



# Journeys

A Newsletter of Travelers Aid International

## [Link to 2017 On-Site Interactive Program](#)

Our presentations are now posted on the Travelers Aid website. The presentations, program and photos are now available behind the Member's Only gateway: <http://www.travelersaid.org/meetings/>. *If you have misplaced or forgot your credentials to access our Member's Only resources, please contact [Tom Smith](#).*

## Educational Sessions

### Mastering the Art of Telling Your Story

#### General Session, Tuesday, June 14

*Jane Walker*, Executive Director, Daystar Life Center.

Websites - *Suzanne Walker*, Deputy Director, Society of St. Vincent de Paul - Marin County

Social Media - *Annie Marcklinger Gordon* and *Shannon Arnold*, FamilyAid Boston

#### Airports Concurrent, Tuesday, June 14

Overview - *Therese Andrews*, Executive Director, Travelers Aid of the Inland Empire

Twitter - *Leanne Omland*, Program Manager, Travelers Aid - Reagan Airport

Staff Blog - *Priscilla Carey*, Assistant Program Manager, Travelers Aid - Reagan Airport

Bonus resource - [Videos](#)

### Notes, Thoughts and Take Aways

Daystar Life Center of St. Petersburg has a limited full-time professional staff. The organization relies heavily on volunteers for both routine tasks and special projects. Their website, [www.daystarlife.com](http://www.daystarlife.com), was recently revamped on the WordPress platform by a group of volunteers, led by a regular volunteer in the accounting department. The staff is now empowered to make updates to the website.

The Society of St. Vincent de Paul in Marin County, California, has embarked on campaign to increase its profile in the community. It has stepped up its use of Facebook and Twitter and is in the midst of revamping its website - again with the ability for staff to easily update the content. The agency's goal is to express its brand in bold and innovative ways.

FamilyAid Boston is now an active participant in the world of social media, primarily Facebook and Twitter, as part of the agency's development strategy. It has established 3 goals: improve name recognition, increase private donations and promote FamilyAid Boston as a local thought leader on the topic of homelessness. The presentation details the agency thought process in selecting content for its posts.

Travelers Aid of the Inland Empire - This Travelers Aid transportation center in the Ontario International Airport actively uses Facebook to highlight its volunteers and their service to the community. Posts are designed to attract "likes" and sharing. This presentation provides a guide to an airport operation as to how to find content on a regular basis.

Q&A - Photos - There was a consensus that employees and volunteers should have signed waiver covering the use of their photos on the web. There are different thoughts on the use of "client" photos. One suggestion was not to include actual client photos, but instead stock photos that illustrate a situation. While someone else said they get verbal, not written, permission of a client before posting to Facebook. One danger of using and maintaining photos of "success story clients" is what happens if down the road, the story is no longer a success - will they still want their photo to be used?

## **New Tools to Combat Domestic Violence**

### **Social Services Concurrent Sessions, Tuesday, June 14**

*Gretchen Shaw*, Associate Director, National Coalition Against Domestic Violence, and  
*Natalie Martinez*, Program Manager, National Coalition Against Domestic Violence.

[Presentation](#)

#### **Notes, Thoughts and Take Aways**

Victims of domestic violence often make several attempts to leave an abusive partner and are forced to return for economic reasons. Economic self-sufficiency is often the difference between violence and safety for many victims.

The National Coalition Against Domestic Violence is currently developing a new partnership that will help provide additional resources to victims of domestic violence, such as access to local business services including movers, real estate agents, hair stylists, financial planners and others. For updates, go to their website, [www.ncadv.org](http://www.ncadv.org).

## **Making Your Airport Program Indispensable**

### **Airport Concurrent, Tuesday, June 14**

*Gretchen Meyer*, Director of Customer Service, Chicago O'Hare International Airport.

[Presentation](#)

#### **Notes, Thoughts and Take Aways**

While Travelers Aid has been at O'Hare since the 1950s, a competitively bid contract (which drew no competing bids) has evolved into a no-bid, sole-sourced, multi-year memorandum. The current contract expires in 2018. Both sides still negotiate the financial terms.

"Be willing to do more" than spelled out in the contract. O'Hare ended a separate volunteer ambassador program since the Travelers Aid volunteers were willing to do more tasks, including holiday gift wrapping. For its part, the willingness of Travelers Aid to do tasks outside of the contract gives it the flexibility to ask the airport to be flexible on scheduling and staff.

## **Handling the HR Issues of Volunteers**

### **Airport Concurrent, Wednesday, June 15**

*Dave Asselin*, President, Travelers Aid International

[Presentation](#)

#### **Notes, Thoughts and Take Aways**

While every volunteer program is unique, they all have similarities when it comes to managing volunteers.

In on-boarding volunteers it is important to emphasize roles and responsibilities of volunteers, what is expected of them and what they can expect from the program and management. On-going training for volunteers is important especially in regard to new technology and changes in airport policy and procedures. Handling complaints from volunteers and addressing inappropriate behavior quickly is important.

Finally, if a volunteer needs to be separated from the program, a packet with resources and suggested procedures was circulated.

## **Fundraising via Social Media**

### **Social Services Concurrents, Wednesday, June 15**

*Caryn Stein*, [Network for Good](#), [presentation](#) and [planning templates](#)

#### **Notes, Thoughts and Take Aways**

Some stats - 60% of individual giving comes through an organization's "Donate" button on their website; Gifts given through mobile and peer-to-peer efforts have grown in size by as much as 15

percent annually with the average gift now \$100.

Collect the data from your online giving so as to better target your peer-to-peer efforts. One strategy is to use psychology to boost your "average" gift. If your average gift has been \$25, start the giving range at \$20 and then jump to \$40. "No one wants to appear cheap and they will select at least the second option."

In selecting a vendor or consultant to assist with a peer-to-peer effort, understand the transaction fee. Two sources to get more information on social media fundraising vendors: [www.idealware.org](http://www.idealware.org) and [www.nten.org](http://www.nten.org), the website of the Nonprofit Technology Network. Another resource, [www.techsoup.org](http://www.techsoup.org), is a comprehensive source of technology information.

Over the last year, member agencies have used Network for Good, [Crowdrise](#) and [Classy](#).

## Closing Address

### Final General Session, Wednesday, June 15

Carol Hollowell, Executive Director, Switchpoint Community Resources Center  
[Presentation](#)

### Notes, Thoughts and Take Aways

Carol's presentation summarized the lessons and insights she acquired on her 40-day cross-country bike trip last summer. Carol and her husband visited a number of small homeless shelters as she traveled through a number of small, rural - and bike-friendly - towns.

## Changes on the Board

### 2016-2017 Officers

*Chair:* Ed Powers, Hope Atlanta  
*Vice Chair:* Floyd Davis, Community Link  
*Treasurer:* Randy Brater, Arent Fox  
*Secretary:* Ellen Horton, airport consultant

### Board Retirement

Jim Wilding, retired airport manager

### New Appointment

Ross Capon, railroad consultant

## 2017 Annual Conference

### Atlanta

Hope Atlanta will host the 2017 conference next June. A date and location have yet to be determined. The conference will mark the 100th Anniversary of the founding of the National Travelers Aid Association, the original predecessor of Travelers Aid International. A special member committee will be appointed to assist in planning the event.

## TAI Headquarters Staff

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