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Nonprofit visual identity: Evaluating the needs and wants

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Nonprofit Visual Identity: Evaluating the Needs and Wants

(TITLE)

BY

Whitney R. Noland

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***Abstract:** Visual identity originates within the internal structures of both for-profit and nonprofit organizations. Establishing this visual identity is necessary for any organization, so it can gain awareness in a community and even develop a relationship with its potential clients and donors. For many nonprofit organizations, the identity should be the central component of fundraising and marketing procedures; however, nonprofits, at times, disengage with their needs and instead focus on their wants, losing sight of the importance of standardizing their image. Through this client-based project, which focused on audience relationship, social responsibility, and ethical awareness, I partnered with a nonprofit organization to assess its needs, develop its identity, and improve its overall image.*

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NONPROFIT VISUAL IDENTITY: EVALUATING THE NEEDS AND WANTS

Whitney Noland

Catholic Charities of Coles, Douglas, and Edgar Counties is a nonprofit organization located in Mattoon, Illinois. The Mattoon location was established in September 1995 and has expanded in several dimensions since its founding. The organization now provides six assistance programs to support individuals. The programs offered center on the provision of basic needs – food, medicine, clothing, and financial support.

ADDRESSING THE NEEDS AND WANTS

For this applied thesis project, I partnered with Catholic Charities as a professional communicator to develop internal and external documents. More specifically, I worked with my client to distinguish her wants versus the organization's needs, and I did so by focusing on three main components of professional communication as addressed by Brenton Faber: audience relationship, social responsibility, and ethical awareness (312). By addressing these three components in this project, I provided my client with the necessary components to achieve her overall objectives.

When I began working with my client, I inquired about what objectives she had in regards to this applied thesis project. One of her objectives was to alleviate issues associated with Catholic Charities' image. The following table depicts how I translated my client's wants into the organization's needs.

Wants	Needs
I want to serve more clients.	Catholic Charities needs more funding.
I want more awareness.	Catholic Charities needs better marketing documents.
I want a better image.	Catholic Charities needs to establish standardization throughout the entire organization.

My client rightfully believed that Catholic Charities did not have a well-known presence in the community. There was not consistency in the documents and advertisements used to gain exposure. While the Catholic Charities logo was represented on all documents, it did not necessarily signify anything about the Mattoon location.

Prior to this project, my client renamed the Thrift Store, which is one of the main sources of revenue, to the Boomerang Blessings Thrift Store. This name was selected to represent that the items in the store are donated and then returned to the community. She designed a new store sign and billboard to raise awareness about the store. These modifications were the beginning of her work to improve Catholic Charities' overall image. More specifically, she implemented these changes in an attempt to gain exposure in the community. My client recognized the stigma attached to Catholic Charities. In the past, it has been known as unfriendly and unsympathetic, as well as thought to serve only a Catholic population. She wanted the community to recognize that Catholic Charities values its clients, upholds a compassionate attitude, and serves all populations regardless of religious affiliation.

In order to alleviate these problems, I decided Catholic Charities of Coles, Douglas, and Edgar Counties, first and foremost, needed to establish its own visual

identity. While the Mattoon store is an integral part of the Diocese of Springfield, it needed to have its own identity.

I researched several different Catholic Charities throughout the United States and found that the different Catholic Charities carried their own distinctions. For instance, the branches had their own websites with distinct typefaces and color selections. The branches not only offered different programs than the Mattoon store, but they also marketed the services. Furthermore, each branch had a distinct newsletter and overall design concept, yet they all maintained and honored the same Mission Statement as the Mattoon branch:

The Mission of Catholic Charities is to extend to all the healing and empowering presence of Jesus by providing help and hope to those in need.

If the other Catholic Charities established their own identity and fulfilled the same Mission, then Catholic Charities of Coles, Douglas, and Edgar Counties could incorporate a similar marketing concept by establishing a visual identity. Visual identity is essential in any organization—whether for profit or nonprofit—as it is a building block of marketing, and more importantly, “Corporate Visual Identity (CVI) plays a significant role in the way organizations present themselves, both to internal and to external stakeholders” (van den Bosch, et al., 138-139). By establishing and maintaining a visual identity and incorporating its main elements of logo, color palette, and typeface, Catholic Charities of Coles, Douglas, and Edgar Counties could move forward with establishing its presence in the community.

OBJECTIVES: FUNDRAISING, MARKETING, AND STANDARDIZING

Knowing Catholic Charities’ needs, I recognized that it needed more than a visual identity to establish a local presence and change its overall image. Catholic Charities

needed fundraising, marketing, and standardizing. However prior to implementing this project, I decided to create a “Client / Graduate Student Agreement,” which can be found in Appendix A. This agreement specified that the following documents would be created:

- The Dr. Scholl Foundation Grant Proposal
- An Assistance Program Brochure
- An Agency Newsletter
- Two Volunteer Flyers
- The Mattoon Supplement Employee Handbook

In addition, this agreement specified how my client and I would interact throughout the document cycling process. These guidelines were established prior to working on any of the documents so that she and I had an understanding of what would be expected not only in the revision process but also in the production process. My client and I needed to have an understanding of what documents would be created, so we could both be held accountable for the individual and collaborative work associated with each document.

Fundraising: Grant Proposal

In order to gain more exposure, Catholic Charities needed financial support. As a result, I applied to the Dr. Scholl Foundation for grant funding. The proposal can be found in Appendix B.

Using Richard Freed’s methodology of baseline logic, I composed the proposal and addressed key factors such as Catholic Charities’ credibility, need assessment, objectives, methods, and amount requested. Likewise, I drew upon Norton Kiritz’s principles of proposal writing as outlined by the following principles (3):

- The proposal should be neat, clean, and easy to read.
- The proposal should be brief.
- The proposal should be positive.
- The proposal should avoid unsupported assumptions.

