

Narratives

Executive Summary

Title: Points of Light Institute

Summary information: Points of Light Institute (POLI), Atlanta, GA

POLI has a 21-year history of putting people at the center of change and has been part of the PVSA program since inception. We are proud of the results we have achieved and propose expanding our PVSA partnership to align with CNCS's vision and strategic goals. We will make technological and programmatic changes to enhance the relevancy of the program, improve the user experience and extend the potential for engaging more Americans in service.

Bolstered by grassroots efforts of 250 HandsOn Affiliates, POLI empowers people to address challenges in their communities. We know inspiration through recognition is key to sustaining volunteer participation levels and is the lever for fostering a culture of service where all people have access to service opportunities and are recognized for their contributions. In 2010, POLI volunteers provided 30 million hours of service valued at more than \$620 million.

Since POLI began administering the program with CNCS in 2003, two million volunteers have received awards, including more than 100,000 this year. With a core focus on volunteer recognition, POLI has developed robust capabilities and infrastructure to enable the program to grow in participation and visibility. POLI has also worked to extend the program's mission of recognizing and inspiring service through a diverse set of channels that recognize more than 200,000 volunteers each year. Through the Corporate Awards, L'Oreal Woman of Worth, Scholastic BE BIG and Daily Point of Light (DPOL), POLI leverages and multiplies PVSA's impact.

Narratives

PVSA and programs like DPOL provide a compelling platform for bipartisan support and an uncommon opportunity for our nation's leaders to come together in full embrace of the power of service. Through high-profile public moments and poignant PVSA presentations, we are able to lift up powerful examples of service, impact and transformation.

Through its national footprint, POLI leverages PVSA and other recognition programs to engage people in sustaining and deepening their service. With a track record of inspiring, equipping and mobilizing volunteers, and a legacy and mission inextricably linked to CNCS, POLI is the ideal partner. POLI has also demonstrated a deep commitment to PVSA, investing more than \$1 million to build and sustain the program. With a vision to expand the program's participation, visibility and impact, POLI is prepared to bring its full portfolio of assets to bear on PVSA and our partnership with CNCS.

Having built the program to scale and long-term sustainability, we believe a new cooperative agreement will provide the infusion of capital needed to overhaul the program's web and e-commerce capacities to fully optimize the incredible slate of possibilities.

Program: An updated PVSA web and e-commerce site will include critical customer service and fulfillment capabilities. Users will be able to place custom orders, select payment and shipping options, and track the status of their order. Orders will be shipped within five days. POLI will offer current award components and customize new merchandise for different age groups and audiences. The backend database will allow tracking of awards and hours, financials and inventory, and participation demographics and data such as service within CNCS' priority issue areas. The new technology will take the website from one that is solely a destination for awards to one enabling volunteers and organizations to communicate and connect to the social media of all constituencies.

Narratives

Marketing: POLI and its HandsOn Network, AmeriCorps Alums and generationOn divisions engage millions of volunteers every year. POLI will leverage more than 70,000 corporate, government, media and nonprofit partners to generate increased PVSA participation. Through targeted marketing, media relations, national events and social media, POLI will provide a steady flow of communications. POLI will develop a customized PVSA Facebook page, newsletter and toolkits focusing on CNCS' issue areas. We will supplement these resources with webinars, use our Corporate Service Council to broaden outreach to employees and provide stories to members of Congress, allowing local recognition of individuals and organizations and expanding awareness of PVSA.

Number of awards: Minimum of 145,000 up to 168,000 in Year 1; growth targets of up to 500,000 over the next six years.

Grant request: \$150,000

Program Design

POLI recently received a letter sharing an obituary for Bernadine Stockmeister, who passed away at age 93. Among her many accomplishments and awards, her family wrote that "perhaps the greatest of all her awards was the President Lifetime Service Award presented in 2008."

