

# PEACE THROUGH BUSINESS®

## Volunteer Program Manual



# Table of Contents

Page 3 What is PEACE THROUGH BUSINESS®

Page 3 The PEACE THROUGH BUSINESS® Volunteer

Page 4 Why a PEACE THROUGH BUSINESS® Volunteer

Page 5 When, What, and How? When it comes to being a Volunteer

Page 5 PEACE THROUGH BUSINESS® Volunteer Roles

Page 6 Volunteer Leadership Roles

Page 6 Mentorship Opportunities with PEACE THROUGH BUSINESS®

Page 7 Special Events Volunteers

Page 7 PEACE THROUGH BUSINESS® Leadership Development Pre-Event Committee

Page 8 Leadership Development and Registration & Hospitality Committee

Page 10 PEACE THROUGH BUSINESS® Leadership Development Committee

Page 11 Graduation Gala Committee

Page 12 Oklahoma City Volunteer Committee

# Volunteer Program

The Institute for Economic Empowerment of Women's

PEACE THROUGH BUSINESS® Program



## 1 WHAT IS PEACE THROUGH BUSINESS®

### Mission, Goals & Objectives

The Institute for Economic Empowerment of Women's mission is to educate women economically, socially and politically.

It is widely acknowledged that economically stable societies have a much greater capacity for peace. Small business has always been the backbone of economic stability; and the Institute believes that education and diversity is the key to the development and stability of business in emerging economies.

PEACE THROUGH BUSINESS® is a business training and mentorship program for women entrepreneurs in Afghanistan and Rwanda. The program is in its 12<sup>th</sup> year and is implemented through three major components —*In-Country Education*, *Leadership Development*, and *Paying It Forward*—which combine to create a continuing program to empower women, promote their business and leadership skills, build a strong public policy agenda in the women's business community and to help build stable democracies.

***2018 THEME: Building Bridges***

## 2 THE PEACE THROUGH BUSINESS® VOLUNTEER

### Who is a PEACE THROUGH BUSINESS® Volunteer

The Institute for Economic Empowerment of Women (IEEW) is a 501©3 nonprofit funded by private donations. In-kind and volunteer contributions have helped IEEW educate 685 women business owners in Afghanistan and Rwanda over the last 11 years. Frankly, the impact could not have been possible without volunteers willing to give of their time, knowledge and sharing with their network.

PEACE THROUGH BUSINESS Volunteers are involved as

- eMentors
- In-Person Mentors

- Business Coaches for a Day
- Leadership Development Hosts and Event Sponsors
- Dinner Hosts during Leadership Development
- Leadership Development Program Support
- Networkers
- Fundraisers
- Supporters
- Speakers

Volunteers are involved in once-off events as well as ongoing activities. Some give just one hour of time and others may devote many hours. Volunteers can work on their own or with others doing hands-on work or volunteering at a leadership level.

### **Why do I want to be a PEACE THROUGH BUSINESS® Volunteer?**

We have all heard the adage, “it takes a village.” This is especially true for the PEACE THROUGH BUSINESS® program. It takes a village of enthusiastic and dedicated individuals of various expertise to empower the business women dedicated to bringing peace and a vital economy to their war-torn and emerging communities such as Kabul, Afghanistan and Kigali, Rwanda. The PEACE THROUGH BUSINESS® village is a fun village to be working in – full of smiles, laughter and a burning desire for knowledge and experience – where friendships are forged and a new global community is formed by the experience.

PEACE THROUGH BUSINESS® Volunteers often say they learn more than the Afghan and Rwandan business women they are working with. Of course, being a mentor offers more contact with students than say, a volunteer at the registration desk during Leadership Development or a volunteer fundraiser at a telethon. But each role is as important as the next. Some of the reasons people choose to volunteer for PEACE THROUGH BUSINESS® include:

- Doing something that gives back – especially to the women’s cause
- Participating in a productive way to help build viable, stable economies
- Make use of special interests or talents
- Be active in the community
- Meet new people with similar interests
- Learn new skills and develop new interests
- Make new friends
- Find out more about a particular industry or career
- Have a chance to practice leadership and coaching skills
- Gain valuable training and experience
- Be an active citizen of the world
- Make a difference

If you decide you would like to get involved in volunteering but you are not sure exactly what you would like to do, think about WHY you want to volunteer.