After collaborating with my client, we decided to pursue funding for Catholic Charities' Back-to-School Program, which provides students with school supplies and clothing. This program served more than 605 middle school students in Central Illinois in 2011–2012. Catholic Charities requested \$2,500 from the Dr. Scholl Foundation to improve the program by adding more supplies in the backpacks, as well as providing the students with more outfits.

This grant application was due March 1. Because of this date, compiling the narrative, researching statistics, and reviewing the application became a priority over the other thesis documents during the first month of the semester. My client, as well as the CEO of the Diocese of Springfield, needed to sign this application. Since multiple parties needed to be involved with the grant submission, it was imperative to finish the proposal in time for the other parties to complete their tasks associated with the submission.

Marketing: Brochure, Newsletter, and Volunteer Flyers

Additional funding would help promote Catholic Charities' programs and increase clientele, but other initiatives were needed to be taken to move toward my client's overall goals. I developed a brochure, newsletter, and two volunteer flyers that could be used for publicity. These documents were created because Catholic Charities did not have updated external documents that described all of the offered services nor a newsletter.

When designing the Program Assistance brochure, volunteer flyers, and the first edition of the Catholic Charities of Coles, Douglas, and Edgar Counties newsletter, I wanted to draw more attention to the organization by creating visually interesting documents. By following Miles Kimball and Ann Hawkins' approaches, I incorporated eye-catching elements that complemented the information hierarchy. I selected

typefaces, headings, paragraph lengths, white space, and visual images to convey the information to potential and current clients, volunteers, and donors. The text was strategically laid out, and color was implemented to balance white space. The design was consistent throughout all of these documents so that the community would be able to identify all the documents and connect them as Catholic Charities. This association was vital for creating a cohesive look that portrayed a clear visual identity to potential donors and clients. When the donors and clients are consistently exposed to Catholic Charities' visual identity, they will become more familiar with the organization and its services.

Donors and clients are most comfortable with groups that are familiar, and that familiarity can be created, in part, with a standard theme on all communication materials (van den Bosch, et al.). By branding a visual identity, Catholic Charities gains visibility in the community.

Scott Jones points out that color has transformed into an important, effective, and common communication resource. He indicates color can be used in documents to “emphasize key points, highlight important information, group similar items, create mood, provide continuity, and increase reading speed and learning” (2). I included his research as I selected a color palette and balanced white space, text, and photographs.

Assistance Program Brochure

My client requested that I create a pocket on the inside of the Assistance Program brochure, so the pocket could hold six assistance program inserts. The inserts were designed to stagger in height as well, which allowed the titles of the programs to be visible.

While this method may have been more convenient as far as including all the information into one brochure, it did not reduce the production costs. The original idea of

six brochures could have been printed on standard 8"x11" paper; however, the design required a thicker cardstock material. It also required assembly for the inside pocket. Because of production and assembly fees, I designed an addition four-fold brochure that contained the same information as the two-fold pocket brochure.

The brochure targeted individuals of all ages since the services are offered to anyone in need who qualifies for the programs. These brochures will be available at the Boomerang Blessings Thrift Store and at other nonprofit organizations and in Coles, Douglas, and Edgar counties. The Assistance Program brochure can be found in Appendix C.

Newsletter

The newsletter was intended to help Catholic Charities gain exposure, inform the public of programs, and attract volunteers and donors. The audience of the newsletter was intended to be potential, current, and past donors; individuals who might need assistance; current employees; potential, current, and past volunteers; and other community members. The Catholic Charities newsletter was sent out to individuals who had previously provided Catholic Charities with their contact information. My client planned to send out a newsletter quarterly through the mail and hoped to eventually send it electronically. The original Catholic Charities newsletter can be found in Appendix F.

Volunteer Flyers

In addition to the brochure and newsletter, I designed two volunteer flyers. The purpose of the flyers was to attract potential volunteers. On each version, I included the different volunteer opportunities and contact information. The flyers can be found in Appendix D.

Standardizing: The Mattoon Supplement Employee Handbook

While fundraising and marketing were integral objectives to this project, standardization was the most important aspect because it established the appearance of all internal and external documents. The fundraising and marketing documents incorporated standardization, especially in regards to the visual identity.

Catholic Charities' internal documents needed to be consistent to regulate the day-to-day activities. Since the employees contribute to the image of the organization, their demeanor, work ethic, and knowledge all influence how outsiders perceive Catholic Charities; therefore, my client and I decided the Mattoon store needed an employee handbook. This handbook was designed to provide new and current employees with guidance on how to perform tasks, who to contact, and how to fulfill multiple roles within the store.

Previously, Catholic Charities of Coles, Douglas, and Edgar Counties used the Springfield Diocese Employee Handbook; however, the Mattoon location needed to have a handbook that addressed specific issues and employee requirements within the store. The Springfield Diocese Employee Handbook provided overall policies and regulations but did not provide specific employee tasks, such as cash register, sales, and donation shed information. The Diocese Employee Handbook addressed all Catholic Charities employees, and while it provided information to a large audience, it did not cover the information needed within the Mattoon store.

Originally, I planned to design several employee handbooks so that each employee task contained a step-by-step introduction and directions. However after reviewing everything, it made more sense to compile all the information into one

handbook. Since the handbook was created for new and current employees to fill multiple positions as needed, compiling all the information into one handbook was more convenient. The employees could look through one handbook instead of searching through multiple handbooks that might be spread throughout the store.

