

Volunteer and Donation Management Plan OVERVIEW

Plan for Kindness

MEMA
2024

hsem.dps.mn.gov



RESOURCES TO ENGAGE

Volunteers and Donations can help
your jurisdiction
in all phases of disaster!

hsem.dps.mn.gov



Facilitator Introduction

Jeanne Rasmussen

- HSEM Volunteer Resources Coordinator

- ❖ Please ask questions throughout the overview session
- ❖ We will also have time for questions at the end of the session
- ❖ Email Jeanne after the session

Welcome & Survey

Your Experience with:

- Volunteers
- Donated Goods
- Donated Funds



Consider how you want to be treated as a volunteer or donor

Overview Goals

1. Generate suggestions to create or update the Volunteer and Donation Management (VADM) Plan or Annex for the jurisdiction
2. Ideas to identify potential Local Voluntary Agency Liaison (VAL) and members of the Volunteer and Donation Coordination Team (VDCT)

Overview Units

1. Volunteer and Donation Strategies and Management
2. Collaboration and Partnership
3. Donated Goods and Cash Donations
4. Volunteer Management
5. Public Education and Information
6. Next Steps & CERT Program

VADM = Volunteer and Donation Management

Your Voice is Vital

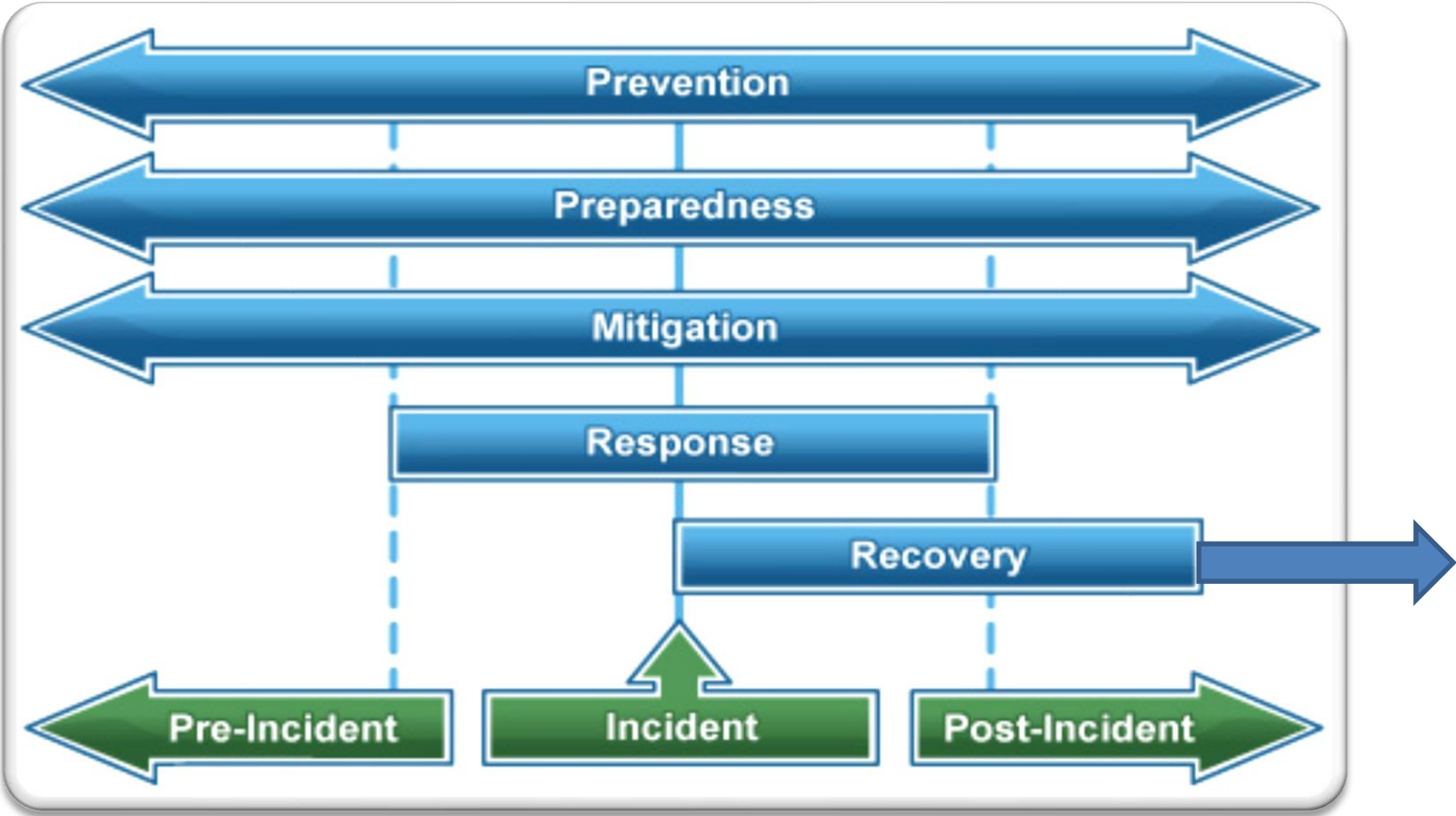
- Please be present and respond to emails and text messages during breaks
- **All** ideas are valued, one suggestion may generate others
- Explore the possibilities...
- Let everyone's voice be heard
- Questions are encouraged
- Have fun!
- Thank you for participating in all the discussions

Unit 1

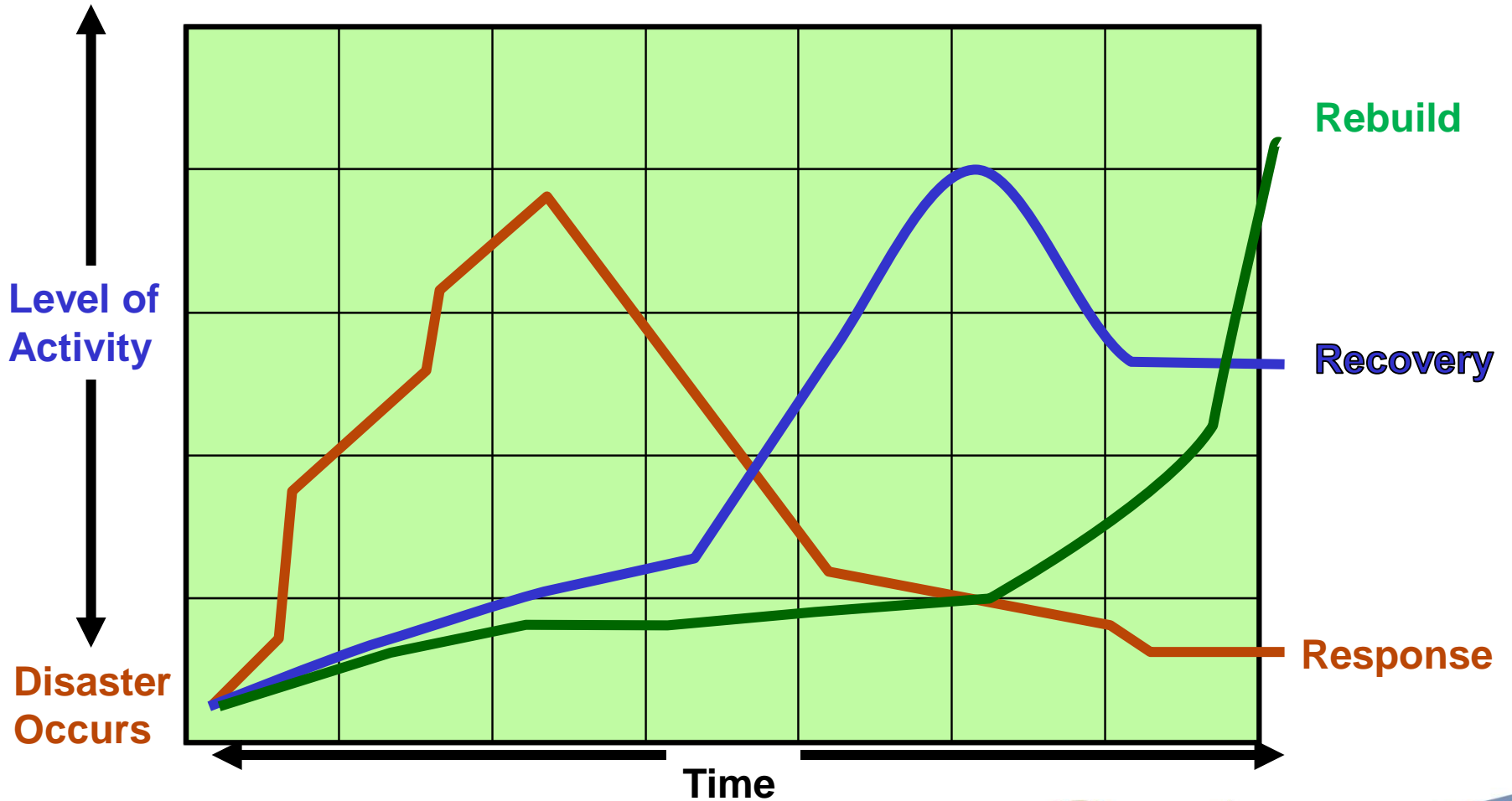
Volunteer and Donation Strategies and Management



Functions of Emergency Management



Disaster Operations



Prevention

Actions taken to prevent, avoid, or stop an imminent, threatened or actual incident from occurring



Prevention - Tasks

- Plan for disaster at community, school, business, home, etc.
- Is there a **Local VOAD** or **CERT Program** in the Tribal Nation, city, or county?
- Preparedness public education efforts – can volunteers provide?
- Focus on how to reduce and/or prevent occurrence
 - What works?
 - What doesn't?
 - How to communicate tasks to reduce risk?
 - What changes need to be made?