## When can I volunteer? How much time do I give? What kind of work would I like to do?

Things to consider before committing:

- How much time can I spare? (remember your other commitments, try not to overcommit)
- Are your circumstances likely to change in the near future?
- What period of time can you commit to volunteering? (an hour, one day, a month, a year)
- In what ways do you feel you can best contribute?
- What are your particular skills and interests? What do you enjoy doing?
- Do you prefer to work with people or not?
- Do you prefer working with people one-on-one or in groups?
- Make sure you do not overlook skills such as writing letters / emails, decorating, talking, listening, do-it-yourself, driving, reading, shopping, entertainment, etc.

These are a few of the types of volunteer opportunities available for PEACE THROUGH BUSINESS® supporters:

### 3 2018 PEACE THROUGH BUSINESS® VOLUNTEER ROLES

PEACE THROUGH BUSINESS® Afghan and Rwandan entrepreneurs arrive in Dallas, TX on July 16, 2018. The women will be in business leadership training, at their personal mentorship experience and participating in the International Women's Economic Leadership Development and Graduation over a 14-day period. There will be many activities and events planned throughout that time. Activities range from welcoming the women to the United States by greeting them at the airport to spending one afternoon as a one-on-one business coach. There will be a multitude of opportunities to participate in between.



- Sign up for volunteer opportunities will be available via an online application beginning Feb. 1. Opportunities are available on a first-come, first-serve basis
- A substitute list will be available for each role to cover last minute cancellations
- IEEW will solicit the extensive Dallas area database for volunteers. Each volunteer will sign up for the opportunities that best fit their skill set or needs. Committee leaders are welcome to recruit additional volunteers from their own network.

**\*Note: Some roles are best suited to business women in the Dallas / Ft Worth metroplex since most**

programs and events are tied to PEACE THROUGH BUSINESS® Leadership Development and will take place there. Others will be best suited in Oklahoma City area for our local headquarter events. We encourage mentorship throughout North America.

## Volunteer Leadership Roles

**Fundraising:** PEACE THROUGH BUSINESS® is fully funded by private sector donations and it is a yearlong, continuous project.

### Volunteers can:

- Organize or take part in sponsored events, social fundraising campaigns, bringing potential sponsorship partners to the table
- Be on a fundraising committee
- Help design a funding strategy

**Research & Publicity Campaigns:** one-off projects and events happen throughout the year and require special time and attention.

### Volunteers can:

- Help design new project strategy, such as helping our alumnae to find ways of importing and exporting goods, creating projects in-country and researching loan programs
- Help create or employ a media campaign for the year or for a specific event
- Help recruit eMentors and In-person mentors to match with PTB students
- Help recruit one-on-one coaches and volunteers for the July Leadership Development program

**Practical Assistance:** This includes planning and implementing special events and projects and helping to manage the Leadership Development campaign.

### Volunteers can:

- Lead event décor committees and production of projects
- Help recruit and manage transportation for students
- Recruit sponsorships specifically geared toward Leadership Development, such as certain meals and program education opportunities
- Lead a program management team to handle registration, greet guests and handle other needs during events
- Lead a team in pre-event projects such as putting together a welcome basket for students, preparing laptops for student

**Mentorship:** Mentorship is a vital role in the PEACE THROUGH BUSINESS® plan that our students work through. This is an opportunity to support and motivate women from Afghanistan and Rwanda in the program along with share with them different personal success and strategies you have learned during

your time of being a successful business women. There are a couple different mentorship roles that include eMentoring, mentor support and in person mentoring.

- *Online eMentor* – provide support, advice and guidance to your student via email and / or Skype; we recommend a minimum correspondence of 2x per month beginning January 7, 2018.
- *Mentor Support* – use your particular skills to support our lead mentors. The support team is on-call throughout the mentorship process; you may spend an hour total per month with students online, depending on need
- *In Person Mentor* – if chosen to be a lead mentor / host, a student whose business type matches your skills will live and work with you from July 21-25, 2018.