As requested by my client, the handbook targets certain types of employee activities. For instance, there are guidelines on how to perform duties successfully and professionally. Furthermore, the handbook is written in direct steps so that employees can fill other positions whenever that need arises. The handbook, which can be found in Appendix E, is divided into six different parts. The divisions are as follows:

- Part 1: Organization and Employment Information
- Part 2: Assistance Programs
- Part 3: eBay and Amazon Program
- Part 4: Employee Responsibilities
- Part 5: Volunteer Information
- Part 6: Appendices

Standardization: Visual Consistency

These divisions were necessary for the handbook because it includes a wide array of subjects. By structurally dividing the handbook, it became easier to navigate. The table of contents needed the visual consistency as well; otherwise, the employees would have found it to be difficult to use. According to Carolyn Rude, visual consistency is a dynamic part of document design as “choices about visual design create the ‘look and feel’ of the document as well as useful signals for finding and interpreting information” (127). Just as the divisions separated the information, the typography choices were used deliberately as they distinguished the sections. Rude identified that one or more typefaces indicate levels of importance. She stated using typeface variations must have a

reason that pertains to the document. For the Mattoon Supplement Employee Handbook, the variations needed to be for the headings and the text. I decided to bold and italicize headings to make them more prominent than the body text. Likewise, the sizes of the typefaces and capitalization vary depending on the headings.

By establishing certain typefaces, such as Cambria, in the handbook, I began branding Catholic Charities' internal documents. I wanted to connect the Mattoon Supplement Employee Handbook with the other documents I was creating as well; therefore, I decided to design a title page for the handbook. The design on it is consistent with the design on the brochure, flyer, and newsletter.

ANALYSIS OF THE PROFESSIONAL COMMUNICATOR-CLIENT RELATIONSHIP

While the employee manual process proceeded relatively smoothly, I encountered challenges while working with my client on both the marketing materials and grant proposal. My client was sincerely invested in improving the overall image of Catholic Charities of Coles, Douglas, and Edgar Counties; however, she lacked the understanding of the importance and process of fundraising and marketing, especially how those concepts correlated with audience relationship, social responsibility, and ethical awareness.

Audience Relationship and Social Responsibility

As I prepared the newsletter, my client asked to contribute the narrative section. Because she wanted to reconnect with her targeted audience, she wanted to write an article specifically about herself and her goals as the Area Director. While she wanted the article

to serve as an introduction as to who she was, the article became more of a public self-image concern. In addition, she requested that there be no solicitation within the newsletter. She felt it was important that the first edition provide information instead of asking for funding; however, the article became a self-solicitation as my client discussed her good deeds, such as in the following excerpt:

It's been several years since we have had a newsletter, so I want to start this one by giving you some background information. My name is [name] and I am the Area Director for Catholic Charities of Coles, Douglas, and Edgar Counties. I started my position at Catholic Charities in November of 2010. Although I came from a background in the electrical industry, I had many, many years of volunteer work with community organizations. I've always believed in becoming a part of the community where I live. I LOVE MY JOB!! I've never had a job before where I have felt so fulfilled and felt that everything I do is being done to help others. There is a lot going on in our organization and every day is a different day. I know that everything I am doing is for a good cause, whether I am sorting clothes or sending out letters asking for money. I never get bored. My only complaint is that there are not enough hours in the day to do all that needs to be done! We offer many programs to serve our community. All of our services are available to anyone in our community in need of assistance, regardless of age, race, gender, or religion. We are writing this newsletter for you. Please let me know if there is anything you would like to see us include in future editions. We want to keep you informed of what is going on here.

My client was adamant that the first newsletter edition not contain a solicitation piece. Yet her narrative inadvertently created one as she stated ideas such as she knew “everything [she was] doing [was] for a good cause” and “how fulfilled” she is because of working at Catholic Charities. According to Katherine White and John Peloza, “impression management theory posits that, in general, people are motivated to make a favorable impression on others and to present themselves in a positive light” as a way to generate donations (111). The self-benefit tactic in my client’s article reveals her approach when working with potential and current donors. The idea of “see what I am doing” becomes her primary method for soliciting donations. However, this appeal is not

always taken positively. White and Pelozo also state that “heightened public self-image concerns do not uniformly increase donor support. [They] anticipate that consumers exhibit relatively more positive donation intentions and behaviors in response to other-benefit appeals than in response to self-benefit appeals when public self-image concerns are activated” (111).

Recognizing the self-benefit marketing tactic my client, most likely unknowingly, committed and that she did not want any solicitations in the first newsletter, I restructured her personal article. I felt as though the original article focused too much on the acts of my client instead of Catholic Charities of Coles, Douglas, and Edgar Counties as an organization. From my knowledge of audience awareness, rhetorical situations, and marketing appeals, I revised the article so it read as follows:

Hello! I’m [name], the Area Director of Catholic Charities of Coles, Douglas, and Edgar Counties. I started my position in November 2010. I’ve always believed in becoming a part of the community where I live. Being involved with Catholic Charities allows me to do this every day. Being able to help others and give back to the community is a true blessing, especially since there is so much going on at our organization. We have several Assistance Programs available to residents of Coles, Douglas, and Edgar Counties. Our Back-to-School Mobile enables us to deliver clothing and new school supplies to children in need. In December, we hosted our One Stop Community Christmas program that provided gifts to families who needed a little extra help during the holiday season.

The opening article should have discussed what Catholic Charities does, who they serve, how the community can be involved, and how the organization can be of service to the community. The first article should have welcomed the readers, and as they read, they should have felt a sincere welcoming instead of a personalized biography that incorporated the public self-image solicitation. My client could have written an opening article that truly addressed her intended audience, while introducing herself and her

background. She subtly could have discussed her enjoyment of working for a nonprofit and helping others, such as I did in the revision I sent to my client.

I included my version of the article on the third page of the newsletter. By placing it on the third page, I gave the readers the opportunity to learn about Catholic Charities and adjust to the tone before reading the solicitation piece. Had my client's article been the first in the newsletter, Catholic Charities would have risked losing their readers, and in turn, losing potential volunteers and donors. After I sent my client the final copy of the newsletter, she decided to recreate her own newsletter with her article as the opening article. My client claimed she was satisfied with the newsletter I sent and its content; therefore, I was surprised to learn of these changes, especially since my client responded positively to the document.