Hibbing fire alarm installation by
American Red Cross volunteer 2023



Preparedness & Protection

Protect people by practicing the plans on how to respond to a disaster
– include VADM



Spring Lake Park TEEN CERT triage exercise



Willmar Area CERT search and rescue training

Preparedness - Tasks



- Develop, train, and exercise VADM plans or annexes, invite MNVOAD organizations to participate
- **Pre-script media releases** on being responsible volunteers and donors
- Educate civic organizations on the volunteer & donation plan. Local VOAD and CERT participation
- Identify the voluntary organizations, and local community groups and establish communications
- Organize a **Local VAL** and **Volunteer and Donation Coordination Team** or group to implement the plan
- Address badging and identification for MNVOAD voluntary organization members who help

CERT Volunteers

Mitigation



Reduce the loss of life and property by lessening the impact of future disasters

Mitigate being overwhelmed by spontaneous volunteers and donated cash or stuff

Mitigation - Tasks

- Update the volunteer and donation **plan or annex**
- Involve **voluntary organizations** in the effort
- Use continuous messaging about volunteering and donating goods and cash
- Implement lessons learned



Response

Respond quickly in the aftermath of a disaster



MNVOAD members, volunteers, and DPS Missing and Murdered Indigenous Relatives staff, Bemidji area search effort September 2023



Willmar Area CERT – Ham Radio support for July 2023 storm clean up effort

Response - Tasks

- Implement the volunteer and donation plan early on
- Activate the **Local VAL and Volunteer and Donation Coordination Team** (scalable)
- Set up or activate call center, website, and 211 hotline
- Start volunteer and donated goods facilities and processes
- Initiate cash donation process
- Collect and analyze donations intelligence and situational awareness
- Prepare the transition to recovery



Top: New London, July 2023 – MN/WI Baptist Convention Disaster Relief (MNVOAD volunteers) damaged tree debris removal

Bottom: Kabetogama, May 2022 - Church of Jesus Christ of Latter-Day Saints (MNVOAD volunteers) and unaffiliated volunteers prepare sandbags (Steve Kuchera/Duluth News Tribune)

hsem.dps.mn.gov



Recovery

Recover through a focus on restoration of communities affected by disaster



Taopi, April 2022 (Austin Daily Herald/E Johnson)



Brooten & New London area storm clean up, July 2023 (eight MNVOAD organizations assisted)

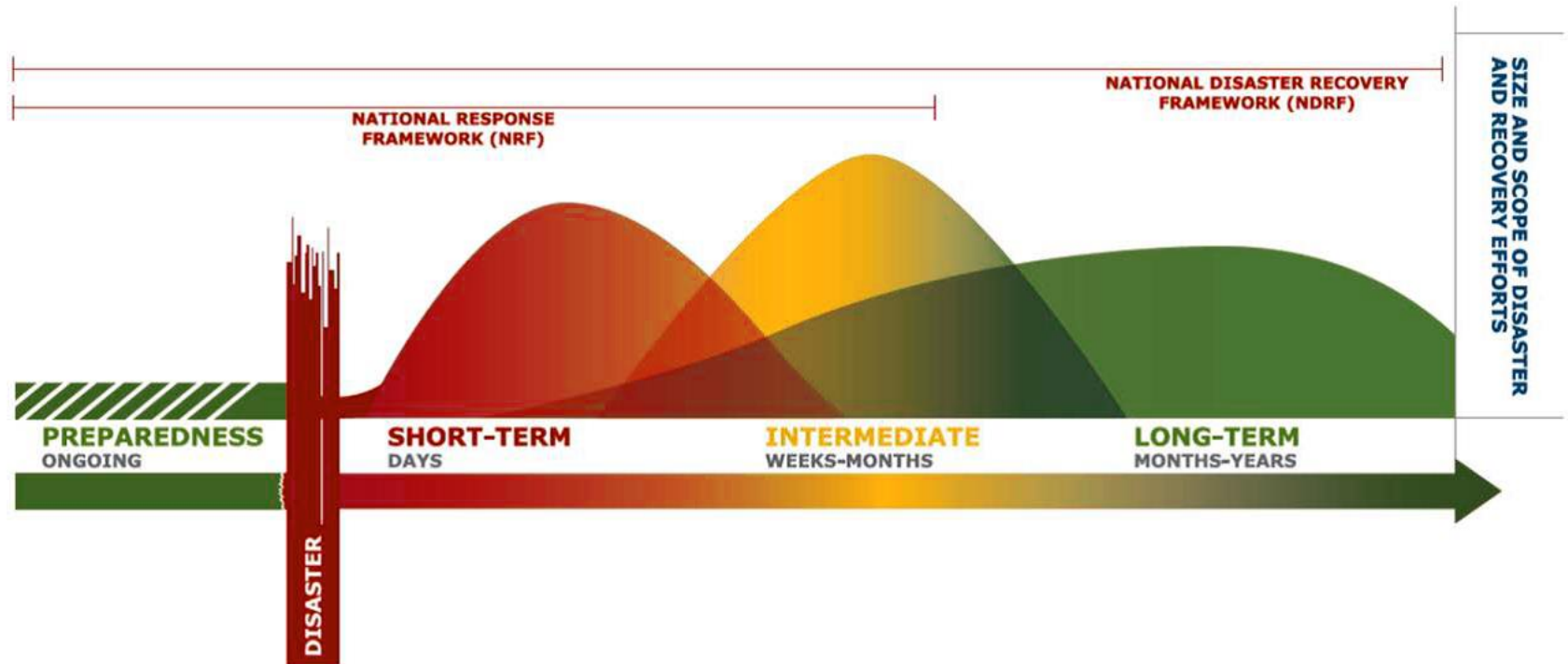
Recovery - Tasks



Melrose 2016 fire;
Church of St Mary 2020

- Form a LTRG = **Long Term Recovery Group**
- Using volunteers and donated goods to help return the community to the “new normal”
- Dealing with unmet needs & case mgmt.
- Some activities begin during the response phase
- Recovery may take several years

Response and Recovery Framework



Long Term Recovery



- Usually takes 18 months or longer
- Volunteers and donations are still needed
- Evaluate and support the unmet goods and services needed by the community
- Cash is very important during this phase – could direct the Disaster Donation Fund to this effort
- Voluntary organizations may assist with case management and rebuilding efforts
- Pre-establishment of a jurisdiction's Long Term Recovery Group (LTRG) is encouraged, activated when needed
- Long Term Recovery Group may share members with the Local VOAD group which could focus on preparedness during steady-state blue-sky quiet times

Unmet Needs Examples

Two from 2022:

A: The roof on the home needs replacing before the exterior electrical power can be hooked up again. The electric service entrance and conduit needs replacement. The homeowner lives alone and has stage four cancer. Owner has no house insurance and cannot get a low interest loan without it. Owner has applied for disability insurance but has a three month wait.

B: Major damage to the home with a very high deductible. The roof was penetrated. Rain and mold on the interior. Home has foundation damage. Homeowner is a disabled grandparent caring for a dependent grandchild.

