Town Map
- Town Links

Business Directory

- List

Supporter Card

- Download here

About Us

- Photo Gallery

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The screenshot shows a web browser window displaying the Boonton Main Street website. The browser's address bar shows "Boonton Main Stre...". The website's header features the "Boonton Main Street .org" logo and a navigation menu with links for Home, About Us, News, Calendar, Town Guide, BMS Projects, Open a Business, Volunteer, and Contact Us. The main content area is titled "Boonton Main Street Membership" and includes a section for "Volunteer Opportunities". This section explains that the organization is volunteer-driven and offers various roles. It lists "Team Members" who help with events and projects, and "Project/Event Volunteers" who assist with specific events. A list of tasks for team members includes website design, fundraising, Buy Local campaigns, event planning (Farmers Market, Car Show, etc.), selecting street colors, planning street lights, and landscape projects. A note indicates that the membership form is saved as a PDF and provides a link to a PDF reader. The browser's taskbar at the bottom shows several open applications, including "Boonton Main Street...", "Microsoft PowerPoint - [...]", and "BoontonMS-NJ, VOloppo...".

Boonton Main Street .org

Home | About Us | News | Calendar | Town Guide | BMS Projects | Open a Business | Volunteer | Contact Us

Boonton Main Street Membership

Volunteer Opportunities

Being a volunteer driven organization, Boonton Main Street can use volunteers in a variety of capacities each with different levels of commitment and expertise.

To learn more about us and how you might help, sign up for our next Volunteer Meet and Greet << [Contact Us](#) >>

Team Members – who would come to meetings to help plan and execute events, projects and programs. Commitment is continuous and 4 – 5 hours per month

- Assist in design of new website
- Assist in the planning of fundraising events
- Assist in the planning of a Buy Local – Buy Boonton Campaign
- Assist in the planning of one or more of our major events
 - Farmers Market; Classic Car Show; Chow on main
 - Howl-o-ween Parade; Victorian Holiday; etc
- Assist in the selection of Main Street Colors
- Assist in the planning for new street lights
- Assist in the landscape projects for Main Street

Project/Event Volunteers – who have a passion for an event or program and would like to participate for a short period of time. Commitment is defined by the project and may be as little

The [Membership Form](#) is saved as a PDF

Use the link below if you need PDF reader

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Tuesday, March 2, 2010*

Main Street

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Outlook Web ... New Tab Suggested Sites Free Hotmail

ton Main Stre...

Home RSS Mail Print Page

Project/Event Volunteers – who have a passion for an event or program and would like to participate for a short period of time. Commitment is defined by the project and may be as little as 2 hours:

- Bake for Bake Sales
- Assist with children’s games or activities
- Become an Event Photographer
- Sit a ticket or registration table
- Join a Clean Up day
- Plant flowers
- Sell tickets
- Help set up or clean up
- The choices are limitless!

Virtual Volunteers – you can help at your time schedule and from the comforts of your home or office. Commitment is defined by the project and again can be as little or as much as you can provide:

- Design Posters or Event Flyers
- Design Tee shirt art
- Write articles for a quarterly newsletter
- Proof read articles
- Write text for our new website
- Be part of our grant research and writing team
- Do you know and love photo-shop? We could use your help

Board Members – Yes, even our board members are volunteers and we are always looking for community minded people to become trustees. Terms are two years in length and board members are asked to spend 5- 8 hours per month:

- Currently we are actively recruiting potential trustees with

Internet

Listing of local Designate... Boonton Main Street ... Microsoft PowerPoint - [...]

Search Desktop

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Tuesday, March 2, 2010*



- Home
- Calendar of Events
- Business, Dining & Organizations Guide
- News
- About Us
- Maps, Directions
- Support the Effort**
- Business Development
- Contact Us

Google™ Custom Search

Search



Come Enjoy Main Street !

There's so much going on in this vibrant community that preserves the best of the old and the new!

We have great events

- How You Can Help
 - Make a Donation
 - Volunteer
 - Buy a Brick
 - Sponsor an Event
- Personal Farmers
local produce, our
all Festival, or
the Village,
something to
please!

We have great restaurants and services

Some of the best eating available, ranging from a quick snack to exquisite dining! Hair salons, a mouth-watering bakery, dedicated small businesses -- we've got it!

We have great history



Located on the original King's



Worthy of Note



Enjoy the warmth of fine food!

- Our restaurants provide a great antidote to winter chill. [See.](#)
- Visit the new Lawrenceville Main Street Artists Network Gallery. See an impressive array of excellent art! [Details.](#)
- Winter Art Classes Scheduled. For all ages, many subjects. Sign up now! [Information.](#)

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- Home
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- Maps, Directions
- Support the Effort**
- Business Development
- Contact Us

Google™ Custom Search
Search

Other Ways to Help

There are lots of other ways to help the village:

[Donate](#)

[Sponsor an event](#)

[Buy a Brick](#)

Volunteer!

Even with just 30 minutes of time available, you can help in many ways.

Young or old, lots of time or not much, there's something that will really help:

- Professional services
- Grant writing
- Business development
- Communications
- Help in the office
- Cleanup
- Jubilee workers
- Keep our plants growing
- Farmers Market
- Golf Scramble

Tell us your talents, how much time you have, and we'll match you up with a helpful, satisfying way to help the community. To see how easy it is, contact our [office](#) directly. You can meet new people, make new friends, and help Main Street grow!

Join the dozens of volunteers helping the revival of Lawrenceville Main Street and having fun doing it!



We'll customize a project to meet your time and interests! It's a win-win situation! We have great volunteers of all ages and with a variety of skills!



