

Expo '74 50th Celebration - Blue Bridge Dinner & Spokane Parks Foundation "Make a Splash" Campaign Community Service Project Team



Objectives

- Blue Bridge Dinner Overview
 - Efforts put forward
 - Servant Leadership Characteristics
- Make A Splash Campaign Overview
 - Efforts put forward
 - Servant Leadership Characteristics
- Total Project/Volunteer Hours
- Lessons Learned



Expo '74 50th Celebration - Blue Bridge Dinner

Project Scope:

To host a celebration for Spokane, relying on sponsorships, volunteers and philanthropy.

In January, we asked the community to give \$74 to be a part of "Club '74." One of the perks of giving to Club '74 is the opportunity to come to a dinner on The Blue Bridge in Riverfront Park.

To make this event happen, we need the help of volunteers to share their time and talents to make this dinner special for our donors.



Expo '74 50th Celebration - Timeline of Events





expo'74
50th Celebration

Celebrate Spokane May 4 - July 4

expo50spokane.com



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TO OUR
SPONSORS



Expo '74 50th Celebration - Timeline of Events



Foresight

Foresight is a characteristic that enables servant-leaders to understand the lessons from the past, the realities of the present, and the likely consequence of a decision for the future. It is deeply rooted within the intuitive mind. Thus, foresight is the one servant-leader characteristic with which one may be born.

- Our team was surprised to learn that we were being tasked to set up the entire event after our first meeting with our organizers.
- The information we received during the first meeting was unclear and produced more questions than answers as there were several unconfirmed, vital details.
- It became evident that to pull off this project would require a tremendous amount of time to successfully execute.
- To complicate matters, we experienced budget limitations and were not provided with authority to approve any spending without formal review and approval from the organizers. This created barriers as we began to connect with vendors.
- It was at this time that we realized we were at serious risk of not being able to accomplish this project and needed to communicate with our organizers, so they had enough time to find someone that had the time/experience needed to provide an appropriate delivery.

Awareness

General awareness, and especially self-awareness, strengthens the servant leader. Awareness also aids in understanding issues involving ethics and values. As Greenleaf observed, “Awareness is not a giver of solace – it is just the opposite. It is a disturber and an awakener. Able leaders are usually sharply awake and reasonably disturbed. They are not seekers after solace. They have their own inner serenity.”

- As a team, we had to have several open, honest conversations regarding our concerns with moving forward with the Blue Bridge Dinner event.
- We recognized that it would be easy to give up after realizing we were not going to be able to successfully execute the project with the broadened scope.
- Difficult conversations needed to occur, but we felt affirmed that it was the right thing to do for our team and community.

Persuasion

Servant leaders seek to convince others, rather than coerce compliance. The servant leader is effective at building consensus within groups.

- We met with Jaxon to discuss the Blue Bridge Dinner event and our concerns with moving forward. Our concerns were validated and understood, and she explained that we hadn't failed. We had a project that could not be executed responsibly.
- We could have stopped our efforts there; however, none of us would have felt good about not having an opportunity to make an impact for our community.
- This led to discussions for the team of locating another community service project and focused our attention on the "Make a Splash" campaign for the Spokane Parks Foundation.

Spokane Parks Foundation

“Make a Splash in a Kid’s Life”

Make a Splash

- Helping kids splash safely since 1991.
- Mission: Remove financial barriers to swimsuits, lifejackets, and swim lessons so all children can enjoy their summers safely.

Local Impact

- Our region is home to over 70 bodies of water including pools, lakes, rivers, and streams.
- 79% of children in low-income households have little-to-no swimming ability.
- Swim lessons reduce the likelihood of childhood drowning by 88%.
- In Washington state, an average of 17 teens and children drown every year.

