



Massachusetts Department of Public Health
Office of Preparedness and Emergency Management

MRC MINI GRANT REPORTING FORM

For units who received an MRC mini grant in BP4, please complete this form as part of the end of year reporting.

Project General Information:

MRC Unit Name:	Upper Merrimack Valley MRC – Unit 100
Point of Contact Email:	scollins@Westfordma.gov
Name of Project:	Member Recruitment and Retention
Person Completing Report:	Nancy V. Burns
Date:	7/26/2016

Project Description - Please write a brief narrative (1 to 2 paragraphs):

The mini-grant helped us to retain and inspire current members, recruit new volunteers, and raise community enthusiasm for our efforts – through two intertwined strategies: 1) Media campaign with newsletter and coordinated marketing activities. 2) Promotional events. Our receipt of more UMV MRC uniform polo shirts allows us to continue providing each member with this ID, so they can be identified instantly as being part of a capable and established unit. We received DPH permission to use funding initially planned for postcards to replenish our supply of letterhead (stationery and envelopes), required for our official written communications.

The newsletter is a valuable asset that recaps our activities over the past year, in which we've made significant inroads in raising awareness of the MRC. Current members can take pride in our accomplishments, new recruits can see the unit as a success story in which they'd like to take part, and response partners have reason for increased respect of our organization.



Project Details:

<p>Project Rationale: How did you choose this project? (Related to AAR, or other gaps)</p>	<p>Especially in an era of decreasing funds, we leverage every possible high-visibility vehicle to foster recruitment, retention, and community support.</p>
<p>PHEP Capabilities that your project addressed: http://www.cdc.gov/phpr/capabilities/</p>	<p>Capability 15: Volunteer Management Capability 3: Emergency Preparedness Coordination</p>
<p>Objectives that your project addressed.</p>	<p>Objectives: Retain current members, recruit volunteers, and bolster support across the region by the public and stakeholders. All members are instantly recognized as part of a well-trained and highly capable unit.</p>
<p>Project Planned Activities: What deliverables, products, or outputs were expected? Did you meet those outputs? Where different outputs achieved?</p>	<p>Since the grant was submitted on 4/15, we have accomplished the proposed goals. 1) Every active MRC member has a uniform shirt, with other shirts available for new recruits over the coming year. 2) We continue to keep our website updated, which is often referenced by prospective recruits. 3) Presentations to Rotary chapters in two towns, plus staffing by members in uniform shirts at multiple events, has FAR exceeded our target of making 25 people aware of the unit who hadn't heard of the MRC. 4) Seven people (vs. target of 5) submitted applications by 6/30, to join the unit. 5) We provide our newsletter to all members, prospective recruits, key response partners and stakeholders – documenting our progress since last year's issue, and announcing activities and coming events.</p>
<p>Funding Associated with this project: (Please provide a narrative of the costs incurred with this project).</p>	<p>Of \$2373 for newsletter and promo, \$1250 went towards newsletter production, \$210 towards stationery, \$273 for stamps to mail newsletters to members, and \$640 for coordinator time to create and prepare newsletter for mailing. The full \$1125 was used to buy 75 polo shirts.</p>
<p>Other feedback or comments to share about your project?</p>	<p>Continued funding plays an essential role in providing resources to help us to carry out our unit's mission.</p>