- ✓ Both received case management and financial assistance from the local LTRG to address their challenges

Unit 2

Collaboration and Partnership

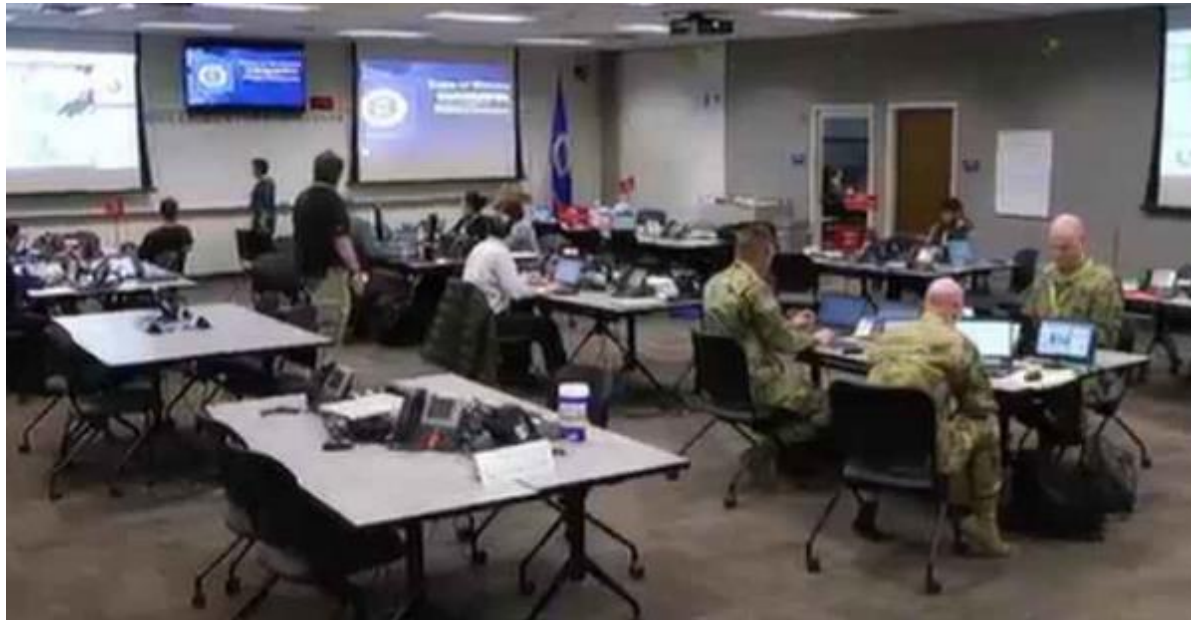


What Is Collaboration?

- A process
- Develop a formal, sustained commitment to work together on a common mission

SEOC
State
Emergency
Operations
Center
(photo)

New facility
to open in
2025



Benefits of Collaboration

- Expand resources available
- Eliminate unnecessary duplication of services
- Deliver effective service to whole community
- Provide services to socially vulnerable people
- Enhance problem-solving ability
- Engage in specialized expertise



Collaborative Partners

- MNVOAD and Local VOAD/COAD
- Local, Tribal, and State Emergency Management Agency (EMA) or office
- Other local, tribal, and state agencies
- Local community groups and CERT Programs
- Warehouse and transportation managers
- Call center or website managers
- HSEM Volunteer Resources Coordinator

Whole Community



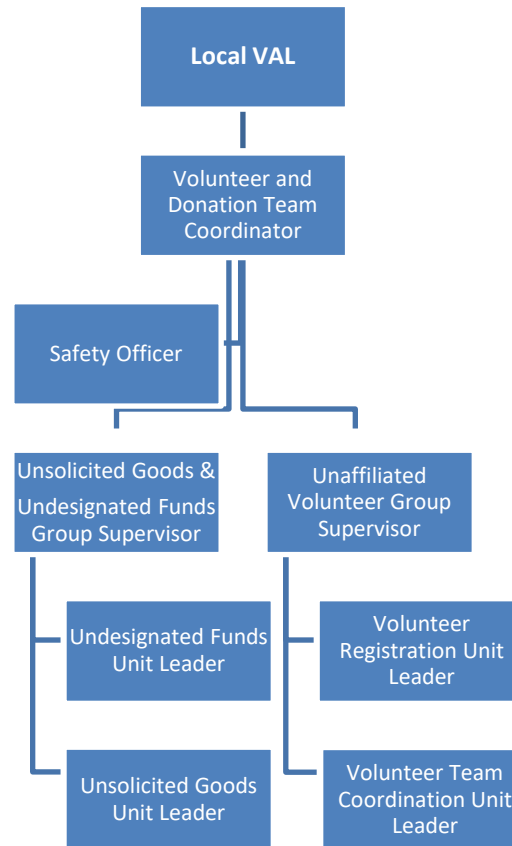
Local Emergency Manager Role

Responsible for the coordination and management of the disaster response and recovery

This includes:

- Coordinates affiliated volunteers in conjunction with MNVOAD (Minnesota Voluntary Organizations Active in Disaster)
- Leads unaffiliated volunteer, cash, and donated goods efforts
- Designing and implementing a Volunteer and Donation Management (VADM) plan and for finding personnel and other resources to implement it
- Designating a **Local VAL** and **Volunteer and Donation Coordination Team** (or Group) and facilitate their efforts
- Drill and exercise the VADM Plan. Incorporate volunteer and donation management elements into other drills and exercises

Volunteer and Donation Coordination Team (VDCT)



Together
Everyone
Achieves
More

Your jurisdiction may use different titles or structure, as long as all the roles are filled when needed - scalable

Local Voluntary Agency Liaison Role

1. **Local VAL** reports to the local Emergency Manager (EM) or Logistics function
2. Assembles and supervises a team (Volunteer and Donation Coordination Team/Group) to address volunteer and donation activities
3. Typically works with the Operations Logistics Chief to determine support needed from other agencies and organizations
4. Coordinates the response and recovery issues with/between local government and voluntary organization officials. Completes the MNVOAD Assistance Request Form ASAP. Submits form to the State Duty Officer and HSEM Vol Res Coord.
5. Develops and activates the call center
6. Other tasks as needed, such as helping VOAD groups find housing



Who can serve as the **Local VAL**?

- Current volunteer in your department or jurisdiction
- CERT Team Leader; Reserve or Auxiliary member
- Someone who wants to gain Emergency Management (EM) skills
- Leader (business, community, education, faith, etc.)
- Mutual Aid (nearby EM who is not affected by the disaster)
- A regional person (covering multiple jurisdictions)
- Small team with one person serving as the lead
- A paid employee (full or part-time)
- A staff member or assistant (an additional duty)

Volunteer and Donation Coordination Team (VDCT)

1. Activate the plan/annex. Reports to the Local VAL
2. Determine support needed from other agencies and organizations
3. Coordinate with local government and emergency officials
4. Manage the call center
5. Coordinate field logistics for volunteers and donations
6. Other tasks, as needed



State Government Role

1. Assists local emergency managers with the development of their volunteer and donation management plans
2. Helps local emergency managers find resources to implement their plans
3. Provides guidance to local emergency managers who are implementing plans in the aftermath of a disaster or emergency
4. Augments local volunteer and donation management capabilities with state resources when locals are overwhelmed
5. Works with Minnesota Homeland Security and Emergency Management (HSEM) leadership to request federal assistance when both local and state capabilities are overwhelmed

Federal Government Role

Federal Emergency Management Agency (FEMA)

1. Assists state and local emergency managers with the development of volunteer and donation management plans
2. Helps local and state emergency managers find resources to implement their plans
3. Provides guidance to state and local emergency managers on implementing plans in the aftermath of a disaster or emergency
4. Augments state and local volunteer and donation management capabilities when they are overwhelmed



MN Voluntary Organizations Active in Disaster (MNVOAD)



MNVOAD is an independent nonprofit umbrella association which coordinates the efforts of many voluntary organizations
www.mnvoad.org

Service hub!



- Emergency Manager or Local VAL sends a **MNVOAD Assistance Request Form ASAP** to the State Duty Officer & HSEM Volunteer Resources Coordinator to request support
- MNVOAD makes connections between the EM, Local VAL, and the various VOAD affiliated organizations. Could have a MNVOAD Liaison in the jurisdiction's EOC
- Helps to find resources from voluntary organizations that are outside of the jurisdiction
- Coordinates with EM and Local VAL to provide services. Reports number of volunteers and hours, which could be used for cost share