Imagine if everyone, young and old, knew and talked about PVSA that way. We believe this is possible. POLI has been part of the PVSA program since its inception - as co-creator and program implementer. We are proud of the results achieved and propose expanding the program in alignment with CNCS' strategic goals. Our experienced IT, marketing and program staff will work with external experts to ensure the website is modern and user-friendly to support effective marketing of the program to current constituencies and beyond. With a new website, marketing plan and ecommerce system, we will bring the story of PVSA and service to more people and make it easier for them to take part.

Narratives

POLI is a 501(c)3 operating nationally with affiliates in 43 states and 15 countries. With a 21-year history of putting people at the center of change, and bolstered by grassroots efforts of 250 affiliates, POLI empowers people to address challenges in their communities. In 2010, POLI volunteers provided 30 million hours of service valued at more than \$620 million. We know inspiration through recognition is key to sustaining volunteer participation levels and is the lever for fostering a culture of service where all people have access to service opportunities and are recognized for their contributions. Through stories of individuals, organizations and corporate volunteers, more people are inspired to serve and recognize their personal power to transform themselves and the world around them.

Since POLI began administering the program for CNCS in collaboration with the President's Council on Service and Civic Participation in 2003, 2 million volunteers have received awards, including more than 100,000 this year. POLI recognizes 200,000 individuals, organizations and corporations annually through a range of programs, including Corporate Awards, L'Oreal Woman of Worth, Scholastic BE BIG and Daily Point of Light (DPOL). Instituted by President George H.W. Bush in 1989, and managed by POLI since 1998, DPOL has grown with the support of each president who has followed, creating and reinforcing a bipartisan culture of service.

POLI is the only organization with the experience to take PVSA to the next level. Over the past 2 years, we have streamlined our work, reducing labor and production costs and improving customer service, allowing us to operate the program with the revenue it generates. A new cooperative agreement will provide the support needed to develop a new website and enhance our marketing efforts, leading to increased individuals and organizations qualifying for the award, ultimately increasing the numbers of those who effectively serve in their communities. We anticipate a minimum of 145,000 awards and as many as 168,000 in Year 1. Over the full 6 years, we expect to reach as many as 500,000 awards.

Narratives

WEBSITE

The creation of a fully automated, attractive, user-friendly website is one of the most critical components of our business plan. We have made great progress in improving ordering and fulfillment of PVSAs, but the current website limits us from implementing all improvements we have identified. New technology will allow us to work more quickly and accurately and serve customers better, while also collecting data we could not previously collect. A new design will make finding information, certifying and ordering easier for users.

The site will include critical customer service and fulfillment capabilities that provide real-time information for customers to track the progress of their application from the time they complete an order to the time the award is received. An administrative tool will allow staff to update and adjust orders as necessary, conduct and track special invoicing and custom activity, manage data and track revenue. The backend of the website will employ a SQL database. This will allow easy tracking of awards and hours, financials and inventory, participation demographics and the area of an individual's service as associated with CNCS's issue areas of education, healthy futures, environmental stewardship, veterans and military families, economic opportunity and disaster services.

The new technology will allow us to implement program extensions and integrate with other sites such as Drum Majors or the Governor and First Lady Volunteer Program. A special section of the PVSA site will house custom programs with a separate landing page benefitting from back-end operations, tracking and reporting capabilities. Site components such as the record of service and certifying organization accounts will be written to facilitate this capability, and HandsOn Connect (HOC) clients (HON affiliates or not) will be able to use HOC accounts to become certifying organizations, and volunteers with hours logged in HOC will be able to certify service for a PVSA.

Narratives

The website will coordinate with POLI's strategy to use technology to promote broader and deeper service engagement. A revised profile will allow volunteers to identify areas of interest, communicate with other volunteers and learn about and communicate with certifying organizations. We will work with certifying and leadership organizations to serve as ambassadors for PVSA, and use new technology to communicate with each other and potential and existing volunteers. We intend to grow from a destination website to one where volunteers gain the capability to search for and sign up for volunteer opportunities that have been syndicated to the websites and social media pages of partners. Imagine adding the capability for a volunteer to see their cumulative service hours, whether or not their service qualifies for the PVSA and promote their achievement, all without leaving Facebook. We are also in development of a loyalty program to provide incentives for participants to continue to serve.