*If you are interested in mentoring, have any further questions, or would like to apply you can*

Visit: <http://www.ieew.org/mentorship-experience>

Contact: Karl Ford - [kford@ieew.org](mailto:kford@ieew.org) tel. 405.943.4474,

## 4 SPECIAL EVENT VOLUNTEERS

### **Leadership Development Pre-Event Committee:** (name your committee)

- Pre-Event Committee Lead: This role includes planning, recruiting volunteers and soliciting sundry and toiletry items for the 30 student welcome kits, checking / loading laptops that will be awarded to the women upon their completion of Leadership Development on Friday, July 14, and welcoming students to DFW and Las Colinas, TX.

#### **Tasks + Location + Estimated Time Commitment:**

- IEEW staff will be liaison with Office Depot on laptop ordering and shipping. Pre-event lead will be responsible for organizing a team on July 15 and 16 to unpack laptops, check for proper startup and loaded software, place in laptop sleeves, attach Office Depot logo label to laptop and pack away until the Laptop Presentation on July 26.
- Get Office Depot Laptop labels printed and laminated. Devise a way to attach them to each laptop sleeve for photo display.
- Solicit donations for 30 welcome bags. Examples are sports bars, trail mixes, bottled water, pens, notepads, fruit, juices, etc.
- Organize a team to assemble gift bags and create welcome signs for each guest room at AT&T University on July 15 and 16.
- Recruit 1 on 1 coaches for leadership development and organize a waitlist (Karel Ford to supervise from IEEW).
- Assign team to help place signage throughout AT&T University meeting rooms and common area.

Total Time Commitment for Leadership Role: 9 – 11.5 hrs. (about ½ the time from home / office)

2018 Designated Project Leader: \_\_\_\_\_

- **Pre-Event Committee Volunteers:** These volunteer positions are all prior to the beginning of the event in July that include setting up computers, organizing gift baskets and creating signs so that all necessities and equipment are ready for our students to use.

**Tasks + Location + Estimated Time Commitment:**

- **Computer Download Volunteers:** download any applications, check if working properly, attach Office Depot laminated laptop cover logo, insert in laptop sleeves and repackage [Time: 2-3 hrs est. | Location: TBD]
- **Solicit and gather donation volunteers:** for 30 student welcome bags to be placed in sleeping rooms at AT&T University Las Colinas Campus prior to student's arrival on July 15. [Time: 2-3 hrs est. on phone and accepting / receiving donated items | Location: from your own home or office]
- **Gift bag and welcome sign assembly volunteers:** on July 15, to assemble welcome bags, create welcome signs for the apartment doors with each woman's name on the sign, to distribute bottled water to each room [Time: 2-2.5hrs est. with team | Location: Signs can be produced from home / office and assembly, distribution at AT&T University Las Colinas Campus]
- **Poster and Sign distributor volunteers:** Place posters and signage strategically in and around the AT&T University Las Colinas Campus to welcome students and guests. IEEW staff will provide a list of signage and where it should be placed [Time: 1hr est. with team | Location: AT&T University Las Colinas Campus]

## Leadership Development Registration & Hospitality Committee: (name your committee)

- **Registration & Hospitality Committee Lead:** This role includes planning, recruiting and managing daily the registration desk at AT&T University (July 18-19), the welcome committee for DFW Airport International arrivals (July 16) and at AT&TU as the women arrive to check into their sleeping rooms. Hospitality also includes recruiting volunteers to accompany students on an afternoon shopping spree (July 27). It also includes recruiting help for packing up at the end of the Leadership Development events (July 28). *Skills: Adept at planning, organizing, communicating, follow through, networking and recruiting, light computer work, and shopping, walking and talking all at the same time!*

**Tasks + Location + Estimated Time Commitment:**

- Organize Greeting Committee for Student arrival at DFW Airport
- Organize greeting committee at AT&T University Las Colinas Campus

