

THE BIG EVENT



EXPANSION PACKET

WHAT IS THE BIG EVENT?

The goal of The Big Event at Virginia Tech is to engage students with their surrounding community, and to say “Thank you!” to those who live in the University’s surrounding community, regardless of socioeconomic status. The Big Event has been established at universities and high schools across the country who have the desire to give back to their community. The Big Event at Virginia Tech is the second largest Big Event in the nation! Every spring, over 8,000 students, faculty and staff serve approximately 1,000 homeowners on one single day. For the past twelve years, students have participated in this event to show their appreciation to the surrounding community by completing service projects such as painting and yard work. This event is completely student-run here at Virginia Tech. We are excited to expand The Big Event’s mission even further by helping you get started with a Big Event of your own! One Big Day, One Big Thanks.



CONTACT INFORMATION

Co-Directors:

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Directors of Communications:

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GOOD LUCK!

THE 2017 BIG EVENT EXECUTIVE TEAM

GETTING STARTED

Executive Team – find a group of students who are willing to dedicate their time to The Big Event. Feel free to customize your team to scale to your Big Event! Our Executive Team includes the following members:

Co-Directors

Oversees and advises the executive team and committee members.

Assistant Director

Handles the majority of the finances.

Student Outreach

Reaches the student body through classroom presentations, e-mails and marketing booths across campus to encourage more students to participate.

Projects

Obtains projects from homeowners.

Project Evaluations

Ensures that all projects obtained are “checked” and are safe for student volunteers to travel to.

Committee Relations

Organizes team bonding and social events in order to build strong relationships between members.

Tactical

Brainstorms ideas to make The Big Event bigger and better and helps with any last minute preparations.

Communications

Keeps a strong relationship between The Big Event and the surrounding community and promotes The Big Event through social media.

Fundraising

Finds funding for The Big Event through profit shares, bake sales and corporate sponsors.

Visual Communications

Edits media and does photography and videography on the day of The Big Event.

Logistics

Plan and restructures the design of tool distribution and return for the day of.

Technology

Assists with the Big Event website and coding of the tools that are used.

Programming

Arranges the entertainment for the morning of.

DONATIONS

How do we fund all this? Donations, donations, donations. Try to find local sponsors that are willing to support your cause through either monetary or product donations. Work with your town mayor or with community centers to borrow tools. Involve faculty and staff!



BASIC STEPS

Begin by setting realistic goals. We set goals every year that we try to break through to make sure that we keep improving!

An easy way to reach homeowners is by using “Project Request Flyers.” These flyers contain boxes for the homeowner to provide their name, address, contact information and information about the community service project that they are requesting. They can then mail this form back to you!

Think of churches, non-profit organizations, local business or community organizations that might need help – these are great places to get started!

After receiving project requests, student volunteers travel in pairs to the requested homes a few weeks prior to The Big Event to ensure the safety of the project. First, ask the homeowner to show around the project site and be certain that the job site is safe and the homeowner presents no risk to the student. Next, ask how many volunteers the homeowner thinks he/she needs. Then, if we can provide tools at this point, then ask what tools the homeowner will need. If not, inform the homeowners that they will need to provide their own tools. Lastly, we have students fill out a “Risk Evaluation Form” to ensure that there is nothing that could present a risk to student volunteers on the day-of.

We then provide homeowner information to the student volunteers on the morning of Big Event. Every student volunteer meets in one location together to get their project folders, then continue on to complete their service project!



STUDENT VOLUNTEERS

Publicizing your Big Event is an integral part of getting the community involved. Social Media is a great way to inform both student volunteers and the community as to what is going on. Make flyers, stickers, t-shirts and more to advertise. Get creative!

JOBSITES

“Jobsite” is the term given to areas where students volunteer! They are an integral part of The Big Event!

WHAT ARE YOU WAITING FOR?

Start planning your BIG Event today! We are here to help you every step of the way. If there is anything that you would like to know more about, please don't hesitate to contact us with specific questions!