E-COMMERCE LIFECYCLE

Ordering-Customers will be able to enter names for custom orders, then proof and approve before submission. They will be able to select payment and shipping options with real-time costs and delivery estimates. Customers will be able to track the status of their order online. Order detail will be captured for improved customer service and reporting.

Fulfillment-Orders will be electronically transferred in real time to the fulfillment vendor for production. We currently work with Distinctive Stationary, 1 of 5 authorized printers of the Presidential Seal. Orders will be processed as received, updated in the customer profile as they go through production and released for shipping in less than 5 business days. Including shipping, orders will reach customers' hands in 10 to 15 days. Expedited orders can be delivered in 6 days or less, based on customer needs.

Merchandise-We have seen growth within particular age categories, such as youth and will use this

Narratives

knowledge and data acquired through technology to offer new merchandise that is more relevant to each audience. We will continue to offer current award components, and users will be able to make selections directly on the site. This customization will allow us to continue to grow participation by age group. For example, we will offer merchandise like badges and wristbands to youth, items that they already collect and will want to talk about with their friends.

Customer Service-We will provide live customer support, a toll-free number and a form for online inquiries. Many current inquiries relate to lost passwords, application approval and order status, and our new site will allow many of these to be handled electronically. We currently close most cases within 24 hours and expect this to remain the minimum standard, with most cases being closed significantly faster. Customers will also receive surveys requesting feedback on completion of their order. Through Salesforce.com, the leader in web-based constituent relationship management, we will track complaints, manage email/phone communications and capture inquiry details.

MARKETING

POLI and its HandsOn Network, AmeriCorps Alums and generationOn divisions engage millions of volunteers every year. POLI will leverage more than 70,000 corporate, government, media and nonprofit partners to generate increased PVSA participation. Through targeted marketing, media relations, national events and social media, POLI will provide a steady flow of communications. POLI will develop a customized PVSA Facebook page, quarterly recognition newsletter and toolkits focusing on CNCS₂ issue areas. We will supplement these resources with webinars, use our Corporate Service Council to broaden outreach to employees and highlight PVSA stories in our national days of service.

This enhanced marketing plan will enable us to reach many more like Rosemary Byrnes, director of Citi Volunteers, who said, "Since 2004, more than 8,800 Citi employees have been recognized for their civic

Narratives

engagement through the Presidents Volunteer Service Award. This national recognition program has become a time-honored tradition at Citi locations throughout the U.S. We are proud to partner with CNCS and Points of Light Institute to offer this prestigious recognition to our employees."

Our government relations team will provide stories to members of Congress, allowing local recognition of individuals and organizations. We will also encourage them to post stories on their websites and use them in speeches and local events to expand awareness of PVSA and the role CNCS plays in communities across the nation.

TRACKING & REPORTING

Evaluation will align with CNCS' standardized measures focused on program quality and effectiveness. POLI will use a mixed methods approach to monitor performance and evaluate program efforts. We will measure quality of customer service through survey research, with both certifying organizations and volunteers. We will collect operational metrics on certificate fulfillment to measure efficiency as an indicator of customer service. We will evaluate performance by measuring and reporting on key characteristics of certifying organizations, volunteers and awards activity. These performance indicators, primarily measured through our website, include but are not limited to: number of organizations registered to give awards; number of organizations by issue area(s) of focus; number of organizations ordering awards; number of awards distributed by each certifying organization; and number of awards by CNCS national priority area. We will collect this data regularly to monitor performance and refine business practices to meet program and customer service goals.

TIMELINE

We anticipate running the current PVSA program through February 2012. In September, we will issue RFPs for web design, programming, fulfillment and marketing. Contracts will be awarded in October,

Narratives

when web design and development processes will begin. Marketing and evaluation plans will also be developed. These activities will continue through the fall and be presented to CNCS for approval by the end of the calendar year. Marketing materials will be produced, data and report testing completed and the website developed and tested by the end of February. We anticipate launching the new site, program and marketing efforts on March 1, 2012.