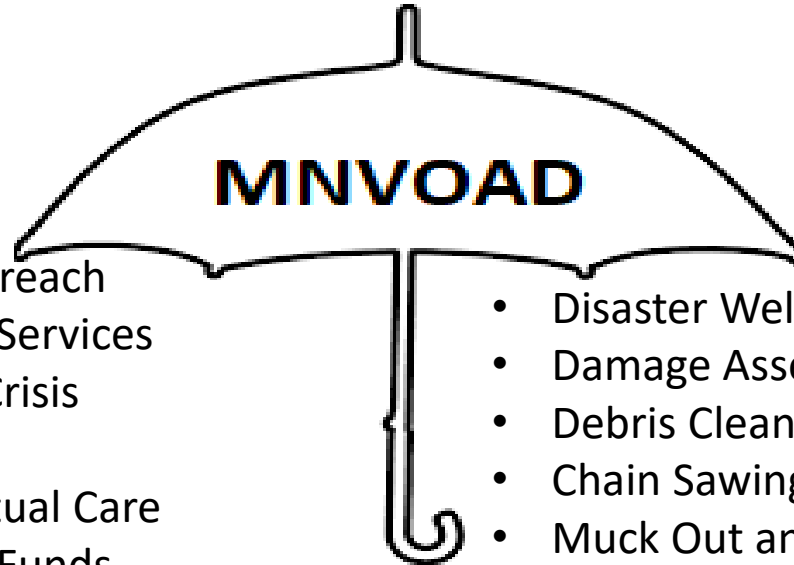
hsem.dps.mn.gov



MNVOAD Member Organization Services

MNVOAD Assistance

Request Form must be submitted by the local Emergency Manager



- Community Outreach
- Disaster Health Services
- Mental Health Crisis Counseling
- Emotional-Spiritual Care
- Funeral Service Funds
- Search and Rescue
- Therapy Animals
- Translation Services
- Support for Responders
- Long-Term Recovery support
- Construction Estimating
- Mass Care – feeding, shelter
- Shower or Laundry

- Disaster Welfare Inquiry
- Damage Assessment
- Debris Clean Up & Clean Up Kits
- Chain Sawing or Sandbagging
- Muck Out and Gutting Homes
- Pressure/Power Washing
- Case Management
- Emergency Financial Assistance
- Distribution & Warehousing of Goods
- Mobile Micro-grid Power (solar)
- And many other Services!

Additional MNVOAD Services

MARC (Multi-Agency Resource Center)

- MNVOAD member organization coordinates the MARC with Emergency Management
- Governmental departments and MNVOAD organizations can aid people affected by the disaster in one location as a “one stop shop”

Field Operations Unit – Communications Team

- MNVOAD orgs relay messages between EOC, facilities, and document activities that occur in the field (such as at debris clean-up site, sandbag preparation area, Family Reception Center, etc.)
- Communications Trailer will be available later in 2024

Crisis Cleanup (debris, muck-out, sanitization, tree cutting, rebuilding, etc.)

- Method to coordinate the response by MNVOAD affiliated organizations
 - People affected call a phone number to register their needs
 - MNVOAD may help with a “Clean Up Day” organized by the community
- NOTE: MNVOAD orgs do not haul away items or remove huge trees

Long Term Recovery Group & Unmet Needs Committee

- Provide group and committee member support to a local group
- Guidance Document available on MNVOAD website - LTRG

Local VOAD/COAD Group (Whole Community Preparedness Coalition)

- Support the jurisdiction to develop a group which can focus on preparedness
- Guidance Document available on MNVOAD website - Local VOAD

Drill, Table-Top, and Exercise Support

- Assist local jurisdictions



Activating MNVOAD

1. Immediate Needs: Contact the American Red Cross (shelter), Salvation Army (feeding), etc. as needed. Just add a note (see below).
2. Submit a **MNVOAD Assistance Request Form** *ASAP* to the **State Duty Officer** and **HSEM Volunteer Resources Coordinator** to obtain additional services. Attach a note about what is currently being provided and photos, if possible (i.e. two Red Cross shelters, three Salvation Army canteens)
3. **Coordination Calls** will be scheduled with the EM or Local VAL to chat with MNVOAD. Please have the EM, Local VAL, or designee participate in *every call* for situational awareness
4. Be aware that it may take several hours or a few days for the organizations to deploy, depending upon what is requested
5. Please do not initiate contact with individual voluntary organizations to avoid duplication of request via MNVOAD
6. Contact MNVOAD if the request is altered or cancelled. It is okay to add on more needs
7. Include MNVOAD in the AAR – After Action Review report

MNVOAD - 2022 Flood in Region 2

- Six organizations supplied 399 volunteers donating 15,398 hours with a value of \$530,769* (labor only)
- 5,700 meals, 13,206 hydration items, and 19,321 snacks
- Damage Assessment, Case Management, Health Care, Emotional and Spiritual Care provided
- Temporary Evacuation Point, and Service Center
- Distributed clean up kits and supplies, financial assistance, and \$100 fuel cards for generators
- Sandbag preparation and removal
personnel (special request)

* = Independent Sector assesses volunteer time at \$34.47 per hour in Minnesota during 2022



2023 MNVOAD Annual Report

1,164 Unduplicated Personnel

40,890 Total Hours

40,890 x \$34.47* per hour = **\$1,409,478** value (labor only)

- Volunteer hours may be counted towards cost share matching funds requirement
- VOAD organizations often provide meals, shelter, supplies, and items for survivors (not included in the total above)

*Independent Sector assesses volunteer time at \$34.47 per hour during 2022 in Minnesota (2023 rate available in mid-April 2024)

Whole Community Preparedness Coalition = **Local VOAD**

- A locally-based independent coalition focused on disaster prevention and preparedness (self-managed)
- Community or Service Organizations
 - Do not usually respond to disasters, but may have a role to play after the disaster occurs
 - Neighborhood organizations or Block clubs
 - Local faith-based groups
 - Veterans Clubs (VFW, American Legion, etc.)
 - Community and Social Clubs (Lions, Moose, Eagles Clubs, alumni groups, etc.)
 - Business Clubs (Rotary, Chamber of Commerce, etc.)
 - Schools and campus representatives
- If they assist with disasters, they register at the Volunteer Reception Center (VRC)
- Business or corporate disaster relief efforts (example: Team Depot & Lowes Heroes) ERG groups, too
- Ad Hoc efforts
 - Fundraising events for long-term recovery, CERT, etc.



Upper Red River Valley
COAD

MNVOAD can provide guidance for starting or revitalizing a Local VOAD/COAD group

FEMA HQ DONATIONS DASHBOARD

501(c)3 organizations may be eligible to obtain donated goods for disaster response and recovery, or post wish-list items. Anyone can donate goods

Please visit our FEMA HQ Donations Dashboard below for specific details on these donations and partner priority needs!



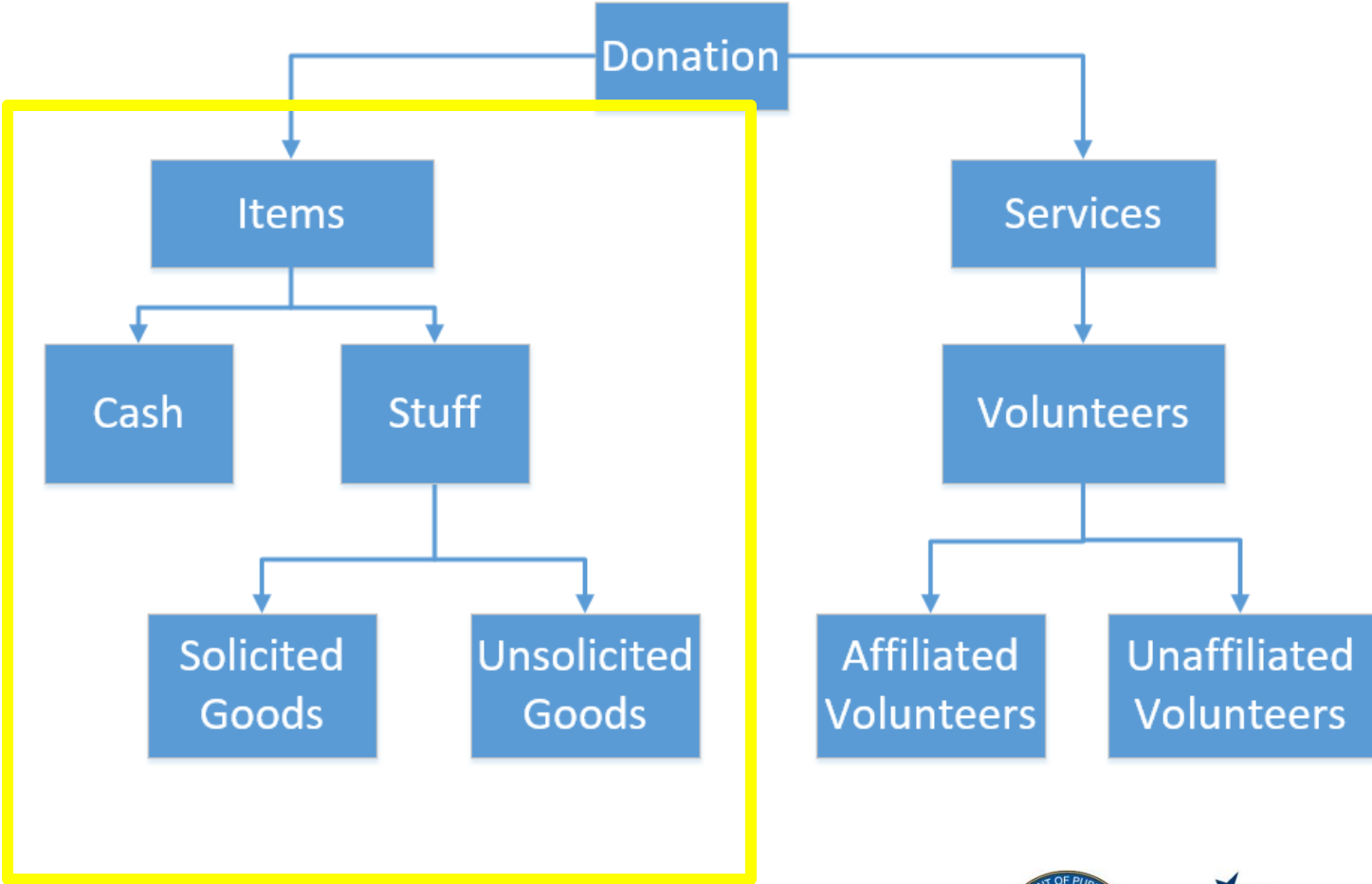
If your organization is interested in the available donation offers, can fulfill any of the identified needs – or have any product needs for current operations, please reach out to the Donations team at: Donations@fema.dhs.gov