- Organize hospitality desk volunteers
- Creating any needed name tags and desktop name tags.
- Organize volunteers for an afternoon shopping excursion - Our goal is to have at least one volunteer for every two students. One-on-one is preferred.
- Liaise with volunteer photographer for the airport arrivals.
- Coordinate volunteer photographers on a daily basis
- Organize Dinner and Graduation volunteers to set up and welcome students and guests.
- Organize volunteers to assist with departure
- Create name tags and make any necessary changes
- Manage Powerpoint presentations for speakers each day

*Total Time Commitment for Leadership Role: 9 – 11.5 hrs. (about ½ the time from home/office)*

**2018 Designated Project Leader:** \_\_\_\_\_

- **Registration and Hospitality Committee volunteers:** There are many positions that we have available and we are looking to welcome and help the students from Afghanistan and Rwanda to get settled in once they arrive and throughout the week as they meet with mentors and are going to different workshops.

**Tasks + Location + Estimated Time Commitment:**

- **Greeting Committee: for student arrival at DFW Airport:** Exact arrival time TBD. Volunteers will bring signs, a welcome rose, etc. Greet students as they arrive, help them get loaded on the bus. [Time: 3hrs includes time at airport | Location: DFW Airport]
- **Greeting Committee at AT&T University Las Colinas Campus:** volunteers will help to unload students from the bus with their luggage, help them to their apartment, demonstrate how to connect to wifi, make sure they have the schedule for the day and where to have lunch – AT&TU Cafeteria. [Time: 2hrs maximum | Location: AT&T University Las Colinas Campus]
- **Name Tag Volunteers:** A couple volunteers will help to create name tags and adjust any of them that need changes made to them. Along with making sure that all desktops have name tags and computers have proper logos attached. [Time: 3 hours | Location: ATTU]
- **Hospitality Desk Volunteers:** to man the welcome desk July 16-20. Greet speakers and guests daily as they arrive, help them find their presentation location, get set up with A/V, handouts, direct students in between sessions, assist one-on-one coaches as they set up for their sessions, etc. [Time: quarter or half day shifts | Location: ATTU]
- **Shopping Excursion Volunteers:** The volunteer will escort the student to various retail shops within the strip mall and help them find what they need. We will have students share their shopping list with the volunteer in advance of the program in order to know which shop would be most likely to serve their needs. [Time: 3.5 hours | Location: TBD]

*Irving area]*

- Mentorship Material Volunteers: This is a task to organize and disperse all materials that students and mentors will need for the three day lessons as they work through and listen to classes on financials, business plans, and marketing. [Time: 3 hours | Location: ATTU]
- 1 on 1 Marketing Mentors: These are women that are asked to help meet with our students and work through their business plans and help to incorporate the skills they have learned while at the Leadership Development and the financial, business plan, and marketing lectures to continue to make improvements to their company. [Time: TBD | Location ATTU]
- Photographers and Videographer Volunteers: Need experienced photographers to capture the event and be there at airport arrival. This will include headshots along with during the event in action. [Time: ½ or all day shifts | Location: ATTU]
- Dinner and Graduation Hospitality Volunteers (Graduation from Crossing Over events): These volunteers will be assisting with the setup of the dinner. Assisting with putting up banners and flags along with any other decorations or technology needed during the ceremony, organizing the gift table and helping to organize a group photograph. [Time: 3 hours | Location: ATTU]
- Departure Volunteers: Assist IEEW staff with getting women prepared for departure for a week of mentorship. This could include driving to the airport, & assisting mentors with student pick-up. [Time: ½ day | Location: TBD]
- Powerpoint Presentation Volunteers: Collect presentations from each speaker. Create a daily powerpoint presentation to run throughout speakers' lectures and workshops. Create a template to match the theme. Run the presentation throughout the event.