CLARIFICATION:

1) Clarify how you will set up tracking and reporting and the timing of reports. For example, will they be real time.

POLI will monitor and report regularly on overall program performance and growth, with an emphasis on CNCS priority issue areas, as well as customer service and satisfaction. The new website will be backed by a SQL database that will capture customer and order information and track performance metrics. Google Analytics will provide website traffic statistics, and we will develop standard reports that can be generated in real time, using this data to guide program management on a day to day basis.

We will review in depth reports on a monthly basis and provide these to CNCS quarterly. Reports will include measures such as numbers of awards and volunteer hours ζ in total and by issue area, participant demographics and trend analysis that measures growth in program reach, engagement and productivity. POLI will also be able to provide ad hoc reports on request within a few business days.

Performance reports will provide YTD metrics including number and types of awards, characteristics of participating organizations and volunteers and service activities completed. We will also track and report on numbers of new certifying organizations and individuals that establish profiles, both of which will be asked to indicate the issue area(s) of their service. Customer reports will use Salesforce to capture

Narratives

order information and generate customer satisfaction surveys. Service reports will include call volume, call duration, inquiry type, resolution time and type and cases closed per day.

2) Clarify the overall budget for this program with details about sales volume and breakeven points.

Please include clarification on overall staffing of the program. If additional funding is necessary beyond sales, what will be the source of those funds?

For the \$150,000 cooperative agreement, POLI will use \$136,000 for web development, \$4,000 for public relations and \$10,000 for marketing collateral and plans that will be developed in year one and also used in future years.

Our projected sales volume to cover operating expenses is 168,000 units sold in year one. At an average of \$4.25 per unit, we expect to realize \$714,000 in gross revenue. This includes operating the existing PVSA program until the new website is released in March. Operating expenses include contracted services for web hosting, tech support, fulfillment and printing at \$216,000; staff including program management, customer service, marketing and ongoing technology needs - and indirect costs of \$208,000; and shipping, bank fees and merchandise at \$290,000. The majority of program expenses are aligned with sales, and if sales do not cover all expenses, POLI will continue to invest unrestricted funds in the PVSA program as it has done in the past when necessary. We will reinvest any program income from sales in further technology and marketing enhancements.

A program manager will dedicate 75% of their time to daily management of the PVSA program, and customer service support will be provided at approximately 20 hours per week, as volume requires. PVSA will also be supported by VP marketing (10%), graphic designer (5%), VP communications (5%), social media manager (5%) and director evaluation (5%).

Narratives

3) Clarify how you will continue to keep the branding of the Corporation as a key element of this program? Describe how you will incorporate CNCS in the branding.

We plan to incorporate CNCS branding in all collateral and marketing programs. The new website will feature CNCS background, as well as descriptions of its priority issue areas. The CNCS logo will be displayed on the PVSA website and award certificates. We will seek to include CNCS in local market activities. The new website will allow us to create dedicated landing pages for customized programs that will feature CNCS and its programs. We will showcase PVSA and CNCS at the National Conference on Volunteering and Service.

4) Clarify the staffing plans for marketing and evaluation of the effectiveness of marketing. Please include the hours of staffing and the support required to implement the plan.

Staff for marketing PVSA includes program manager 10 hours a week (30 hours on PVSA total) with support from senior level marketing staff 6 hours a week, and design, social media and evaluation staff at 2 hours a week each.

POLI will present CNCS a marketing plan designed to increase PVSA participation and measure results. The new website will provide technology capabilities and access to data not previously available, allowing for more sophisticated communications and also freeing up staff time to be focused on marketing. Newly developed, customizable collateral materials will also contribute to increasing the numbers of organizations and individuals participating in PVSA.