Unit 3

Donated Goods and Cash Donations



Donation Process



CASH IS BEST



hsem.dps.mn.gov



Cash Donations

- Helps voluntary organizations meet precise needs
- Could refer donors to www.mnvoad.org for a list
- Assists with rebuilding the local economy
- Allows for:
 - Equitable disbursement procedures
 - Standard accounting procedures
- Provides support for Long-Term Recovery Groups
- Is more efficient to inventory cash than stuff

Cash Donations

- National VOAD guidelines
 - ALWAYS consider encouraging people to donate to VOAD nonprofit organizations active in the response efforts
 - Donations permit VOAD organizations to provide services at no cost
- Many organizations have existing Disaster Relief Fund accounts
- Jurisdiction officials may activate a “Disaster Donation Fund” and/or GiveMN account
 - Provides potential donors with another option for giving to help meet immediate and/or long-term needs of disaster survivors
 - Consider setting up in advance
 - Could permit the local Long Term Recovery Group to distribute the funds

Discussion Topic Guidelines

- Topics to discuss with the jurisdiction's team
- ALL ideas are appreciated
- Please have one note-taker who will clearly write down **all** the ideas and turn in the notes so that your team can consider the options
- Create or update your VADM plan or annex
- Have fun!

ALL That Cash (Financial Donations)

IN YOUR JURISDICTION...

Questions:

- When do Public Information Messages about cash donations get sent? How frequently?
- Who can serve as fiscal agent for the local fund account? List at least two specific groups or organizations in the jurisdiction
- What are the accounting processes?
- How will donors be thanked?
- Who will contact the “owners” of fundraising and crowdfunding? Monitor for fraud? Respond to fraud?
- What process can be used to ensure that all survivors' needs are being addressed? List specific distribution guideline ideas
- What can be done about the anticipated long-term unmet needs of the community?

Stuffed full of stuff....



STUFF into GOODS

Surplus

Trash

Useless to

Frantic

Folk



Gleanings

Out

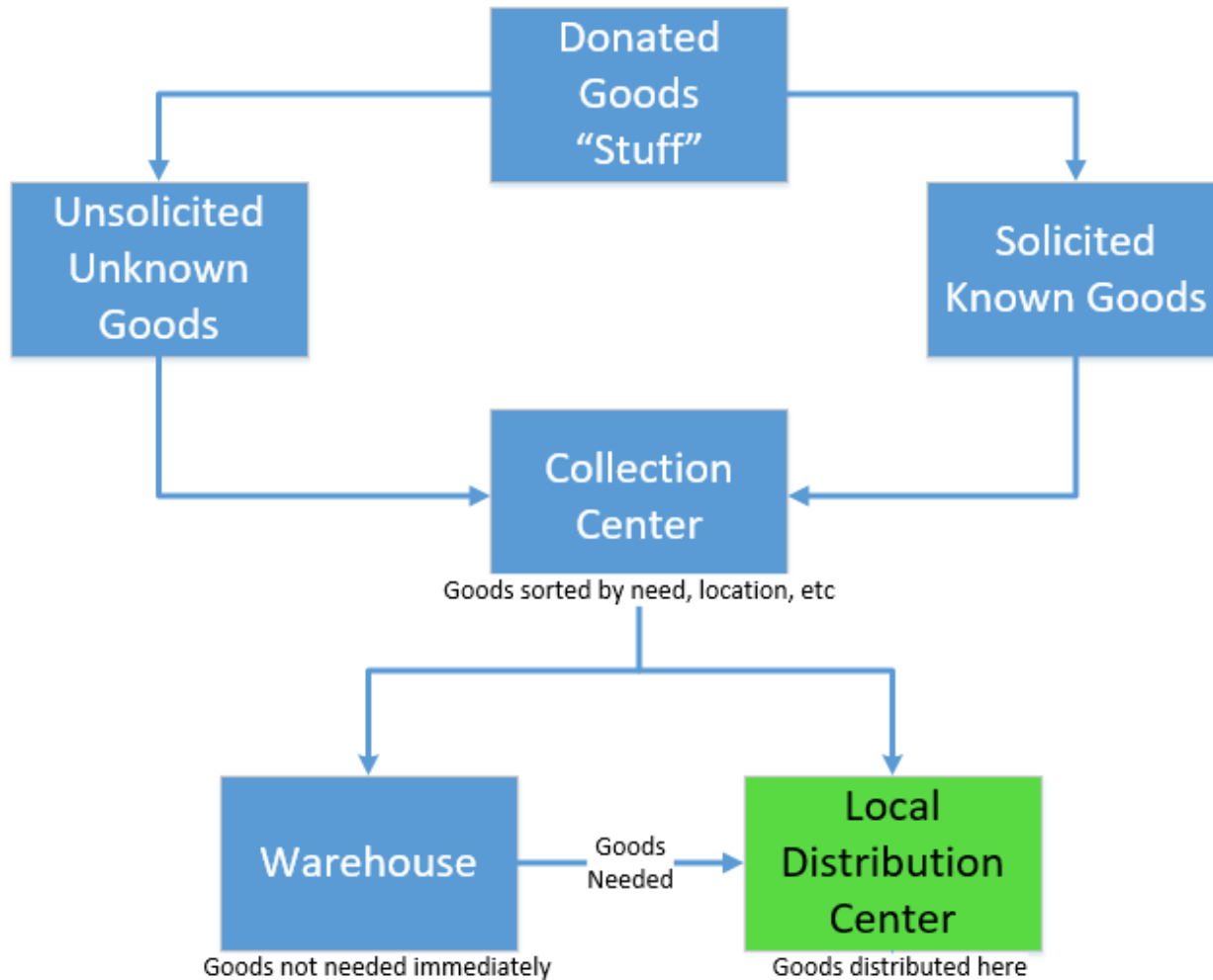
Of

Donated

Stuff



What To Do with Donations



Collection Centers

- Publicly accessible sites for collecting unsolicited goods
- Converts “Stuff” to “Goods”
- Develop a plan to operate and demobilize a collection center
- Be clear about donated home-cooked food (are there local organizations which will accept meals)
- Identify, sort, inventory, and prepare items for distribution
- Consider structure for distribution
 - Voluntary organizations
 - Faith-based and community groups
 - Fixed site or mobile distribution centers
- Record and documentation process



Distribution Centers

- The place where the affected people come to receive goods – open to the public
- Goods that have been organized in the collection center are sent here **for immediate distribution**
- Distribution could be from a building, mobile pop-up tent or both!



Warehouse

- Goods that have been organized at the collection center, but are **not immediately needed** are sent to a warehouse for storage
- Goods are brought to the distribution sites when needed
- **NOT open to the public**

Newton, CN - Sandy Hook 2012

65,000+ teddy bears and stuffed animals



Reality

Even though you say **NO**

People will still donate stuff

Managing the goods is still necessary



Maui 2023, Reuters

Tracking and Matching Donations

- Improves coordination and management of donations
- Sorts offers of goods, cash, or services; searches for useful offers; and creates reports
- Provides a central information clearinghouse
- Maintains a list of specific needs
- Ensures that all offers receive a response about the need for the offered service or item
- Consider how leftover items could be distributed to local nonprofits, recycled, and composting expired food items

Distributing Leftover Items

- Long Term Recovery Group
- Local food shelf or charity store
- Local nonprofits or faith-based groups
- United Way's 211 provides a list of organizations which accept goods, including used clothing, shoes, broken or damaged items
- Goodwill, PCs for People, Repowered Electronics Recycling, etc.
- Post online
- Recycle or compost

Turning Stuff into GOODS

IN YOUR JURISDICTION...

