

The Heart Line: Taking the Pulse

Covering Volunteerism and Service Throughout Kentucky

Shannon L. Ramsey, Editor

March-April 2011 Edition

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Article Submission

We'd love to have an article about your program or organization.

Please e-mail [Shannon Ramsey](mailto:Shannon.Ramsey@kccvs.org) to learn more about submitting an article for the newsletter.

Newsletter Archives

Download the print version of this newsletter and past editions on the [KCCVS Newsletter](#) page on our website.

Dates To Remember

- April 10-16** - National Volunteer Week
- April 17** - Palm Sunday
- April 19** - Passover
- April 22** - Good Friday
- April 24** - Easter
- April 27** - Administrative Professionals Day

Welcome

Welcome to the March-April edition of the Heart Line newsletter, a publication by the Kentucky Commission on Community Volunteerism and Service (KCCVS).

This edition is full of spotlights on some awesome programs such as volunteer recognition, volunteer awards, AmeriCorps and nonprofit support.

Please do not hesitate to contact us if you have questions about any of our community service programs such as AmeriCorps, the Governor's Volunteer Awards, the Volunteer Insurance Program or the Volunteer Recognition Program.

Volunteer Recognition Program



The KCCVS Volunteer Recognition Program is a great way to show appreciation to your dedicated volunteers. However, since April is National Volunteer Month, March-May is the busiest time of year for volunteer recognition. Please give us plenty of time to process your request – at least two to three weeks before you need the recognition documents.

Visit the [KCCVS website](#) for ordering details and more information. Also, please keep in mind that the program operates year round. Contact [Shannon Ramsey](mailto:Shannon.Ramsey@kccvs.org) if you have any questions.

2010 Governor's Awards for Volunteerism and Service



Wow, we sure have some awesome volunteers in Kentucky! Award winners or not, everyone nominated provides invaluable service and makes me proud to be a Kentuckian. Stay tuned for more information about 2010 award winners.

Winning nominators have been contacted via phone. All other nominators have been e-mailed the results for their nominee(s) and official letters

will be sent in April.

Contact [Shannon Ramsey](mailto:Shannon.Ramsey@kccvs.org), (800) 239-7420, if you have any questions.

AmeriCorps Program Director Spotlight: Beth Workman

By Shannon Ramsey, KCCVS Media and Publications Specialist



Beth Workman is the program director for the Economic Empowerment Corps (EEC), a statewide AmeriCorps program sponsored by the [Kentucky Domestic Violence Association](#) (KDVA). EEC members serve as economic empowerment specialists or youth programming specialists, serving those who are survivors of domestic violence.

She received her bachelor's degree from the University of Kentucky and is currently working toward her master's in public administration at Kentucky State University. Beth manages five grants for KDVA programs: Individual Development Account (IDA), Car-IDA, Micro Loan, AmeriCorps State and AmeriCorps VISTA.

Prior to her employment at KDVA, Beth was an AmeriCorps State member, serving as a housing counselor at the Lexington Habitat for Humanity. She still considers it one of the best years of her life. Beth also served as an AmeriCorps VISTA Leader at KDVA for two years.

Her background in national service made Beth a perfect fit for program director when KDVA decided to apply for an AmeriCorps State grant.

"I was honored that they asked me to be the program director," Beth said. "I began my career in the non-profit field through the AmeriCorps State program."

Beth has a passion for empowering others and helping find opportunities for those who are most in need.

"I couldn't envision a healthy community without public service, and AmeriCorps provides a great opportunity to serve one's community," she said.

Beth stays very busy – working full time, attending graduate classes and training for a half-marathon. Slowing down does not seem like part of her plan. In fact, after she retires, she would like to join the Peace Corps.

She maintains a close relationship with her AmeriCorps members and strives to be approachable, so that members come to her before an issue or concern gets out of hand. It may come as no surprise that her life philosophy is that smiles are contagious; so smile at everyone, because that one smile will turn into many more smiles.

Family is an important influence to Beth, but she also has received inspiration from public figures such as Abigail Adams, Dr. Martin Luther King Jr. and President Barack Obama. Her favorite quote is from Mahatma Gandhi: "The best way to find yourself is to lose yourself in the service of others."

We are thankful for Beth's passion and honored to have her on our team of talented AmeriCorps program directors. To learn more about the Economic Empowerment Corps, read the article in this edition of the newsletter.

AmeriCorps Program Spotlight: Economic Empowerment Corps

2011 Martin Luther King Day of Service

By Beth Workman, Economic Empowerment Corps program director

For most people, Martin Luther King Jr. Day is a day off of work. It is a day at home lying on the couch and watching television or running errands. However, MLK Day is day "on" for AmeriCorps*State members and VISTA volunteers.

Dr. Martin Luther King Jr. once said, "Life's most persistent and urgent question is: What are you doing for



others?” What did the Kentucky Domestic Violence Association Economic Empowerment Corps do for others on Dr. King’s Day of Service?