POLI has internal constituencies (generationOn, HandsOn Network, AmeriCorps Alums) that are

Narratives

dedicated to CNCS priority issue areas such as education, veterans and military families and disaster services. These, along with corporate relationships, will provide significant reach for targeted PVSA marketing efforts. Signature days of service and ongoing employee volunteer programming will also provide additional exposure for PVSA to audiences that are great candidates for participation. We will work with affiliates to promote PVSA as they promote their local service activities, and we will also broaden these efforts to include organizations such as police and fraternal organizations, nonprofits with national scope and Fortune 1000 companies. All efforts will push people to the PVSA website and track response.

Prior to each targeted effort, we will establish baseline participation, and activity will be tracked during and after campaigns. Google Analytics and the new website will track responses to PVSA online and in person marketing and use what we learn about open and response rates to analyze message effectiveness and make adjustments as necessary for greater growth and program impact. Public relations and media effectiveness will be measured in impressions and placement. We will also use web tools to identify the source of organic traffic to the PVSA website and work to develop marketing efforts targeted to those groups.

Organizational Capability

Since POLI began administering PVSA, 2 million volunteers have received awards, including more than 100,000 this year. With a core focus on volunteer recognition, POLI has developed capabilities and infrastructure for PVSA to grow participation and visibility. POLI has also worked to extend the PVSA mission through a set of channels that recognize 200,000 volunteers a year.

Through its national footprint, POLI leverages PVSA and other recognition to engage more people in sustaining and deepening their service. With a track record of inspiring, equipping and mobilizing volunteers, and a legacy and mission inextricably linked to CNCS, POLI is the ideal partner for PVSA.

Narratives

We have demonstrated a deep commitment, investing more than \$1 million to build and sustain the program. With a vision to exponentially expanding program participation, visibility and impact, POLI will bring its full portfolio of organizational assets to bear on PVSA and our partnership.

In 2007, Points of Light Foundation and HandsOn Network merged to create the nation's largest volunteer mobilization organization. HandsOn Network (HON), the volunteer activation division, includes 250 action centers in 43 states that reach 200 million Americans, plus affiliates in 15 countries. These centers focus on helping volunteers plug into opportunities, partnering with more than 70,000 corporate, faith and nonprofit organizations and developing the leadership capacity of volunteers. We also reach people through generationOn, our youth division reaching millions, and AmeriCorps Alums, a community of more than 120,000 experienced volunteer leaders. In 2010, POLI volunteers provided 30 million hours of service valued at more than \$620 million.

In FY2010, POLI's revenue was \$39 million. Our FY2011 budget is \$37.6 million, and a \$150,000 PVSA cooperative agreement would represent .4%.

EXPERIENCE

POLI has administered the PVSA for 8 years and, since 2009, we have implemented automated program enhancements including reporting, inventory, billing, processing, shipping, tracking and payment.

From 2009 to 2010, there was a 27% increase in awards issued and a 15% increase in Lifetime Achievement Awards. At a value of \$20.85/hour, the 43,078,112 volunteer hours certified in FY2009 produced a value of nearly \$900 million. The PVSA website receives nearly 300,000 hits annually, and we receive up to 30 applications for certifying organizations and an average of 423 awards applications daily for processing. We get more than 100 email/phone inquiries a day.

Narratives

POLI has operated PVSA under a no cost extension to the cooperative agreement that concluded in 2005. Repeat volunteer recognition is core to our mission, and we have clearly demonstrated we can and will financially support PVSA to ensure it survives and thrives. In 2010, improvements to work flow and additional demand allowed us to break even in operational costs. In 2011, we anticipate we will also be able to cover some of the human resource costs that POLI has been funding from unrestricted income. Experience means we know the costs of running the program and the structure that makes it work to meet customer demand. A continued relationship with CNCS and additional investment of \$150,000 will allow us to overcome the last obstacles to full efficiency of operations. We feel confident that a new website and e-commerce lifecycle, as well as renewed marketing efforts, will allow us to grow and expand the program for many years to come.

