

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:

Kelly McConnell and Katie Rappold
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Directors of Communications:

Hayden Hovis and Heather Trobridge
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GOOD LUCK!

THE 2019 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 and helps the co-directors.

Student Outreach

Reaches the student body through classroom presentations, e-mails and marketing booths across campus.

Projects

Obtains projects from homeowners and ensures that all projects obtained are "checked" and safe for volunteers to complete.

Internal Relations

Creates and facilitates bonding activities between The Big Event committee and OPs team members.

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Programming

Prepares all "day-of" arrangements for tool distribution and assists in day-of layout and arranges the entertainment for the morning of.

Technology

Manages The Big Event's website.

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

Designs logos, takes photos, and produces videos for The Big Event.

Committee

The committee members are assigned under executives, assisting and completing tasks under their specific specialty (ex. Programming Committee)

Operations (OPs) Team

The OPs team are members of the organization who help by completing project checks with committee and execs, as well as completing jobs on the day 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 of your university or school!



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 Fliers." These fliers contain boxes for the homeowner to provide their name, address, contact information and information about their requested community service project. 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!



Committee members then travel in pairs to the requested homes a few weeks prior to The Big Event. If you 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. Also ask how many volunteers they are requesting. Make certain that the job site is safe and that the homeowner presents no risk to volunteers. We have committee members 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 fliers, stickers, t-shirts and more to advertise. Get creative!

JOBSITES

"Jobsite" is the term given to an area where we send volunteers. 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!