Questions: (Note: try not to list the same facility location twice)

- When should Public Information Messages be sent about donated items? How frequently
- Who can manage the donated items? List at least two specific groups in the jurisdiction
- Where will the items be collected? List at least two specific collection center locations
- Who will be responsible for sorting the items to determine the goods vs stuff?
- What process could be used to ensure that all survivors' needs are being addressed? List specific distribution guidelines and at least two potential distribution centers
- Where can goods be stored until they are needed? List at least two specific warehouse locations
- What will be done with the undistributed or stuff that is not needed? List at least two local organizations that will accept items
- What are the tracking processes (inventory, distribution to survivors)? How will donors be thanked?

Hugo Tornado

- Initially managed by Hugo Fire Dept. “Fireflies” auxiliary
- Donations stored at Fire Station, which had a negative effect on fire response services
- Request made to MNVOAD
- Adventist Disaster Relief provided assistance (MNVOAD affiliated org.)
- Donations sorted and organized
- Eventually, donations were moved out of the station to a nearby warehouse facility
- Hugo Fire Department able to resume normal operations

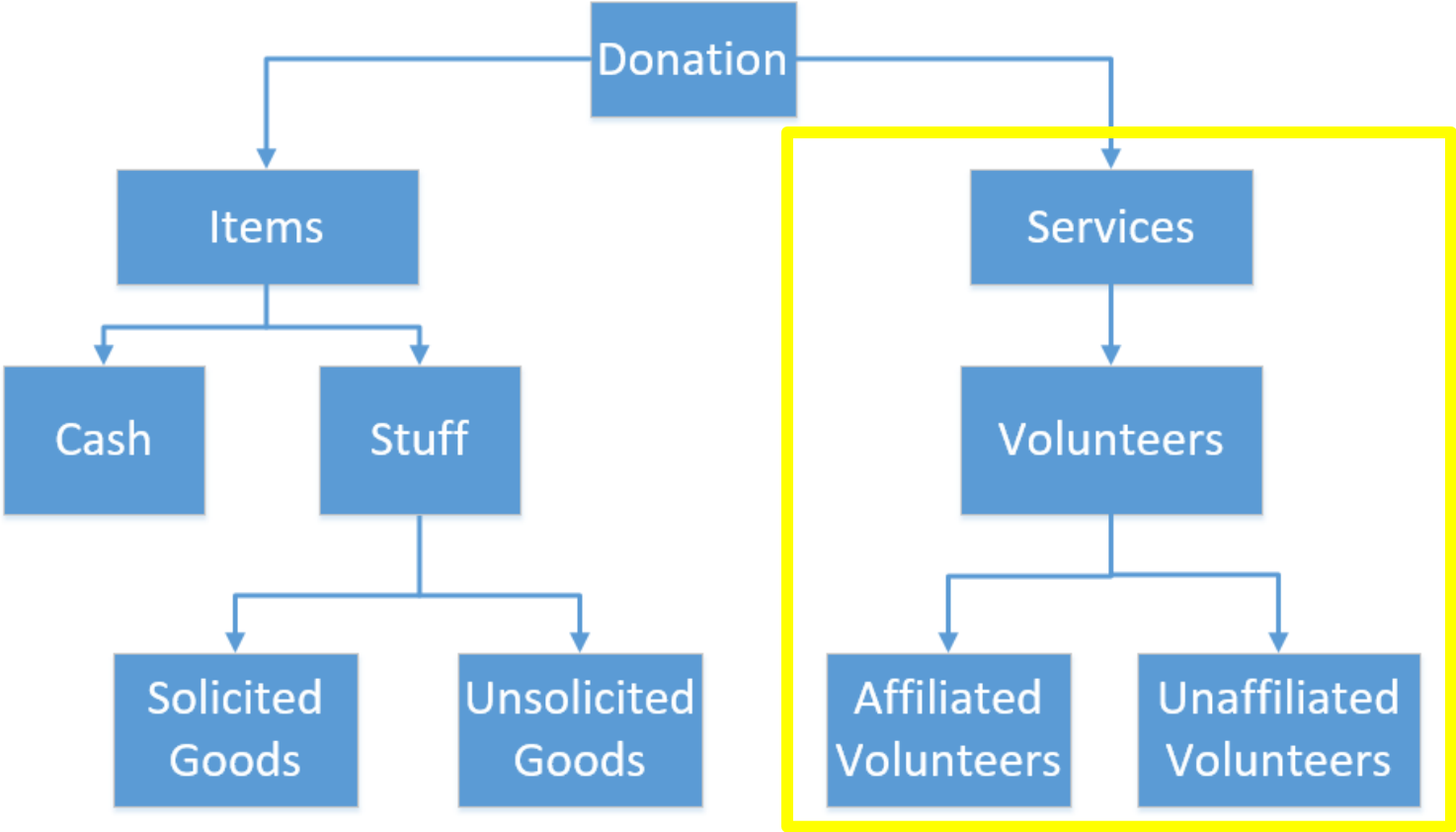


Unit 4

Volunteer Management



Donation Process



Affiliated Volunteers

- Connected with a voluntary or community service nonprofit who are a part of MNVOAD (Minnesota Voluntary Organizations Active in Disaster)
- Offer a variety of services, refer to MNVOAD website for details www.mnvoad.org
- Are trained, supervised and vetted by their own voluntary organization (non-profit)
- Receive logistical support from their organization for their activities



hsem.dps.mn.gov



Managing Volunteers

- Necessary and important
- High rewards, volunteers are force multipliers
- **Volunteer Reception Center (VRC)** may be established
 - Where unaffiliated volunteers go to be processed and assigned
 - Managed by the VDCT volunteer management unit
 - MNVOAD organizations could check in or report their personnel numbers for tracking purposes (when jurisdiction needs it for cost share)
- VRC staff matches volunteer skills to needs
 - Volunteer referred to a jurisdiction-led work crew
 - Volunteer assigned to a participating organization

What is wrong with this picture?



Unaffiliated Volunteers

- No association with a voluntary organization (not a MNVOAD organization)
- Really want to help
- May be unclear what their capabilities are – hard to utilize to the best of their abilities during the response and early-recovery phases
- May have skills that can be utilized later
- After volunteering, they may donate funds to LTRG



Unaffiliated Volunteers – cont.

Requirements for unaffiliated volunteers:

- Must be registered at Volunteer Reception Center (to be covered by jurisdiction's insurance)
- Must be supervised
 - By a jurisdiction-led work crew supervisor, or
 - By a supervisor from a community or voluntary organization that they are assigned to by the VRC
- Must be equipped for their tasks
 - Tools and transported to the work site
- Track the number of volunteers and their hours
 - Could be used for cost share report
 - Include in After Action Review

Volunteer Reception Center



- A place where **unaffiliated** disaster volunteers go to be screened, equipped and prepared for disaster assignments
- Located outside of the affected area
- One table or a whole room (scalable)
- Local jurisdiction is responsible for operation

Volunteer Management

Well-managed volunteers:

- Contribute to a positive public perception of the response and recovery effort
- Can fill in the gaps and meet individual needs of survivors, and offer comfort and encouragement
- The volunteer feels appreciated and happy that they were able to assist
- Happy volunteers are more likely to donate funds to the LTRG



FEMA Prep Talks: Aaron Titus

"Let the Community Lead - Rethinking Command and Control Systems" video

<https://youtu.be/Ny3pC4entl8?si=p4VltlWPJm3gli1y>

MNVOAD volunteers and Dennis Walter!
(Dennis worked at HSEM for 20+ years)

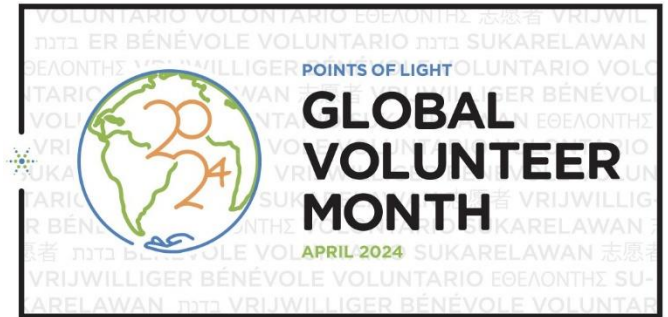
hsem.dps.mn.gov



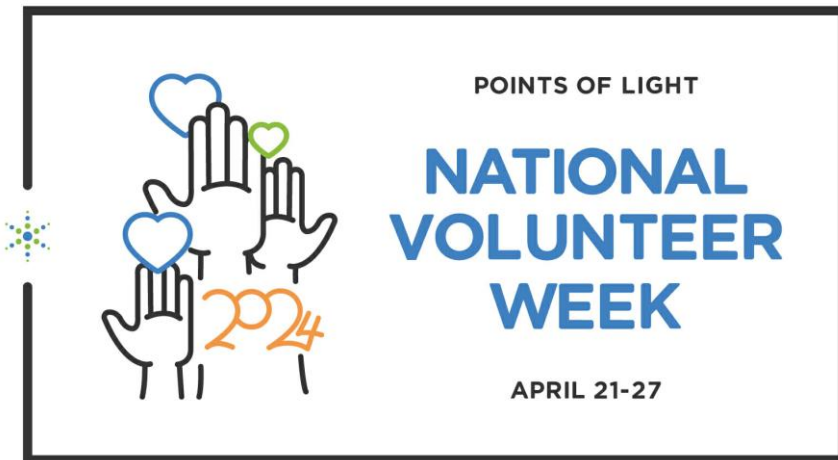
VOLUNTEER APPRECIATION

Gratitude can occur any day of the year...