In order to establish a relationship with a targeted audience one must “focus on the needs of the reader” and “respond to particular audiences as opposed to a general audience” (Faber, 313). This critical aspect of communication was missed during the newsletter, and again as my client rewrote the Dr. Scholl Foundation grant narrative. The Dr. Scholl Foundation asked for the grant application to be submitted electronically. This type of application imposed a word count restriction, so the narrative needed to be direct. I researched the foundation and who it funded in previous years to better prepare the proposal, and once the narrative was completed, I sent it to my client with detailed submission instructions. My client disregarded not only my instructions but also my knowledge of professional communication as she wrote her own narrative. In doing so, she made generalizations without adequate support about lower-income families, forgot to sign the grant application, and forgot to provide essential details about the Back-to-

School Program. The following insertion illustrates the lack of understanding about the components of professional communication:

When children live at or below the poverty line, they are faced with many obstacles. Historically there is a high percentage of these students in Coles, Douglas, and Edgar Counties. For this reason, the Back-to-School program was started. The goal of this program is to supply backpacks, school supplies and clothing to students in targeted schools. If these students are able to start the school year with needed school supplies and new clothes, they are able to focus on learning.

Besides the grammatical and spelling errors and the lack of transitions from topics, my client further implicated her organization as unprofessional. She wrote generalized sentences such as “Children that do not have the needed supplies for school often don’t do as well and dread going to school,” and “Families that are having trouble paying for food for their families have a hard time buying supplies and new clothing.” I provided my client with the following statistics, which were more impactful than the generalized statements.

Last year, approximately 42% of middle school students in Coles County, approximately 32.5% of middle school students in Douglas County, and approximately 30% of middle school students in Edgar County received free or reduced lunches. These statistics illustrate the levels of poverty that exist within our targeted population and their families, as well as the need for our Back-to-School Program.

My client had the freedom to submit the narrative she felt was appropriate, but since she did not consider the audience or even the social responsibility associated with this document, she made generalizations that further perpetrated the negative connotations associated with Catholic Charities of Coles, Douglas, and Edgar Counties’ overall image.

Ethical Awareness

Ethical awareness can be defined as “a self-conscious discourse about values, conduct, and what is perceived to be proper action” (Faber, 314). Since my client did not

understand professional communication principles or value my professional communication knowledge, I recognized the disconnect between her perspective and mine—of what the organization needed versus what my client wanted. Initially I provided my client with what she needed, but my client revised the documents to represent what she wanted. In doing so, she indicated a lack of ethical awareness.

Since Catholic Charities operates and fully complies with its Code of Ethics, all internal and external documents must comply as well. When using rhetorical devices such as *logos*, *ethos*, and *pathos* in marketing and fundraising, it can be difficult to determine if the marketing and fundraising procedures fully align with the Code of Ethics. Furthermore, using such devices can serve multiple purposes and do so in an effective manner; yet when these devices are paired with a religious context, they can inadvertently cause the audience to believe the fundraising is manipulative or even fake.

Catholic Charities' employees must make ethical choices when they create promotional materials, and by failing to understanding the complications of word choices, photo selections, and the audience solicited to, Catholic Charities faces losing donors and volunteers. John Bryan points out that “a marketing position comprises the perceived differentiation of a company, service, or product among competitors in the marketplace. A company that fails to distinguish itself or its products in a way desirable in the marketplace often finds itself consistently losing to competitors despite its competence” (74). Because of Catholic Charities' religious associations, the organization risks losing potential donors, volunteers, employees, and clients if Catholic Charities of Coles, Douglas, and Edgar Counties fails to establish a visual and consistent identity. This vital realization should have been at the forefront as my client chose between the

needed and wanted versions of documents because it would have influenced how to better assess, and in turn, establish the audience relationship and social contexts.

Furthermore, ethical implications arose as I worked on the newsletter. My client sent me several pictures she wanted included throughout the newsletter; however, I did not feel they could be added, especially since the photographs were of children. Catholic Charities did not have signed photo release forms. It would have been unethical to publicize photographs without an individual's consent. I felt it was imperative to provide Catholic Charities with a photo release form, which can be found in Appendix I, for future marketing purposes even though such a form was not a component discussed in the Client / Graduate Student Agreement; however, as the professional communicator, I felt it was my duty to create it because as Faber states, "Critical awareness is a key component of the professional's occupationally derived self-image and directly informs the professional's work-related practices" (314). To fulfill my role, I needed to provide my client with such documents.

SUPPLEMENTAL DOCUMENTS

Because of my ethical obligation to provide my client with all necessary fundraising, marketing, and standardizing components as well as to demonstrate the three components of professional communication, I recreated templates of a newsletter and brochure. In addition, I created a photo release form, an organization style guide, and guidelines for future professional communication students to use prior to accepting a client-based project.

The Olive Tree Newsletter

The template newsletter, “The Olive Tree,” was designed to increase awareness. This newsletter can be found in Appendix G. I wanted the overall design to entice and attract readers because of the colors, typefaces, and title. In addition, I believed Catholic Charities of Coles, Douglas, and Edgar Counties needed to have an image that distinguished it as its own organization while staying active in the Diocese of Springfield. I felt the newsletter should be used as a marketing appeal to generate funds. The audience needed to connect to the organization, and by creating a narrative that involved the audience, a relationship could be established. “The Olive Tree” newsletter template accomplished these purposes.

Catholic Charities needs to increase its fundraising capacity, especially since it competes with approximately 40 nonprofit and other charitable organizations in Mattoon for funding. These residents may even donate outside of the area to other organizations they deem important. Therefore, I believed that there needed to be a section of “The Olive Tree” should hint at donating—whether it was donating money, items, or volunteer time.

Even though nonprofit organizations are not focusing on profit, they still need revenue to provide services. Revenue might be in the form of donations and grant funding and has to be at the forefront of almost every marketing document sent out in the public. Mattoon nonprofit organizations must be competitive as there are numerous organizations that have overlap in the populations served. Even though Catholic Charities does not focus on the number served but instead focuses on ensuring that everyone’s needs are met, the staff, especially the directors, must acknowledge that they have to market their services. The staff must be competent in what they are doing. Even if the

budget prohibits Catholic Charities from marketing as they want, they must find other avenues to reach donors. As White and Pelozo point out, “Increased need for charitable support has necessitated that nonprofit organizations seek out the most effective ways to communicate their causes to consumers” (110). Based on a survey of solicitation and marketing statistics, White and Pelozo state that multiple solicitation methods work best.

