



Managing Donations and Volunteers Before, During and After Major Emergency Events Operational Considerations and Federal/Local Perspectives for Schools, School Districts, and Institutions of Higher Education



U.S. Department of Education
Office of Safe and Healthy Students

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Webinar Presenters

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FEMA



Agenda

School and Campus Considerations for Managing Donations and Volunteers

Federal Perspective on Managing Donations and Volunteers

Local Reflections on Managing Donations and Volunteers

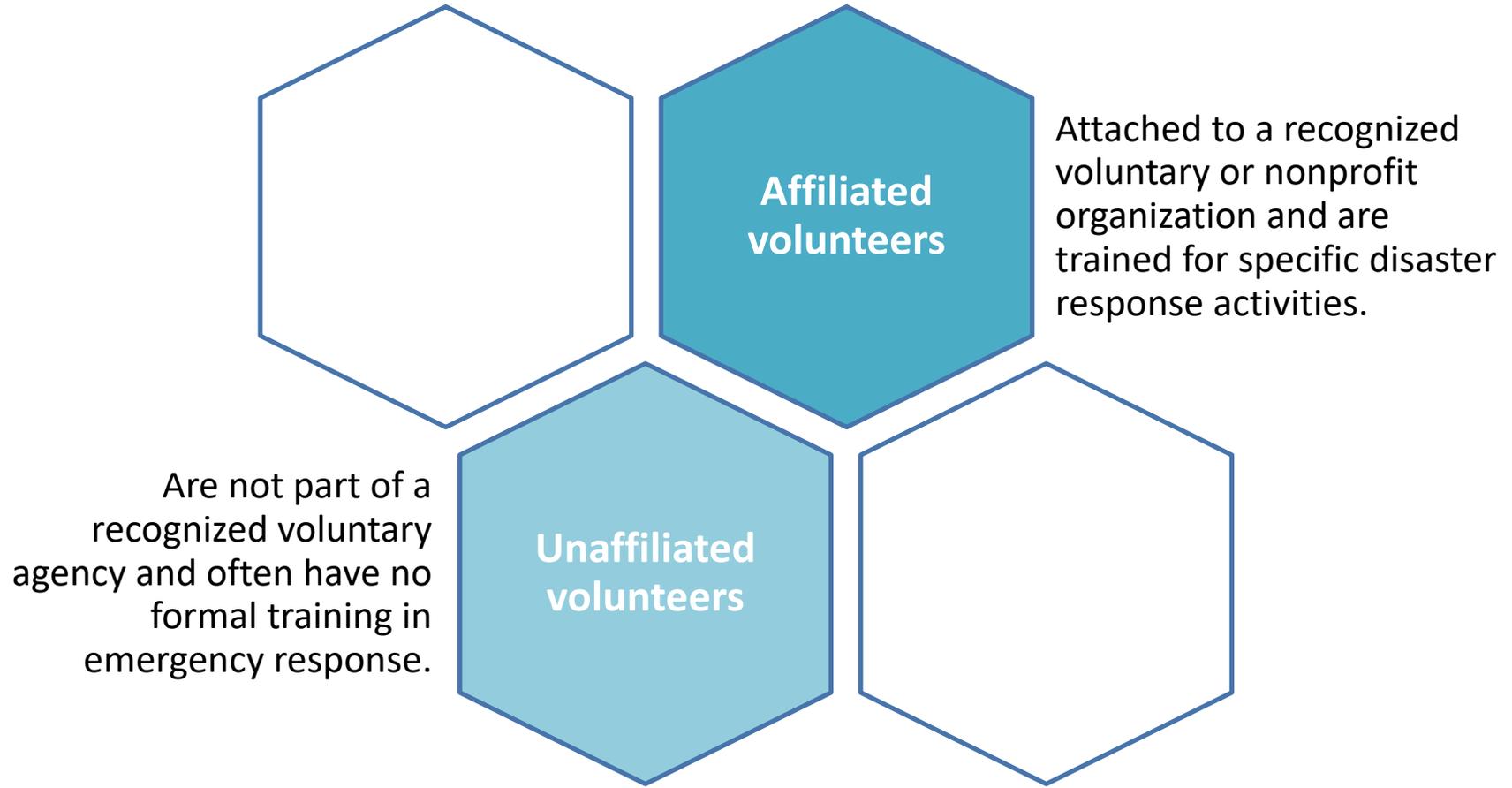
Q&A Session

Managing an Influx of Donations and Volunteers

“Uncoordinated, uncontrolled masses of donated goods and volunteers can interfere with disaster operations and cause a secondary disaster.”

Federal Emergency Management Agency

Affiliated vs. Non-Affiliated Volunteers



Operational Aspects to Consider

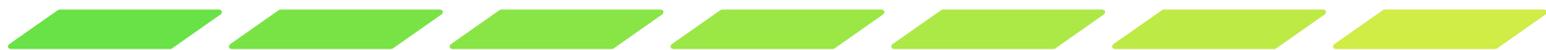
Information Management



Managing Goods, Facilities, & Transportation



Managing Volunteers/Services



Managing Cash



Operational Aspects to Consider (continued)

Registration/Orientation for Volunteers

Interviews

Data Entry and Coordination

Volunteer Identification

Facilities Management

Partnering With Key Agencies/Organizations



Donations and Volunteers Management Annex

Donations and Volunteers Management Annex will

- Include goals, objectives, and activities/courses of action for before, during, and after functions related to managing donations and volunteers.
- Account for various threats and hazards an education agency may face

Before a Major Emergency Event

Create MOUs and MOAs with key agencies and organizations

Develop systems to support information management.