Global Volunteer Month is every April
Honor the power of people who tackle society's greatest challenges, and build stronger, more vibrant communities through volunteerism and everyday actions



National Volunteer Week is April 21 - 27, 2024
Celebrating the accomplishments of volunteers



**International
Volunteer Managers
Day** is November 5 (annually)
Recognizing the efforts of
people who coordinate
volunteers – YOU!!

hsem.dps.mn.gov



Unaffiliated Volunteers

IN YOUR JURISDICTION...

Questions:

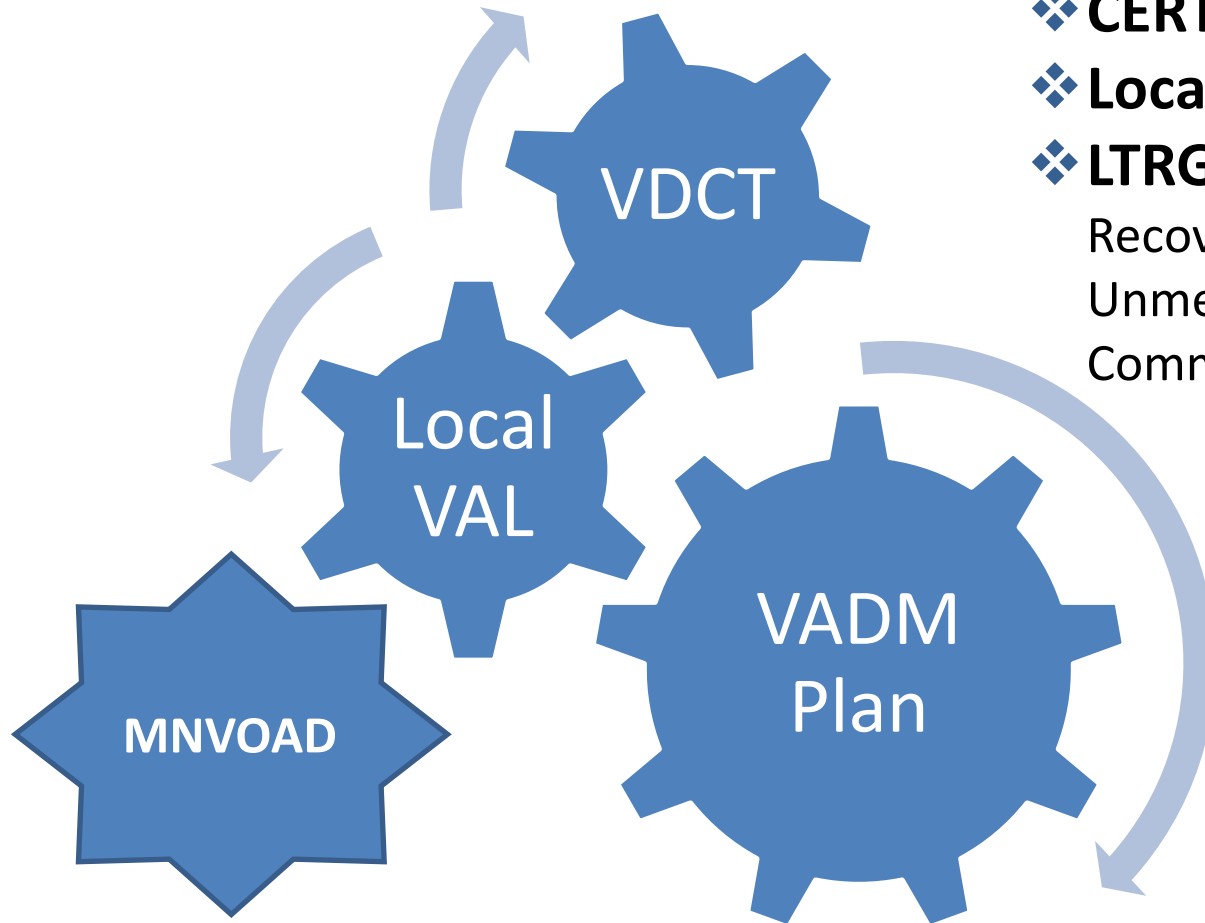
- When should Public Information Messages about volunteering be sent? How frequently?
- Who should manage of the volunteers? List at least two specific groups or organizations
- Where will the volunteers go? List at least two possible Volunteer Reception Center locations
- Work-Crew Requirements: List at least one specific resource for each
 - a) Transportation?
 - b) Providing tools for the crews to use and return (rakes, shovels, gloves, sandbags, sand, etc.)?
 - c) Portable bathroom facilities?
 - d) Provide portable First Aid stations?
- What are the tracking processes (registration and hours)?
- Are the volunteers are covered by the jurisdiction's liability insurance?
- How are the volunteers thanked?
- How can volunteers help with the Long-Term Recovery process?

Hugo Tornado Clean-Up Day

- The Salvation Army provided feeding (MNVOAD member)
- Security provided by Washington County
- Volunteer Reception Center established to manage unaffiliated volunteers
- School buses used to transport volunteers to and from the affected areas
- Community Emergency Response Team (CERT) members from neighboring communities assisted (Mutual Aid Agreement)



FITTING THE PIECES TOGETHER



- ❖ **CERT Program**
- ❖ **Local VOAD**
- ❖ **LTRG** (Long-Term Recovery Group) & Unmet Needs Committee

Unit 5

Public Education and Information



Motivation to Volunteer/Donate

What are some reasons why individuals, groups and the private sector volunteer and donate?



Why People Volunteer or Donate

Motivated by:

- Sincere wish to help
- Religion or faith
- Experience as a disaster survivor
- Want to be part of a cause
- Respond to media reports
- Fulfill a requirement for school credit or merit badge
- Want a tax break
- Introduce new product to generate sales
- Clean out closets
- Take advantage of people impacted
- Pose for social media account postings

Public Messaging

Goal = Limit the flow of unaffiliated volunteers and unsolicited donations to a manageable level

You never need “everything”

Stakeholders working together should have one consistent message

- The message and messenger should be established *before* the disaster
- Send messages at least once per day, even if it is the same information as yesterday
- Immediately post accurate information when inaccurate information is posted by someone else

How Do You Reach the Public?



Organization newsletters



Speakers' bureaus



Briefings



Media



Websites: (Voluntary Organizations, AMEM, MEMA, National VOAD, FEMA)



Social Media

Target Audiences

- Elected and appointed officials
- The media
- Community members
- Groups of any kind – professional, family, friends, youth, social clubs, etc. (to prevent self-deployment)
- Donors from anywhere
- Others?
- Continually educate, not just when a disaster occurs

Public Messaging Example – Hawaii 2023

- Geared toward the public
- What to do
- What not to do
- Where to donate

Donations Supporting Hawai'i Wildfires

The best donation anyone could give at this time to support the fires in Maui County, Hawai'i, is **CASH to the non-profit of your choice**. Your financial donation could be used to purchase exactly what is needed when it is needed.

Do not self-deploy. Do not start collecting items to send.

For 'How To Help' best practices
www.FEMA.gov/donate

Consider a financial gift to a National VOAD member www.nvoad.org

The Hawai'i Community Foundation started a Maui Strong Fund to support residents affected by the wildfires.
www.hawaiicommunityfoundation.org/maui-strong.

Maui United Way is accepting donations to its Maui Fire and Disaster Relief fund at <https://mauiunitedway.org/disasterrelief>.