Knowing this, I felt the newsletter served as a tool to subtly present the idea of donating funds. Because Catholic Charities of Coles, Douglas, and Edgar Counties plans to have its annual fundraiser during the summer, I felt a message, such as “Want to donate to Catholic Charities,” did not push the reader or guilt the reader into donating. I inserted these messages twice in the newsletter. If the audience felt compelled to donate or volunteer, they would have the information to call, inquire, or donate.

Catholic Charities Brochure

As I designed “The Olive Tree” newsletter template, I decided to design a matching brochure to further develop its visual identity. This brochure, which can be found in Appendix H, worked alongside the newsletter for fundraising efforts as it discussed not only the programs but also that donations fund the programs. Indicating that the programs are supported by donations reiterates the need for monetary donations, as well as keeping the focus on Catholic Charities’ services. Catholic Charities needs to be known for its services, especially since “nonprofits are primarily service organizations that desire to help people... nonprofit organizations do not offer tangible products for sale but rather offer intangible services and ideals. Because nonprofits are primarily services, the *organization* offering the services becomes the focal point for consumers (Venable, et al., 297).

By developing the Catholic Charities brochure that discussed its services and having a donation section, I continued to market what the organization does. Each external document Catholic Charities has needs to emphasize not only its services but also the need for funding. Furthermore, the documents must be standardized and consistently represent the organization's visual identity.

The template newsletter and brochure constructed a visual identity with a consistent use of the name, logo, color palette, and typeface. These documents establish audience relationship and incorporate social responsibility in that each document was designed for a specific audience. The newsletter addresses social responsibility because it concentrates on events and issues in the local community, and one of those issues is community involvement. By establishing the audience relationship, Catholic Charities and its services become an important aspect to serving Coles, Douglas, and Edgar Counties.

Style Guide

To ensure that all of Catholic Charities' internal and external documents contained the same spelling, grammar choices, typefaces, color palettes, and designs, I designed a style guide, which can be found in Appendix J. This style guide outlines the type of writing and designs that Catholic Charities of Coles, Douglas, and Edgar Counties uses, and it contains all the components that establish the organization's visual identity. Current and future employees can reference this document as they create internal and external documents to ensure that the documents are consistent with other published materials.

Catholic Charities of Coles, Douglas, and Edgar Counties did not have a style guide for all published documents, and while my client and I did not discuss this

document as part of my applied thesis, I felt it was necessary that they have one for production of future documents. Moreover, the style guide will be beneficial as the organization moves forward to establish a local presence. The style guide serves multiple purposes by establishing it to be a reference for all in-house and marketing documents.

To design the style guide, I used the same typeface and color palette of “The Olive Tree” and the Catholic Charities’ brochure. The style guide not only provides guidelines regarding design, but it also illustrates a document’s overall appearance.

CONCLUSION

Even though these additional documents create cohesion and address professional communication components, they do not directly address the complications that arose throughout the project. Robert McEachern’s study revealed that client-based projects typically encounter issues such as the multiple roles of the chief executive, the scarcity of funding and time, and the mixed skill levels and knowledge among employees (216-218). While I encountered all of these problems and believe they can be outside of the professional communicator’s control, I disagree with McEachern that a professional communicator—or even a student studying the professional communication field—must selectively choose a nonprofit that historically does not reveal such internal problems. It is encountering and struggling with these types of issues that strengthen a professional communicator’s skills. It is the research and trial and error of finding solutions that leads to more knowledge, and most importantly, it is the evaluation of these difficult projects that allows this field to evolve and grow by implementing new practices and techniques.

When discussing how to deal with such problematic client-based projects, McEachern states that “providing students with some instruction on what to expect in

working with a nonprofit organization in general would also be appropriate” (222). Because of my experiences while helping my client recognize the organization’s needs versus her wants, I decided to help fill this service gap that McEachern discusses by creating a set of guidelines for professional communication students. (See Appendix K.) My professional communication skills, which I acquired throughout my duration at Eastern Illinois University, have enabled me to create this document. This applied thesis project and the established guidelines serve not only as a reference point for future professional communicators to use prior to accepting a client-based project but also as the capstone to my academic career.

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APPENDICES

- Appendix A – Client / Graduate Student Agreement
- Appendix B – Dr. Scholl Foundation Grant
- Appendix C – Assistance Program Brochure
- Appendix D – Volunteer Flyers
- Appendix E – Mattoon Supplement Employee Handbook
- Appendix F – The Original Catholic Charities Newsletter
- Appendix G – The Template Newsletter “The Olive Tree”
- Appendix H – The Template Catholic Charities Brochure
- Appendix I – Catholic Charities Photo Release Form
- Appendix J – Catholic Charities Style Guide
- Appendix K – Guidelines for Client-Based Projects

Appendix A – Client / Graduate Student Agreement

Applied Thesis in Professional Writing Client / Graduate Student Agreement

As the culminating thesis project, Whitney R. Noland has agreed to partner with Catholic Charities of Coles, Douglas, and Edgar Counties. As part of the partnership, Whitney agrees to complete several tasks to publicize Catholic Charities and its services. The technical documents Whitney will create and or apply for are as follows:

- The Mattoon Employee Supplement Handbook
- Program Brochure for the Blessed Baby Program, Blessings Food Pantry, Clothing and Household Assistance Program, MedAssist Program, Medical Equipment Loan Program, and Clothing Assistance Program
- An Agency Newsletter
- Two Volunteer Flyers
- Proposal for the Dr. Scholl’s Foundation Grant

Whitney will share drafts of the project with the Catholic Charities Executive Committee and its Area Director, [name]. Whitney agrees to make revisions to each of the documents based on feedback from [name] and the committee. Whitney, [name], and the committee will communicate via phone conversations and email.

