

**Q&A: answers anyone considering participating in United We Serve
would need to know:**

Q. Why would I want to have my agency participate in United We Serve when we are already so busy?

A. There are several reasons why your agency's participation will benefit you:

1. Your agency may already have projects that are conducted with the help of volunteers. Why not get nationally recognized by simply registering on Serve.gov and snapping a few photos during the project to share?
2. This will provide good publicity for your agency and Weatherizers in general. If you choose to participate, your efforts will be highlighted nationally and bring attention to your agency's achievements. *This is particularly important because stories of slower-than-expected ramp-up have begun to jeopardizing the great work Weatherizers have done in the past and are currently doing.* This initiative is an opportunity for your agency to demonstrate to your communities, states and the country the value of the program.

Q. Is there any money in it to support volunteer management?

A. No

Q. What assistance or resources can the CNCS offer us?

A. CNCS will provide technical assistance with the Serve.org website. They will also provide assistance with developing and communicating your "story," including a [press release template](#), if you need it and a series of [toolkits](#) if you need help getting a new project started.

Q. Why would I want to list my agency at the website?

A. There are several benefits to listing your agency on Serve.gov

1. You will get national recognition for your project and your organization and help reach the President's goal of increasing community service.
2. If you are looking for volunteers, this will help you recruit. Rather than performing outreach yourself, simply post your project(s) on the site (or fill out the registration sheet that is attached) and wait for the volunteers to contact you.
3. Groups looking to build partnerships may see your post and become interesting in cooperating with you in the future.

Q. What resources can I get on the Serve.gov website?

A. In addition to improving your volunteer recruitment efforts, Serve.org also has a number of resources that will help you publicize and share your project.

1. To demonstrate your support for President Obama's initiative you may choose to place a link on your homepage to Serve.gov – banners and logos are available at <http://www.Serve.gov/link.asp>.
2. If you would like to issue a press release about your participation in United We Serve and need help developing one, Serve.org has a template you can use: http://www.Serve.gov/assets/documents/09_0616_sample_release.doc. (Lina will also be very happy to assist you with these efforts.)

Q. Who at EOS can help me and how to I reach them?

A. Lina Karaoglanova, Project Associate, is here to help you with anything you need. You can contact her at 202-628-4900 or at l_karaoglanova@opportunitystudies.org.

Q. Can EOS help us get the listing done?

A. It would be our pleasure. Lina is eager to help you sign up and assist you with any technical difficulties (though the process is simple and is unlikely to take you longer than a few minutes). EOS is also here to help you tell your story, once the project(s) get(s) going. Lina will work with you to collect photos or videos of your volunteer stories and will coordinate with CNCS to highlight your project. **We are here to help you!** – You do the weatherization and work with the volunteers, and we'll get your story highlighted!

Q. Can agencies identify the number of volunteers they need on the site?

A. Yes! – Your agency has control over how many volunteers you want, how long you want them for each day, when they start, when they finish, etc. So even if you only need one more volunteer, this is a great solution for you.

Q. Can we start a project and get 'credit' from the CNCS without listing ourselves on the site?

A. No. The Administration is eager to have people use this new website. Even if you don't end up recruiting any volunteers off the site, it's important that you post volunteer opportunities online.

Q. We have a project that will perfectly fit the description already underway- does that count?

A. Yes! — If your organization posts on Serve.gov to recruit additional volunteers.

Q. What do we need to do once we are running a 'green' qualifying project to get identified with the President's initiative?

A. It's easy; once you've placed your agency on Serve.gov all you have to do is start the projects with your volunteers and report back to Lina with a few photos from the event and how it all went. Lina will coordinate with CNCS to draft up your story to be highlighted nationally.

Q. What can EOS do for us to save time or enhance our project?

A. EOS is here to help you at every step of the process and help you record your story. Lina will be available to help you set up your agency on Serve.gov. She will communicate the status of your project(s) to CNCS staff and work with them to develop your story so you don't have to.