IN YOUR JURISDICTION: Prepare Public Information Messages

Prepare a template message for each platform with the jurisdiction's team (try to send within 4 hours after the disaster and then daily)

- Donated Cash
- Donated Goods
- Unaffiliated Volunteers
- Thank You Messages

Create a written or drawn version of the messages

Social Media Platforms:

- Paragraph (40 words or less, and describe or draw an image to include)
- Video (60 seconds or less in length, caption limit of 150 characters)
- Sentence (limit of 280 characters)
- Meme with a caption (describe or draw a visual image)

Unit 6

Next Steps & CERT Program



Prevent the “disaster” after the disaster by planning in advance to engage volunteer and donation resources to assist your community!

PLAN FOR KINDNESS!!

hsem.dps.mn.gov



VADM PROCESS

- Create or update the VADM plan or annex with template Public Information Messages
- Appoint a Local VAL to assist
- Locate and train the Volunteer and Donation Coordination Team
- Exercise the VADM plan/annex (MNVOAD can assist)
- Ponder how a CERT Program can provide aid
- Explore partnering with the Local VOAD/COAD or starting a group (MNVOAD can help)
- Consult with the local Long Term Recovery Group or start one (MNVOAD can guide)
- Be happy that you planned for volunteers and donations before an event occurs!

EXAMPLE: SPRING FLOODING

Items to consider....

- Review the VADM (Volunteer and Donation Management) Plan or Annex with your Local VAL and VDCT (Volunteer and Donation Coordination Team)
- Contact the American Red Cross, Salvation Army, etc. about potential immediate response needs. Add a note to the MNVOAD Assistance Request Form that you have been in contact with specific organizations
- If you are planning to prepare sandbags, complete a MNVOAD Assistance Request Form to ask for help with the effort. Complete ASAP and submit to the State Duty Officer (advance notice is appreciated)
Note: MNVOAD orgs may not fill or remove bags but provide other assistance
- Prepare to set up a Volunteer Reception Center (VRC) to register unaffiliated volunteers, track the number of helpers and their hours
- Contact MNVOAD about additional needs and forming a Long-Term Recovery Group, their affiliated organizations offer many services
- Remember to thank volunteers and donors. Frequently post social media messages

RESOURCES

Training about VADM:

- HSEM G-288 course or VADM Overview
- EMI Independent Study Courses

HSEM Volunteer Resources Coordinator:

- Provide guidance to create or update your jurisdiction's VADM; select a Local VAL
- VADM Training, Seminar, Workshop and/or Tabletop Exercise options
- CERT Program to start or revitalize a local program
- Local Volunteer and Donation Management Guidebook (2022 version)
- Local VAL Guidebook (2022 version) for your Local VAL personnel
- Disaster VADM Best Practices for Nonprofits training is available

MNVOAD:

- Immediate needs: American Red Cross (shelter) or Salvation Army (feeding), okay to contact. Add a note to the Assistance Request Form if you need more services
- MNVOAD Assistance Request Form (complete and submit to State Duty Officer) ASAP
- Local VOAD/COAD (development support) and Guidance document
- Long-Term Community Recovery Guidance document and support
- MNVOAD Conference

CERT Program

CERT Program can be community, campus, workplace, or teen-youth based with a local sponsor. Sponsors can host their own Program

CERT Team may help to develop potential:

- Volunteer and Donation Coordination Team members
- Local VOAD (COAD) participants
- Long-Term Recovery Group members
- Local VAL or other leadership roles



Jeanne Offers:

- ❖ GUIDANCE to start or revitalize your CERT Program
- ❖ COORDINATE MEETINGS for Program Managers and Team Leaders
- ❖ Provide programs with information about RESOURCES
- ❖ Maintain a LIST of current CERT Programs

If your jurisdiction's CERT program isn't already listed – let me know

CERT Programs

Burnsville (Dakota County)
Chaska (Carver)
Clay County & Moorhead
Crookston (Polk)
Delano (Wright)
Eagles Nest Township (St. Louis)
Eden Prairie (Hennepin)
Falcon Heights (Ramsey)
Faribault, City of (Rice)
Hopkins (Hennepin)
Lake County
Mendota Heights (Dakota)
Minneapolis (Hennepin)
New Brighton (Ramsey)

Pine County
Plymouth (Hennepin)
Ramsey County
Richfield & Bloomington (Hennepin)
Spring Lake Park & Teen CERT (Anoka)
St. Louis Park (Hennepin)
Steele County
Taylors Falls (Chisago)
Waseca County
White Bear Lake (Ramsey)
Willmar (Kandiyohi)
Winona County
Woodbury (Washington)
More are pending...



CERT Team Activity Ideas

PREVENTION AND PREPAREDNESS

Preparedness groups – members can join or lead
Community Events – distribute materials (free from FEMA) and promote CERT
Teach Classes – such as Stop the Bleed (basic first aid), CPR (compression skills), etc.
Install smoke and carbon dioxide detectors
Fun Activities – such as Prepare Yourself bingo
First Responder Drills and Exercises – help with training for crowd control, provide role players, etc.
Observers - Trained to watch, record, and notify authorities if suspicious activity occurs
Weather Watcher for National Weather Service (NWS);
Community Wellness Checks

OTHER – Remote activities

Monitor for disaster-related fraud occurring on internet, and report it to local authorities
Research; Update materials; Conduct remote classes, etc.; Ham Radio with ARES
Interview and write articles for website, newsletter, or Public Information Officer (PIO)
Community Events Coordinator - for preparedness activities, CERT promotion, etc.
Support positions – bookkeeper, data entry, grant writer, fundraiser, recruiter of volunteers, etc.

Initial & Preliminary Damage Assessments – provide support

RESPONSE (trained to provide specialized assistance)

Keep public away from rising floodwaters or gawking at disaster site
Assist local Emergency Management – errand runner, research, etc.
Emergency Operations Center or Incident Command – assist with a specific function
Family Reception Center - support the staff and people affected by disaster
Disaster Call Center – supervise, assist, or serve as an operator; provide field operations support
Volunteer Reception Center – manage or assist
Work-Crew Supervisor or Leader – field operations
Shelter Personnel – human or animal
Donation of Goods – donations specialists
Cooling Center - aid firefighter rehab at site of large fire or during hot weather events
Green Zone - help first responders as they depart the Yellow (warm) Zone of disasters or trained to assist with decontamination (hosing down first responders and disaster survivors)

Planned Events: fair, conference, concert, any planned event, etc. (communications, crowd mgmt., etc.)

BE CREATIVE – what are some “back burner” projects that need to be done?

CERT in Action - Willmar Area CERT featured in DPS Blog

– April 6, 2023



EXCERPT:

When a train derailment **March 30, 2023**, led to a fire in downtown Raymond, first responders sprang into action.

Despite it being the middle of the night, they weren't alone. Members of the Willmar Area Community Emergency Response Team (CERT) joined them as most of the small city — about 800 people — was evacuated to nearby Prinsburg.

CERTs are made up of volunteers who live in the communities they serve. The teams are sponsored by local public safety agencies and trained to provide much-needed assistance in an emergency. They are coordinated with help from our Homeland Security and Emergency Management (HSEM) division, the Federal Emergency Management Agency (FEMA) and local partners — in this case, the Willmar Police Department and Kandiyohi County Emergency Management.

Continued in DPS blog...

Blog - Raymond derailment proves value of CERT program <https://dps.mn.gov/blog/Pages/20230406-cert-program-raymond-derailment.aspx>

hsem.dps.mn.gov



2023 CERT Program Annual Report

551 Unduplicated Personnel

6,437 Total Hours

6,437 x \$34.47* per hour = **\$221,883** value (labor only)

- CERT Program personnel hours may be counted towards cost share matching funds requirement
- CERT Programs assisted with community preparedness activities, disaster deployments, events, exercises, ham radio communication, wildfire mitigation, etc. (supplies are not included in the total above)

*Independent Sector assesses volunteer time at \$34.47 per hour during 2022 in Minnesota (2023 rate available in mid-April 2024)

VADM: May Keep the Bears Away*



“Donations have far outstripped our need and our ability to store what we have received,” Superior National Forest officials posted in a social media update. “We have no remaining storage space, and donations now must be stored in the open on pallets, making them an attractant to bears. We have had two instances of bear damage already.”

* = not guaranteed

Bear in photo is not a resident of Superior National Forest

**New threat emerges as crews fight Minnesota wildfire:
Bears** (Associated Press; August 30, 2021)

Wrap-Up and Questions

CONTACT INFORMATION

Jeanne Rasmussen

jeanne.rasmussen@state.mn.us

612-403-7726 (mobile)

Email is best method to contact

This presentation is available for planning meetings, conferences, county-wide EM meetings, groups, nonprofits, college & K-12 schools, etc.

THANK YOU!

hsem.dps.mn.gov