In turn, Catholic Charities agrees to the following conditions:

- Catholic Charities will be responsible for any costs associated with producing and distributing materials to its clients, donors, and volunteers. Whitney will be responsible only for those costs associated with her thesis.
- Whitney may share all of the information related to creating the documents with her thesis committee.
- Whitney may place copies of the work she completes in the bound copy of her thesis to be placed in the Booth Library and online as well as in her professional portfolio.

Whitney R. Noland Date

[name], Area Director Date

**Appendix B – Dr. Scholl Foundation Grant
 Dr. Scholl Foundation Grant Application (my client’s version)**

Dr. Scholl Foundation

Founded by William M. Scholl, MD, in 1947

2012 GRANT APPLICATION FORM

APPLICATIONS MUST BE RECEIVED NO LATER THAN 4 P.M. MARCH 1, 2012

Organization Name:	Catholic Charities of Coles, Douglas & Edgar Counties	
Address:	4217 Dewitt Av. Mattoon, IL 61938	
Federal Employer Identification Number (FEIN):	37-0661499	
Telephone:	217-235-040	Date Organized: 1925
E-mail Address:		
Contact Person (Name and Title):	, Area Director of Coles, Douglas, & Edgar Counties	
CEO (Name):		
Amount of Request (U.S. dollars only):	2,500	

Summary of project request—answer in this space only
 Type or print legibly using black pen (Important, all directors review this summary)

When children live at or below the poverty line, they are faced with many obstacles. Historically there is a high percentage of these students in Coles, Douglas, and Edgar Counties. For this reason, the Back-to-School program was started. The goal of this program is to supply backpacks, school supplies and clothing to students in targetted schools. If these students are able to start the school year with needed school supplies and new clothes, they are able to focus on learning. Our program has grown from 2007 when we served 156 students in 3 schools to 2011 when we served over 600 students in 7 schools. We plan to add 2 more schools in 2012. We will take a truck with backpacks and school supplies to each school on a designated date prior to the beginning of school. Each student will be given a backpack that they can then fill with the school supplies that they need. They will also be given vouchers for 3 outfits of clothing. If we have the funding, we would like to expand the program to include socks and underwear for each student. Children that do not have the needed supplies for school often don't do as well and dread going to school. Families that are having trouble paying for food for their families have a hard time buying supplies and new clothing. This program will put all children on a level playing field and will restore their excitement in going to school. Your funding would assure the expansion of this program so that we can serve more areas. By providing help to these students, we hope to instill in them the desire to succeed.

Do Not Alter Form

Dr. Scholl Foundation Grant Application (my version):**Dr. Scholl Foundation***Founded by William M. Scholl, MD, in 1947***2012 GRANT APPLICATION FORM**

APPLICATIONS MUST BE RECEIVED NO LATER THAN 4 P.M. MARCH 1, 2012

Organization Name:	Catholic Charities of Coles, Douglas, and Edgar Counties
Address:	2717 DeWitt Avenue Mattoon, Illinois 61938
Federal Employer Identification Number (FEIN):	37-0661499
Telephone:	217-235-0420
Date Organized:	1925
E-mail Address:	
Contact Person (Name and Title):	
CEO (Name):	
Amount of Request (U.S. dollars only):	2,500

Summary of project request—answer in this space only

Type or print legibly using black pen (Important, all directors review this summary)

Since 2008, Catholic Charities' Back-to-School Program has provided students with three complete outfits and a backpack, which is filled with items such as notebooks, pencils and erasers, binders and folders, and crayons. At the beginning of the 2011-2012 school year, 605 middle school students in Central Illinois entered their first day of the school without adequate supplies and clothing. Of these students, approximately 42% middle school students in Coles County, approximately 32.5% of middle school students in Douglas County, and approximately 30% of middle school students in Edgar County received free- or reduced-lunches. These statistics illustrate the levels of poverty that exist within our targeted population and their families, as well as the need for our Back-to-School Program.

It is the Back-to-School Program's goal to provide students with the necessary tools to prepare them academically, socially, and emotionally. Having enough clothing fulfills one of the students' essential needs. We want to alleviate students' hardships and provide them with necessary school supplies to be better prepared for their classes. This program aims to provide supports that can increase students' academic performances and levels of self-esteem.

With funding from the Dr. Scholl Foundation, we can achieve this goal by providing students with more school supplies and at least four complete outfits. We want the students have larger amounts of certain supplies such as the pencils, pens, paper, folders, and binders that need to be used throughout the entire school year. We anticipate serving approximately 700 middle school students in the upcoming 2012-2013 school year.

Do Not Alter Form

Appendix C – Assistance Program Brochure

Front Side:

CUT THIS WHITE SPACE
FROM FINAL DOCUMENT

Who We Are

Catholic Charities is a nonprofit organization that extends its services to individuals most in need. Our Mattoon branch was established in September 1996 and has expanded in several dimensions since its founding.



Our organization is comprised of dedicated and compassionate individuals who want to provide our clients with the best services possible.


Our winter hours of operation are from Labor Day to Memorial Day. These hours are as follows:

Monday: Closed
 Tuesday: 9 am - 4 pm
 Wednesday: 9 am - 4 pm
 Thursday: 9 am - 4 pm
 Friday: 9 am - 4 pm
 Saturday: 10 am - 3 pm
 Sunday: Closed

Our summer hours of operation are from Memorial Day to Labor Day. These hours are as follows:

Monday: Closed
 Tuesday: 8 am - 3 pm
 Wednesday: 8 am - 3 pm
 Thursday: 8 am - 3 pm
 Friday: 8 am - 3 pm
 Saturday: 9 am - 2 pm
 Sunday: Closed


 of Coles, Douglas, and Edgar Counties

 Assistance Programs

Catholic Charities
 of Coles, Douglas, and Edgar Counties
 4217 Dewitt Avenue
 Mattoon, IL 69338
 (217) 235-0400


Inside:

Qualifications

Catholic Charities is a recognized leader when it comes to helping others. We are a nationally accredited, certified United Way agency.