On Jan. 17, a group of AmeriCorps State members, AmeriCorps VISTA volunteers and a volunteer group from Organizing for America came together to serve Louisville and New Albany youth at the Boys and Girls Club of Kentuckiana. A total of 23 volunteers came out to serve approximately 45 youth.

Members from the Economic Empowerment Corps bypassed sleeping in on that Monday to get up early and serve disadvantaged youth. “We got up really early to get here, but it was worth it,” said Amy Carter, AmeriCorps State member from Paducah about her four-hour trip from Western Kentucky to the Louisville area.

The day of service began with volunteers serving a pizza lunch to youth. While the kids came through the buffet style line, the volunteers’ eyes lit up from the simple act of passing along a slice of pizza to a young child. After lunch, the kids filed into the activity room to learn more about Dr. King, and the AmeriCorps*State and VISTA programs. Everyone knows of Dr. King’s legacy, but not everyone knows why we serve on his day. Dr. King motivated and inspired people to take leadership roles to improve their communities. This is why on MLK Day thousands of people get out and volunteer to do something positive for their community.



“I love doing these sorts of things. I love getting out and •^!çing,” said Denise Jerrell, AmeriCorps member from Ashland of volunteering at the Boys and Girls Club of Kentuckiana.

As the day progressed, volunteers and kids became more comfortable with one another, and the sounds of laughter increased. By the end of the day, the kids were grateful for the attention from the volunteers, and the volunteers were grateful for the experience with the kids.

Getting out on a day off is a wonderful way to give back to the community, especially on MLK Day, since it was Dr. King’s mission for people to take charge and improves their communities. The Economic Empowerment Corps got out and served on MLK Day. What will you do for your community next year in honor of Dr. King? The Kentucky Domestic Violence Association Economic Empowerment Corps challenges you to be great and to serve.

“Everybody can be great; because anyone can serve.” – Dr. Martin Luther King Jr.

Community Spotlight: Young Nonprofit Professionals Network

By Rebecca Vance, NKU Connect program coordinator and YNPN member

The Young Nonprofit Professionals Network (YNPN) is a nationwide organization that supports the growth, learning and development of young professionals. Recently, to provide professional development assistance and networking opportunities to those in the Greater Cincinnati area, a local chapter was formed. YNPN of Greater Cincinnati supports the professional expansion of emerging leaders involved in the local nonprofit sector. The vision of the chapter is to enhance the vibrancy and success of Greater Cincinnati nonprofits by attracting and retaining talented professionals to the field, supporting an atmosphere of extended career growth and collaborating across the diverse nonprofit sector to meet the needs of the community. Founded

in 2009, the chapter continues to connect nonprofit professionals not only to each other, but to a vast array of organizations and their leaders.

Providing networking opportunities is one of the main focuses of the group. To put this focus into action, social *happy hours* and morning coffee *power hours* are scheduled once a month at various locations throughout the area. In addition, a professional development series highlighting different aspects of leadership and management development is soon to be up and running. This combination of social events and lectures provide members the opportunity to ask questions, express concerns and simply learn more about the variety of topics that surround these subjects.

The hope of the local YNPN chapter is to offer a ladder to leadership that, although is prominent in the for-profit world, seems to be missing for nonprofit professionals. Having a network of peers who are in similar fields, dealing with similar situations, is what any professional needs. YNPN wants to be that network and help surrounding nonprofit professionals know how to move to the next level in their careers, make the right connections and advance beyond even their own expectations.

The next networking event is scheduled for **April 21**. To learn more about this event, become a member of the group or for more information regarding YNPN, send an [e-mail](#) or visit their [Facebook](#) page.

KCCVS Named A Constant Contact All Star



KCCVS received the 2010 All Star Award from Constant Contact, Inc., the trusted marketing advisor to more than 400,000 small organizations worldwide. KCCVS is one of Constant Contact's 2010 top performers and most prolific user of its tools, whether within Constant Contact's email marketing, event marketing, social media marketing or survey products – or a combination of all four.

“We’re proud to be recognized by Constant Contact for our use of email marketing and survey tools,” said Eileen Cackowski, KCCVS executive director. “Constant Contact has allowed us to get information out in a more timely fashion and ensure that awareness of volunteerism and national service increases in Kentucky. We received this honor because of the commitment and technological innovation of Shannon Ramsey, our media and publications specialist.”

Constant Contact used the following criteria when selecting this year's All Stars:

- Frequency of campaigns, events and surveys
- Open, bounce and click through rates
- Usage of social features
- Mailing list sign up tools
- Use of reporting tools

“We work hard to listen to our customers, and we use that feedback to create products and services designed to help them better engage with their customers and prospects,” said Gail Goodman, chairman, president and CEO of Constant Contact. “The Constant Contact All Star Awards are our way of recognizing our customers that have successfully used Constant Contact to market their companies. We have some of the most committed, passionate customers out there and we’re proud we can be a part of their continued success.”

Go online to learn more about [Constant Contact](#).



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