## Returning to AT&T University: BOD Dinner; Shopping; Graduation (name committee)

- Return to AT&T University Lead: This position includes planning, recruiting and providing hospitality services at AT&T University during the last part of PEACE THROUGH BUSINESS®, assisting staff with student and mentor arrivals from DFW and Love Field airport, and answering any questions and giving directions. *Skills: Adept at planning, organizing, communicating, follow through, networking and recruiting.*

### Tasks + Location + Estimated Time Commitment:

- Organize airport run volunteers
- Organize hospitality welcome desk volunteers
- Organize hospitality volunteers for the return to the university
- Organize photographers/videographers for the return to the university
- Organize Hospitality volunteers for the Student and Board Dinner

Total Time Commitment for Leadership Role: 9 – 11.5 hrs. est.(about ½ the time from your own home/office)

2018 Designated Project Leader: \_\_\_\_\_

- Return to AT&T University Volunteers: This is to help with the last part of our 14 day PEACE THROUGH BUSINESS event and the volunteers are asked to help with hospitality, helping with arrivals from the airport, answering questions, giving directions and help keep attendees on schedule.

**Tasks + Location + Estimated Time Commitment:**

- DFW/Love Airport Run Volunteers: Assist IEEW with airport arrivals or students and possible mentors. [Time: ½ day | Location: DFW or Love Field Airport | July 26]
- Hospitality Welcome Desk Volunteers: Welcome guests & students, be available for questions while IEEW staff attends meetings [Time: 4 hours | Location: ATTU]
- Hospitality Desk During LD: Greet attendees, hand out name badges and make changes if necessary, help with directions, getting attendees to seminars on time, questions, etc. [Time: ½ day shifts | Location: ATTU]
- Photographers and Videographer Volunteers: Need experienced photographers to capture the event. This will include headshots along with during the event in action. [Time: ½ or all day shifts | Location: ATTU]
- Hospitality for Board Dinner Volunteers: Greet guests, help with assigned seating, & explaining the table discussions. [ Time: 3 hours | Location: ATTU Room 106 | July 26]
- LD Chaperones: These volunteers will help to welcome students and guest, along with helping any guests and speakers with anything they need, a couple will help to manage the press. [Time: ½ day or full day | Location: ATTU | July 17-20]

**Graduation Gala Committee:** (name your committee)

- Graduation Gala Committee Lead: This position includes organizing and scheduling people to assist with the setup of graduation, answering questions, and general hospitality throughout the event. This event will take place the evening of July 27. Also organizing volunteers to help with the departure of our students as they head back to their home counties on July 28. *Skills: Adept at planning, organizing, communicating, follow through, networking and recruiting*

**Tasks + Location + Estimated Time Commitment:**

- Organizing setup volunteers
- Organizing hospitality volunteers for graduation
- Organizing volunteers to assist with departure

Total Time Commitment for Leadership Role: 9 – 11.5 hrs. est.(about ½ the time from your own home/office)

2018 Designated Project Leader: \_\_\_\_\_

- Graduation Gala Volunteers: These positions require assistance with setting up of the final graduation from the PEACE THROUGH BUSINESS® event, answering questions, helping with seating, and departure to the airports.

**Tasks + Location + Estimated Time Commitment:**

- Graduation Setup Volunteers: Transport from AT&T University in Irving & set up at Union Station the following: signage & banners, table tents to round table, trifold brochures in each chair, donation envelope in each chair. [Time: ½ day shifts | Location: TBD]
- Hospitality Desk for Graduation Volunteers: Greet attendees, answer questions, directions, and help with seating. [Time: ½ day shifts | Location: TBD]
- Photographers and Videographer Volunteers: Need experienced photographers to capture the event. This will include headshots along with during the event in action. [Time: ½ or all day | Location: TBD]
- Departure Volunteers: Assist IEEW staff and mentors with directing students to their departure buses, riding the buses, and helping them get checked in at DFW. [Time: 6 hours | Location: ATTU and DFW Airport]

## Oklahoma City March Fundraising Event Committee:

*Location TBD | Arrive at Specified Time*

- OKC Lead: This position requires organizing for volunteers and helping to plan IEEW's our March fundraising event to celebrate National Women's History Month. On March {TBD} help with the mixer with speakers, appetizers and drinks. Manage volunteers to help register and welcome guests, handle hospitality along with setting up and decorations. *Skills: Adept at planning, organizing, communicating, follow through, networking and recruiting*