Anyone experiencing hardships qualifies for our Assistance Programs.

Steps to Take


In order to receive services, visit Catholic Charities Boomerang Blessings Thrift Store, located at 4217 Dewitt Avenue in Mattoon during our hours of operation.

Our staff will answer all of your questions and try to provide you with the assistance that you need.

Assistance Program Hours

Monday: Closed
 Tuesday: 9 am - 1 pm
 Wednesday: 9 am - 1 pm
 Thursday: 9 am - 1 pm
 Friday: 9 am - 1 pm
 Saturday: Closed
 Sunday: Closed

Our Mission



The Mission of Catholic Charities is to extend all the healing and empowering presence of Jesus by providing help and hope to those in need.

Our highly skilled staff, volunteers, advisory board members, and donors in the local community help accomplish our Mission.

Our Mission couldn't be fully served without the contributions of every one of these devoted individuals.

CUT THIS WHITE SPACE
FROM FINAL DOCUMENT

Six Assistance Program Brochure Inserts:



MedAssist Program

What is it?

Many pharmaceutical companies make their prescription medicines available at no charge or at a discounted rate for people in need. Through this program, we will help you get this discounted prescriptions.

Do I qualify?

Working with information you provide, we will assess your situation to determine if you are eligible to apply. If you qualify, we will work with you and your physician to enroll you into the program.

How do I apply?

Contact Catholic Charities at (217) 235-0420 to set up an appointment. You will need to bring the following items:

- Income documentation (recent tax return, social security statement, unemployment benefits), financial assets, and monthly expenses
- Social security card and Medicare card, if applicable
- Valid driver's license or picture ID
- List of current medications and dosages
- If applicable, a DHS spend-down or denial letter and/or Illinois Circuit Breaker letter regarding eligibility or denial (insurance coverage denial letters would work as well)

What medications could I receive?

Typically, 90-day prescriptions are filled. The actual prescriptions available are determined by the various drug manufacturers. We will work with you and your physician in completing applications for a wide variety of illnesses and conditions.

Is there a limit on prescriptions?

No, there is not a limit. However, we cannot assure that every prescription will be available.

How long before I receive my medicine?

Approximately 6-8 weeks

Are there fees?

There is a \$20 non-refundable fee for initial application, which includes the first three months of your applications. After the first three months, there is a processing fee of \$15 per application renewal.

Medical Equipment Loan Program

What is it?

Through this program, individuals and families can borrow medical equipment.

Who is eligible?

Everyone is eligible, regardless of income.

How do you apply for the equipment loan?

Since anyone is eligible, come in during our Assistance Program hours and visit the Assistance Program Window in the back of the Boomerang Blessings Thrift Store.

You will be asked to sign a paper stating that you will return the equipment when you no longer need it.

How long is the loan?

There is no set length for the equipment loans. You are welcome to keep the equipment as long as you need it.

What equipment is available?

The equipment depends heavily on what is donated. We typically have the following items:

- Walkers
- Wheelchairs
- Potty chairs
- Bathtub chairs
- Crutches
- Safety rails
- Hospital beds

Furniture and Household Program

What is it?

The Furniture and Household Program offers gently used furniture and other household items to individuals and families in need.

Do I qualify?

To qualify, individuals or families must bring a letter of referral from a social worker, church, or other agency stating the need for the furniture and/or household item.

Come in during our Assistance Program hours and visit the Assistance Program Window in the back of the Boomerang Blessings Thrift Store.

How often do you qualify?

Once you qualify, you are eligible for a piece of furniture every six months. You are eligible for two household items every 90 days.

What types of furniture are available?

We normally have couches, chairs, kitchen tables and chairs, and bed frames. The items available depend on what is donated to our store.

Clothing Assistance

What is it?

Through the Boomerang Blessings Thrift Store, we provide clothing to those needing assistance. We receive donations of new and gently used items that are either sold or given as Clothing Assistance. Each person who qualifies can receive clothing.

How do you qualify?

To qualify for Clothing Assistance, you must live in Coles, Douglas, or Edgar County. In addition, individuals must provide proof of residency and meet minimum income guidelines.

What kind of help can I receive?

Each individual can receive up to three complete outfits every 90 days. If the clothing is available, each person in the family can receive the following:

- Three pairs of pants
- Three shirts
- Three pairs of underwear
- One coat
- One pair of shoes

Blessed Baby Program

What is it?

Babies are one of God's blessings, and we believe that every new baby deserves new items. This program provides new parents with clothing and other items for their infant.

Do I qualify?

To qualify, parents must bring in their baby, and the baby must be three months old or younger. Parents will receive a package of items upon their visit.

What is in the package?

Each package can include the following:

- Several new outfits
- Diapers
- Blankets
- Formula Voucher
- Powder
- Lotion
- Baby wipes
- And other gifts

The items in the package depend heavily on what items are donated and available at Catholic Charities.

When should you visit?

Come in during our Assistance Program hours and visit the Assistance Program Window in the back of the Boomerang Blessings Thrift Store.

Blessings Food Pantry

What is it?

The Blessings Food Pantry provides food for 2-3 days to those in need. Food boxes are packed according to family size.

How do you qualify?

While we rely on food donations, we also purchase food from Eastern Illinois Foodbank. Therefore, we go by the Eastern Illinois Foodbank's guidelines. At this time to qualify, you must be within 185% of the Federal Poverty Level.

How do you receive services?

Come in during our Assistance Program hours and visit the Assistance Program Window in the back of the Boomerang Blessings Thrift Store.

Appendix D – Volunteer Flyers

Catholic Charities

of Coles, Douglas, and Edgar Counties

Needs Your Help!

- Store Work - storing, hanging, and folding clothes
- Donation Shed - emptying, and sorting items
- General Maintenance Work
- Furniture Repair Work
- Fundraiser Work
- Display Arrangements
- Outside and Inside Cleaning
- Food Pantry - sorting food items



Contact Catholic Charities at 217-235-0420 for more information!