Get training on the National Incident Management System and the Incident Command System

Designate key local, state, territorial and Federal points of contact

Determine which school and/or higher ed departments will be needed to support the process

Get Training on NIMS and ICS

NIMS: What it is and What its not

NIMS Is...

- Comprehensive, nationwide, systematic approach to incident management
- Set of preparedness concepts and principles for all hazards
- Essential principles for a common operating picture and interoperability of communications and information management
- Standardized resource management procedures for coordination among different jurisdictions/ organizations
- Scalable and applicable for all incidents

NIMS Is Not...

- A response plan
- A communication plan
- Something that is used only during large incidents
- Only applicable to certain emergency responders
- Only the Incident Command System or an organizational chart
- A static system



Learn more about NIMS and ICS for schools and higher ed here:
<https://rems.ed.gov/k12nimsimplementation.aspx>

Learn more about the Incident Command System here:
<https://training.fema.gov/emiweb/is/icsresource/assets/reviewmaterials.pdf>

During a Major Emergency Event

Activate the plan



Confirm
tracking/inventory
requirements



Communicate
needs clearly

After a Major Emergency Event

Revise the Donations
and Volunteer
Management Annex



Manage event
memorialization

Agenda

School and Campus Considerations for
Managing Donations and Volunteers

*Federal Perspective on Managing
Donations and Volunteers*

Local Reflections on Managing Donations
and Volunteers

Q&A Session

Federal Perspective on Managing Donations and Volunteers Before, During, and After Emergencies

Don Bonchack – FEMA HQ Donations Specialist
Voluntary Agency Coordination

January 19, 2018



FEMA

Volunteer and Donations Management

- Plan for the need and plan for the offers
- Message – What will you say?
- Ready or not, here we come!
- Work with others



Volunteer and Donations Management

Plan for the needs and plan for the offers

- Pull vs Push
- Ahead of time: Identify what your needs could be
 - Life saving - life sustaining - recovery
 - Could any of these needs be filled by a donor?



Volunteer and Donations Management

Message – What will you say?

- People ~~want~~ need to help
- Let them know what to do -vs- what are they doing?
- Be specific - What? When? Where? How Many?
- Who needs to approve your message before it is released?
- DON'T over ask – keep it simple and concise



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Volunteer and Donations Management

Ready or not, here we come!

- Volunteers just show up – they can be useful if planned for
- Donors will drop off and send stuff – slow it down, redirect, manage
- Set up systems to manage for the long term



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Volunteer and Donations Management

Work with others

- Schools helping schools
- Government, Non-profits, businesses in your area and around the world
- National and State Voluntary Organizations Active in Disaster (VOAD)



FEMA

Volunteer and Donations Management

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FEMA

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and Volunteers*

Q&A Session

Time, Talent, and Treasure

Tips for Managing Donated Resources

CJ Huff Ed.D.



Image 1 Source: U.S. Department of Education
Source for Additional Images: Federal Emergency Management Agency

Time, Talent, and Treasure

Advice for Managing Donated Resources

Be prepared.

Be prepared.

Do you have a system in place to accept AND track monetary donations?

How will you communicate immediate needs?

How will you manage volunteers?

How will you get resources to those in need efficiently?

What other agencies/groups may already be identified as collection centers?



Source: CJ Huff



Source: CJ Huff

Time, Talent, and Treasure

Advice for Managing Donated Resources

Be prepared.

Caution! Ask and you will receive.

Caution! Ask and you will receive.

People REALLY want to help.

The media will be asking. What will you say?

Think before you make a specific request.

Don't think short term. Needs change over time.

Direct people where to go to get information.

Time, Talent, and Treasure

Advice for Managing Donated Resources

Be prepared.

Caution! Ask and you will receive.

One word. Cash.

One word. Cash.

It is o.k. to ask for financial support.



Cash is...

- Easy to store.
- Has a long shelf life.
- Can be used to purchase exactly what is needed, when it is needed.



Again...make sure you have a method in place to accept AND account for monetary donations.

Time, Talent, and Treasure

Advice for Managing Donated Resources

Be prepared.

Caution! Ask and you will receive.

One word. Cash.

Be grateful.

Be grateful.

NEVER turn
away
volunteers or
donations.

- Every donation has value.
- Every volunteer can be put to work.
- Be creative.

ALWAYS be
grateful for
anything
received.

- Donations come from caring people with giving hearts.

Time, Talent, and Treasure

Advice for Managing Donated Resources

Be prepared.

Caution! Ask and you will receive.

One word. Cash.

Be grateful.

Say thank you.

Say thank you.

It's not expected, but always appreciated.

It keeps people engaged in the long-term recovery.

Be creative

- Social Media
- Thank You Notes
 - A great way to engage kids AND volunteers
- Videos

Time, Talent, and Treasure

Advice for Managing Donated Resources

Be prepared.

Caution! Ask and you will receive.

One word. Cash.

Be grateful.

Say thank you.

Summary

Major emergency events that affect education agencies can prompt an influx of donations and volunteers.

There are many groups and key stakeholders involved in the process of supporting schools with donations and volunteer management.

Education agencies on the K-12 and higher ed level should consider adding an annex related to managing donations and volunteers to their EOP.

The federal *School Guide* and *IHE Guide* support overall emergency management and EOP development.

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Q&A Session

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