STAFFING

Melanie Stevenson, senior marketing manager, under the leadership of Jen Geckler, vice president of marketing and events, will create and implement marketing strategies to increase participation and reach for PVSA. Melanie will manage daily operations and supervise customer service and fulfillment staff and vendors. She manages several other recognition programs and worked previously at Walt Disney World, Philip Morris USA and BellSouth.

Our technology team is led by CTO Scott Geller, with 25 years experience in web and software development. The team managed the Disney Give A Day, Get A Day program that recruited 15,000 nonprofit certifying organizations, supported 65 million project search requests and engaged 1 million volunteers. They also developed and maintain POLI's volunteer management software, as well as all of POLI's web properties.

Narratives

The external affairs team of 15 manages marketing, communications and interactive strategies and is led by Melissa Golden, chief external affairs officer, who has 15 years of for-profit and nonprofit experience, most recently at Teach For America. The team has many years of experience in strategic communications, media relations, journalism, civic engagement, interactive strategy and new media.

The evaluation department is led by Brandee Menoher, who has completed evaluation of several federal grants and presents on research and impact. POLI employs a rigorous approach to evaluation and has made significant organizational investments to build capacity. Staff are trained in social science research methods, program evaluation and performance measurement.

PROMOTING SERVICE

PVSA fits well into POLI's overall strategy to promote broader and deeper service engagement. As a volunteer expert, POLI can recognize the impact of volunteers; leverage the influence of recognition on retention; reach new audiences; and design program extensions that build awareness and provide entry points for volunteers and organizations.

POLI is the leader in the development, maintenance and support of the most widely used and full-featured volunteer opportunity management products in the marketplace. We launched our volunteer management platform in 2000, and last year rolled out HandsOn Connect, a full lifecycle volunteer management platform that supports clients' ability to manage, track and report on people, programs, trainings and opportunities in real time.

We are a leader in syndicating and aggregating volunteer opportunities, working with All For Good, Network For Good, serve.gov and others to develop standards for sharing volunteer information. This expertise has been leveraged into a number of high-visibility corporate partnerships to aggregate and

Narratives

deliver volunteer opportunities, including Nike, Starbucks, Disney, and 9/11 Day, which aspires to engage 1 million people, employing www.911day.org and the American Express 'I Will' Facebook app.

FEDERAL GRANTS POLI has managed more than \$30 million in federal grant funds since 2007. We have partnered with CNCS to successfully engage a cross-section of volunteers for grants supporting AmeriCorps National Direct, MLK Day, 3 Challenge Grants, Learn and Serve America grants, AmeriCorps VISTA and T&TA cooperative agreements. In 2010, we managed \$6.6 million in federal funds through 5 grants and cooperative agreements.

POLI has strong management systems developed in collaboration with CNCS, ensuring all federal compliance requirements are met, and we are committed to proper administration, customer service and performance monitoring and tracking.

FISCAL OVERSIGHT Our finance team is led by CFO Kristina Tecce, who has 17 years experience with nonprofits and a variety of government agencies. She has led 6 unqualified A-133 audits without findings, and her background includes regulatory, GAAP and financial analysis. She has developed finance systems in several nonprofit organizations and has conducted workshops on the fundamentals and complexities of responsible and efficient fiscal management. Prior to joining POLI, Kris led CNCS's Cooperative Agreement for Finance Training and Technical Assistance, where she provided training and technical assistance to CNCS grantees in federal grant compliance.

We have significant experience in accepting a variety of payment types, cash and electronic, and the capacity and means to securely take credit and check data to process quickly and safely. We use accrual-based accounting with Microsoft General Dynamics. POLI has an active board with a finance committee that meets monthly and a separate audit committee that meets at least quarterly.