**Tasks + Location + Estimated Time Commitment:**

- *Helping to plan the event*
- *Get details on parking for volunteers and guest (both underground and free)*
- *Organize registration volunteers*
- *Organize a group of volunteers to help provide hospitality*
- *Organize and plan setup and decorations*

*Total Time Commitment for Leadership Role: 9 – 11.5 hrs. (about ½ the time from home/office)*

2018 Designated Project Leader:

- OKC Volunteers: As volunteers for the March fundraising event we need assistance in welcoming guest, offer hospitality, answer questions and help people register for the event, and helping to

set up and assist with decorations.

**Tasks + Location + Estimated Time Commitment:**

- Registration Volunteers: Help organizing and assist with registration and checking in guests and sponsors prior to the event, distributing ticket packets at will-call, answering questions, and giving directions. [Time: 4 hours | Location: TBD | Arrive: 4:30 pm]
- Hospitality Volunteers: Volunteers prior to the event will make sure A/V is ordered and set up in working condition. Then welcome guests, answer any questions, and help to tend to speakers, publicity, and other special guests. [Time: 4 hours | Location: TBD | Arrive 4:30 pm]
- Photographer: Need experienced photographers to capture the event. This will include headshots along with during the event in action. [Time: 3 hours | Location: TBD | Arrive 4:30 pm]
- Setup and Decoration Volunteers: Assist in planning and setting up all needed signs, banners and decorations prior to the event. [Time: 3 hours | Location: TBD | Arrive: 3:30 pm]
- Agenda Organizers: Volunteers will assist and help set the agenda and organizing the events for the evening of March {TBD}. Volunteers would be working along side leads prior to the event. Agenda needs to be finalized by {TBD} (one week or ten days prior). [Time: Varies | Location: TBD]
- Ticket Sales: This is the fun part! Email 20 friends and colleagues who would want to come out for a networking and business education event. Tickets can be sold up to the day of the event. [Time: Varies | Location: Can be done at home]

**Oklahoma City July Fundraising Event:**

- OKC Event Fundraiser Lead: This position is one in which involves organizing volunteers to help run the event, assist participants, help with registration, hospitality, set up and decorations, A/V and sound system setup, and welcoming in guests to the event. Along with reaching out to other women’s organizations in OKC for support and attendance. This event will be held on July 24th. Skills: Adept at planning, organizing, communicating, follow through, networking and recruiting

**Tasks + Location + Estimated Time Commitment:**

- Organizing registration
- Organizing hospitality and assigning positions
- Organizing setup and decorations for the day of the event
- Assist with models and guests

Total Time Commitment for Leadership Role: 9 – 11.5 hrs. (about ½ the time from home/office)

2018 Designated Project Leader: \_\_\_\_\_

- Fundraiser Volunteers: As a volunteer for our July 24th fundraising event we are looking for

volunteers to assist us with the production of our event. Welcoming guests, assisting and tending to guests and speakers, answering any questions, helping with registration, setup and decorations, checking the A/V and sound system, helping participants and also helping backstage, and general hospitality.

**Tasks + Location + Estimated Time Commitment:**

- Registration Volunteers: Assist guests registering for the event and helping answer any questions and give specific details when attending. *[Time: 3 hours | Location: TBD]*
- Hospitality Volunteers: Welcoming guest to the event, assisting any speakers and guests along with any press. *[Time: during event | Location: TBD]*
- Setup and Decoration Volunteers: Assist in setting up all needed signs and banners, decorations and making sure that the A/V and sound system is ready for the event. *[Time: 3 hours | Location: TBD]*
- Presentation Assistant Volunteers: Help get participants to and from makeup if needed along with assisting with any needs backstage *[Time: Before/During event | Location: TBD]*
- Pop-up Shop Volunteer: Assist in the sales of the handicrafts that are made by our students from Afghanistan and Rwanda and answer any questions that guests may have. *[Time: 3 hours | Location: TBD]*
- Photographer: Need experienced photographers to capture the event. This will include headshots along with during the event in action. *[Time: ½ day | Location: TBD]*