

Mia Lindsey
PR Techniques
February 2, 2012

(Revised) News Release & Press Kit

Organization: United Way

Purpose: Promote launch of new volunteer website

Target Publication: Chattanooga Times Free Press

Sources: United Way's Center for Nonprofits and Volunteer Center,
official website, and Windy Brooks, Associate Director



**United Way
of Greater Chattanooga**

630 Market Street
Chattanooga, TN 37405
423.752.0300
LiveUnitedChattanooga.org

January 26, 2012

Alex Chambliss, Region Editor

Chattanooga Times-Free Press
400 East 11th St.
Chattanooga, TN 37403

Mr. Chambliss,

Attached is a press release announcing the launching of a volunteer website sponsored by the nonprofit United Way. This HandsOn Connect website will allow individuals to be matched up with whichever nonprofit can best use volunteers at the time. As detailed in the release, this new website hopes to allow for a larger and stronger presence of volunteers in this community.

There are several key benefits to having all the volunteer opportunities in one online database. Potential volunteers can search by different categories such as location, organization, or date in order to find a volunteer opportunity that fits their interests and schedules. Another benefit of the website is a profile feature. Regular volunteers can set up a profile that lists their skills and interests. Organizations can then send tailored information about upcoming events to people that match the needs. The HandsOn Connect website is a win-win for volunteers and organizations looking for volunteers.

In addition to the press release, this package contains a fact sheet with the basics facts about the website, a list of important contacts from the United Way and the Center of Nonprofits, and a brief historical fact sheet of the history of the United Way.

If you would like further information on this volunteer website and/or its progress, I can be reached at 847-970-2774 or through email at mial@southern.edu.

Thank you for your consideration,

Mia Lindsey

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News Release

Contact: Mia Lindsey
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FOR IMMEDIATE RELEASE

United Way Launches New Volunteer Website

CHATTANOOGA, Tenn (January 26, 2012)- An interactive database of nonprofit organizations and volunteer profiles will be fully available for public use on February 20. The website utilizes HandsOn Connect software and is being overseen by the United Way's Volunteer Center.

The HandsOn Connect software is beneficial for both nonprofits and individuals looking to volunteer. A nonprofit organization can register their organization on the site and list events and dates that it will need assistance with. The website user can easily type in key words such as the date or nature of the event and find a match. A regular volunteer can create an online profile listing times available and interests. When a new opportunity is posted on the website that matches a profile, a notification will be sent to that user.

The staff at United Way hopes that this website will increase the effectiveness and efficiency of the volunteers in the Greater Chattanooga area.

"We are excited about the HandsOn Connect software," said, Windy Brooks, associate director of the volunteer center. "This state of the art system will allow volunteers easy access to needs in the community. Groups, individuals and businesses will be able to find opportunities much quicker and easier using the community calendar and by creating a personal profile."

The website is likely to attract many more regular volunteers just in time for National Volunteer week which is April 16-21.

"We want everyone to have easy access to engage in our community and volunteer!" said Brooks.

Volunteers can visit www.ihelpchattanooga.org to check out the site and give feedback before the official launch date in February.

United Way of Greater Chattanooga is a part of the United Way Worldwide organization that is represented in 45 countries and territories. Their focus is on advancing the common good by supporting the building blocks of a strong community: Education, stability, and support.

HandsOn Network, is the largest volunteer network the nation and includes more than 250 HandsOn Centers in 16 countries. Annually, the network delivers approximately 30 million hours of volunteer service valued at about \$600 million.

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Volunteer Center Website FACT SHEET

Contact: Mia Lindsey
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Website URL:	www.ihelpchattanooga.org
Official Launch Date:	February 20, 2012
Purpose of Website:	To develop an interactive space that will engage and connect volunteers to different non-profits in the Chattanooga area.
Website Features:	Easy to navigate web pages; password protected user login; database of dozens of volunteer opportunities with more to be added soon; non-profits which are searchable by location, date and time available and skills needed; and personal volunteer profile that allows user to receive notifications based on interests.
Website Users:	Anyone who volunteers on both a regular or non-regular basis.
Access:	Open to the public and free to sign-up
Affiliation:	This website is a part of the HandsOn network which is a volunteer network in the nation with more than 250 HandsOn Action Centers in 16 counties. Annually, the network delivers approximately 30 million hours of volunteer service valued at about \$600 million.



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Historical Fact Sheet

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| Mar.1, 1913 | First Community Chest (which would later become United Way) was launched in Cleveland Ohio. 53 agencies joined within the first year. |
| Sept. 11, 1922 | Rev. H.H Pitzer met with committee to discuss starting a Community Chest in Chattanooga. |
| 1939-1946 | Contributions and focus shifted to the United War Fund, which was set up to support WWII efforts overseas. It was disbanded following the end of the war. |
| January 1954 | A series of fund-raising drives occurred in communities across the nation. This became known as The United Fund movement. |
| 1957 | The United Fund and Community Chest merged. |
| March 12, 1981 | The name was changed to its current name of the United Way of Great Chattanooga. This name change signaled a new direction for the organization which began to move towards impacting the community by supporting programs that gave people in the areas opportunities to become self-sufficient. |
| 1999 | United Way of Greater Chattanooga joined with the Center for Nonprofits in order to respond to the growing need for a comprehensive nonprofit management assistance program. |
| February 2012 | United Way uses HandsOn Connect software to create a new volunteer website. |