Community Effort

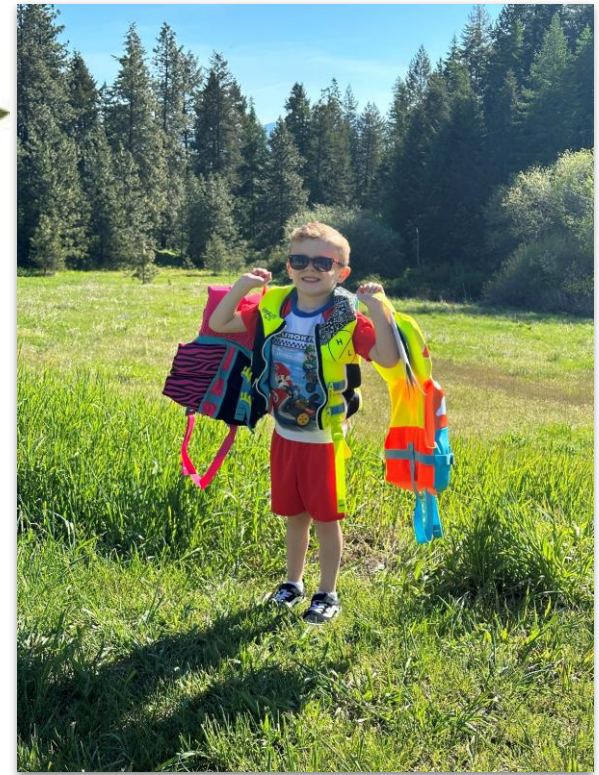
- KHQ, the General Store, and other local businesses hosted swimwear drives resulting in more than 1,000 donated swimsuits.
- Leadership Spokane dedicated online giving page and lifejacket drive.
- Public giving.





SPOKANE PARKS FOUNDATION

Serving Greater Spokane



- With a short time frame, we reached out to contacts in the community to request support.
- In three weeks, we produced 15 life vest donations and \$650 in cash donations.
- Connected SPF with new audience to solicit donations for future campaigns.

Stewardship

Peter Block (author of Stewardship and The Empowered Manager) has defined stewardship as “holding something in trust for another.”

- We had a commitment to our community to find something that we could do to leave a positive impact, even given the short time remaining.
- 3 vendors that we connected with donated lifejackets and cash donations to our efforts. Yvonne from Spokane Parks Foundation is adding these vendors to her list for outreach to request continued support of the “Make a Splash” campaign in the years to come.

Building Community

Greenleaf said: “All that is needed to rebuild community as a viable life form for large numbers of people is for enough servant-leaders to show the way, not by mass movements, but by each servant-leader demonstrating his or her own unlimited liability for a for a quite specific community-related group.”

- Opportunity for us to better understand and build a relationship with Spokane Parks Foundation, then take that message and objective out into the community and into our spheres of influence.
- 3 vendors that we sourced (product/cash) are now on their outreach list to use in future years. Expanding their donor list and avenues of support.

Total Project/Volunteer Hours

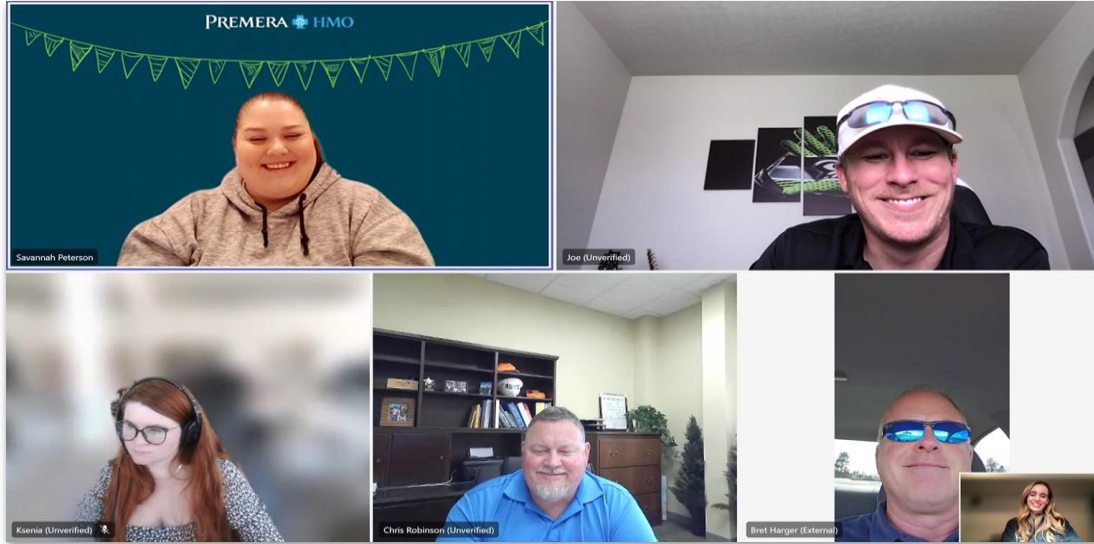


Photo from one of our MANY team meetings to discuss our projects and the efforts underway.

Our team spent a total of 212.88 hours working on our projects.

This includes time spent in team and client meetings, email correspondence related to the projects, volunteer events, donation collection and preparing for today's presentation.

Lessons Learned

- 1) Value of a well-defined project scope
- 2) Importance of a team mindset
- 3) Overcoming adversity
- 4) Character of individuals