Spring Cleanup Volunteers 2008

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Windows Internet Explorer provided by NTHP

reet.com/about/contact.htm

Search Share Sidewiki Check Translate AutoFill

Web ... New Tab Suggested Sites Free Hotmail

- Home
- Calendar of Events
- Business, Dining & Organizations Guide
- News
- About Us
- Maps, Directions
- Support the Effort
- Business Development
- Contact Us

Google Custom Search

Search



We'd be happy to hear from you!

Suggestions Welcome!

Just contact us by email or by using the easy form below.

We'll be sure to respond!



Fill-out the information below and click SEND.

Your Name: *

E-mail: *

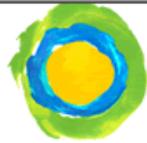
Phone:

Message:

* are required.

Send Message Now

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[Post](#) [Find](#)

- [Jobs \(4,980\)](#)
- [Volunteer opportunities \(16,862\)](#)
- [Organizations \(88,279\)](#)
- [Idealist Groups \(1,678\)](#)
- [Consultants \(586\)](#)
- [Internships \(2,548\)](#)
- [Programs \(2,207\)](#)
- [People \(208,031\)](#)
- [Volunteers \(90,193\)](#)
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- [Speakers \(8,061\)](#)
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» The Blog

- [Quick Survey: Have You Volunteered Abroad?](#)
- [Don't Just Hunt for Your Next Job...Develop It!](#)
- [Goodbye Press Release, Hello Social Media Release?](#)

[\[Blog Archive\]](#)

» High Springs Main Street Volunteer

- Location:** High Springs, Florida, 32655, United States
- Organization:** High Springs Main Street Program
- Start date:** July 23, 2009
- End date:** July 23, 2010
- Sex:** All are welcome
- Age:** Seniors (65 and over), Adults (18-64)
- Skill(s):** clerical, fundraising, Other, public relations, special events planning
- Language(s):** English
- Area of Focus:** Community Development, Community Service and Volunteering, Economic Development
- Last updated:** July 23, 2009

» Description:

The High Springs Main Street Program is looking for volunteers to assist in community special events promotion and operation. Anyone interested in becoming involved in the High Springs Main Street Program is encouraged to contact the local Main Street office by email or by phone (please see contact information below).

The Main Street approach advocates improvements in four areas to create a positive, distinctive image for downtown. These areas include: organization, promotion, design, and economic restructuring.

High Springs Main Street Project Mission: To provide education, support, guidance and vision for the preservation, improvement and economic restructuring of the historical High Springs downtown district.

Events throughout the year in High Springs include: a weekly farmer's market, fall festival, nighttime Christmas parade, summer sidewalk sales, Mutts and Pups Dog Show, and "Fantastic Fridays" downtown that include free carriage rides, music and entertainment.

» How to Apply

» For this page:

- [Mail a friend](#)
- [Print](#)
- [Add to your Favorites](#)

» For this listing:

- [Login to report problematic listings posted by individuals or organizations](#)

Some reasons to report

- Duplicate
- Unclear / multiple / abbreviated location field
- Missing / incorrect inappropriate information
- Multiple opportunities
- Miscategorized
- Violates Idealist Terms and Conditions

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ORGANIZATION

Building An Effective Downtown Revitalization Program

- **Stakeholders Involvement in downtown revitalization**
 - People: Volunteer base (board, committees), staff
 - Partnerships
 - Public – City, County, State
 - Private – property/business owners, residents, workforce, other groups
- **Funding: sustaining the revitalization efforts**
 - Operations
 - Programming
- **Communication: sharing the vision & fostering participation**
 - Sharing the vision, progress, results
 - Fostering involvement, sense of ownership

Q & A



Thanks!

Norma Miess, Program Officer
National Trust Main Street Center

Email: Norma_miess@nthp.org

Phone: (202) 213-6720

Main Street

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HISTORIC PRESERVATION

***“Communities can be shaped
by choice, or they can be shaped by chance.***

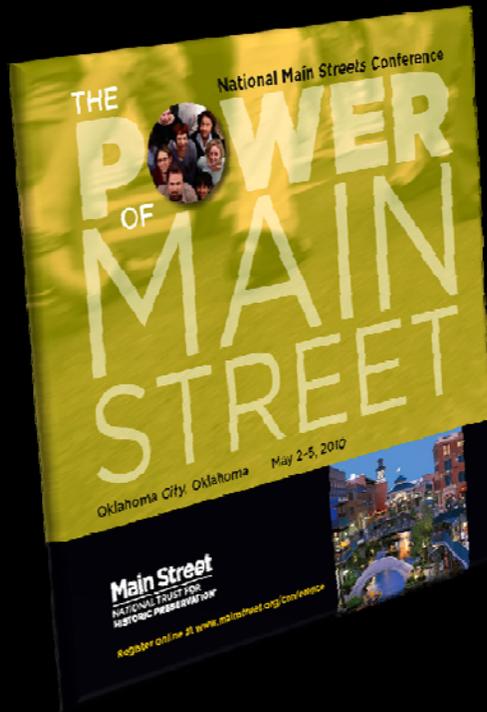
***We can keep on accepting the kind of
communities we get, or we can start creating the
kind of communities we want.”***

***Richard Moe, President
National Trust for Historic Preservation***

Main Street

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Resources



- **National Conferences**
 - National Main Streets: OK City, May 2-5, 2010
 - Preservation: Austin, TN , Oct 27-30, 2010
- **Online Tools:** www.mainstreet.org
 - www.PreservationNation.org
 - MS list serve, Webinars
- **Publications:**
 - MS Bookstore: Revitalizing Main Street
 - Main Street News
- **NTMSC On-Site Services**
 - Field Services
 - Seminars & workshops

<http://www.nationalserviceresources.org>

<http://www.nationalservice.gov>

www.energizeinc.com