Narratives

PARTNERSHIPS

POLI provides funding and organizational development support, as well as training and technical assistance on volunteer recruitment, retention and management and how to link volunteerism with civic education and engagement to all partner constituencies, including affiliates, nonprofits, corporations and others. Through business memberships, Corporate Service Council and corporate awards, we have strong relations with companies and their EVP programs that can be leveraged to expand PVSA. This is echoed by Diane Melley, director of Corporate Citizenship & Corporate Affairs at IBM who said, "At IBM we value our employees and retirees and realize how central the sharing of their skills and talents are toward our goal to uplift and empower our communities. The President's Volunteer Service Awards program allows us to personally thank and recognize each employee and retiree for their contribution and instill pride in their achievements."

We are in the final stages of developing our 2012-14 strategic plan, and recognition and technology use are critical components of this work. The planning process, led by a staff committee, approved by the board and guided by strategic planning consulting firm TCC Group, has also provided an opportunity to cultivate support among important stakeholders that include HON affiliates, corporate, nonprofit and government partners, volunteers, community and sector leaders, and individual and institutional funders.

FUNDRAISING & SUSTAINABILITY

We have an exceptional record of raising resources from diverse sources, growing that funding over time and raising matching funds for federal grants. Total funding from the corporate sector, private foundations, individuals and government has steadily risen over the past several years, despite the nation's economic challenges. From October 2008 to June 2011, POLI raised more than \$65 million. We also hold more than \$4 million in endowment funds that could provide cash flow.

Narratives

Two examples of programs that have been able to reach sustainability are the National Conference on Volunteering and Service (NCVS) and MissionFish. Among the many in-person and online trainings we offer each year are 170 plus workshops provided to more than 4,600 attendees at NCVS. For several years, NCVS was held in partnership with CNCS, and we have developed it as a central initiative of our work with a sustainable funding stream so that it can continue in 2012 without the same financial support from CNCS. POLI's Civic Incubator grew MissionFish, technology allowing people to use their purchasing power to direct contributions to their favorite charity through eBay Giving Works. After 8 years and more than \$241 million raised, MissionFish, its team and technology were acquired by eBay. The acquisition allows MissionFish to expand its technology and dramatically increase its impact while staying focused on its vision: any donor, any gift, any cause.

Cost Effectiveness and Budget Adequacy

We request \$150,000 for the redesign of the PVSA program website and significant marketing enhancements. The entire amount will cover start up costs for rebuilding these elements of the PVSA. POLI will cover ongoing operations with the revenue from the existing PVSA program, as well as any unrestricted funds as necessary. We currently have on hand approximately 60 days of inventory.

Contractual & Consultant Services

We request a total of \$136,000 to engage a team of web experts to participate in the creation of the new PVSA website. Consultants will work with our internal technology team to design, program and implement the new PVSA website and online tools. This includes analysis and design of concepts, site architecture, database design and development, graphic design, authentication and authorization of programs, user testing and review. We request \$10,000 for consulting to develop the in depth marketing plan.

Narratives

Other Support Costs

We request \$4,000 to cover fees for the distribution of press wires and electronic communications in Year 1. Costs will be lower in future years and covered by program revenue or POLI as needed.

To improve efficiency and provide a better customer experience, POLI has invested in PVSA financially above and beyond the cost to run the program. The current website has been brought to its maximum performance level, and the new \$150,000 cooperative agreement is needed for us to establish web and marketing programs that will enable us PVSA to grow and expand. In addition to these funds, our proposed operating budget for 2010-2011 is \$625,000. This includes staffing, customer service, all program execution costs, such as fulfillment, tech support and site hosting, merchandise and shipping, as well as indirect costs. This takes into consideration additional efficiencies we will gain in the second half of the year with the updated website and scale we will gain from the website and marketing plan.

In Year 1, we will maintain the current merchandise offering and work with CNCS to introduce new merchandise. Pricing structure will remain the same this year. Our goal is to award as many as 168,000 units, generating approximately \$714,000 in gross revenue (average \$4.25/unit). We will monitor expenses and revenue closely and reinvest any remaining funds into additional PVSA website enhancements and continued marketing efforts.

For Official Use Only

Required Documents

Document Name

Status