Catholic Charities

of Coles, Douglas, and Edgar Counties

Needs You!

How Can You Help?

- | | |
|-----------------------------|----------------------|
| Donation Shed Sorting | Store Work |
| General Maintenance Work | Fundraiser Work |
| Furniture Repair Work | Display Arrangements |
| Outside and Inside Cleaning | Food Pantry |

Contact Catholic Charities at 217-235-0420 for more information!



Appendix E – Mattoon Supplement Employee Handbook

Catholic 
Charities
of Coles, Douglas, and Edgar Counties

**Mattoon Supplement
Employee Handbook**



Updated April 2012

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WELCOME TO CATHOLIC CHARITIES

We are happy you have chosen Catholic Charities of the Diocese of Springfield in Illinois as your place of employment. We are glad to have you with us and hope that you will find this a pleasant place to work and that your employment will be fulfilling, long, prosperous, and enjoyable. We are confident that you will find Catholic Charities an exciting and rewarding place to work. We are sure you will find that Catholic Charities strives to provide a professional atmosphere for all to grow and enhance their skills as a professional to better serve the clients in need that come to us seeking assistance. We look forward to a productive and successful association. We consider you and all employees of Catholic Charities to be our most valuable resources.

An interesting and challenging experience awaits you as an employee of Catholic Charities. To answer some of the questions you may have concerning your employee tasks and responsibilities, we have written this Handbook. Please read it thoroughly and retain it for future reference. The information stated in this Handbook is subject to amendment or discontinuation at the sole discretion of the Executive Director, as the needs of Catholic Charities require.

From time to time, you may receive updated information concerning changes in the Handbook. Should you have any question regarding the Handbook contents, please ask your supervisor or the Agency's Personnel Director for assistance.

We know that our major asset is people, and no one can anticipate every human problem or need that may arise. Therefore, if you have a special problem, concern, idea, or have a need, please tell us. We appreciate your efforts and the good work you do each day to make Catholic Charities a success. We wish you the best of luck in your position and hope that your employment relationship with Catholic Charities will be a rewarding experience.

Sincerely,

Area Director
Catholic Charities of Coles, Douglas, and Edgar Counties

HANDBOOK OBJECTIVE

The Mattoon Supplement Employee Handbook provides current and new employees with policies and procedures of the organization, contacts within the organization, overview of the organization's history and programs, and instructions to complete job requirements.

This handbook will serve as a start-up guide for new employees. In addition, it will serve as a reference whenever an employee must cover a different area in the store. If your questions are still unanswered, please contact one of the staff. We will be sure to help you.

PART 1: ORGANIZATION AND EMPLOYMENT INFORMATION

WHO WE ARE

Catholic Charities of Coles, Douglas, and Edgar Counties is an Illinois nonprofit corporation that was established on September 17, 1988. Prior to the formal incorporation from March 1925 to September 1988, the agency operated as a department of the charitable trust of the Diocese of Springfield in Illinois. The members of the Corporate Board of Catholic Charities consist solely of the Bishop, the Moderator of the Curia, the Finance Officer, and the Chancellor of the Diocese of Springfield. Directors of the Corporate Board consist of volunteers selected from the various communities in the Diocese where Catholic Charities has an established presence. Officers in the Director's Group consist of a Chairman, Vice-Chairman, Treasurer, and Secretary elected by the majority of the Board of Directors.

Catholic Charities of the Diocese of Springfield in Illinois is comprised of area offices and facilities located in various communities of the 28 counties that encompass the Diocese of Springfield in Illinois. Area offices are currently located in Alton, Carlinville, Decatur, Effingham, Granite City, Mattoon, Quincy, and Springfield. Facilities are operated in Alton, Beardstown, Edwardsville, and Springfield.

Catholic Charities is a nonprofit organization that extends services to individuals most in need. This branch was established in September 1996 and has expanded in several dimensions since its founding. In 2001, Catholic Charities moved to its current location on 4217 Dewitt Avenue in Mattoon. Catholic Charities is not just a Catholic agency serving Catholic families. It is an agency with a committed Catholic philosophy that receives support from various sources to enable the agency to serve anyone in need.

Catholic Charities now offers six public programs that include the following:

- Blessed Baby Program
- Blessings Food Pantry
- Furniture and Household Assistance Program
- Medical Equipment Loan Program
- Boomerang Blessings Thrift Store
- MedAssist Program

OUR MISSION AND BELIEFS

Catholic Charities' Mission Statement is as follows:

The Mission of Catholic Charities of the Diocese of Springfield in Illinois is to extend to all the healing and empowering presence of Jesus. Through our competent and compassionate ministries, Catholic Charities will support the dignity and sanctity of human life at all stages of development and growth, value families and the sacredness of marriage and work to strengthen them, and provide hope and help to those in need.

CATHOLIC CHARITIES CONTACTS

Catholic Charities
4217 Dewitt Avenue
Mattoon, Illinois 61938
(217) 235-0420

[name]
Area Director
(217) 235-0420 ext. 6
[name]@cc.dio.org

[name]
Office Manager
(217) 235-0420 ext. 5
[name]@cc.dio.org

[name]
Store Manager
(217) 235-0420 ext. 3
[name]@cc.dio.org

[name]
MedAssist
(217) 235-0420 ext. 4
[name]@cc.dio.org

HOURS OF OPERATION

Our **winter hours** of operation are from **Labor Day to Memorial Day**. These hours are as follows:

Monday: Closed
Tuesday: 9 am – 4 pm
Wednesday: 9 am – 4 pm
Thursday: 9 am – 4 pm
Friday: 9 am – 4 pm
Saturday: 10 am – 3 pm
Sunday: Closed

Our **summer hours** of operation are from **Memorial Day to Labor Day**. These hours are as follows:

Monday: Closed
Tuesday: 8 am – 3 pm
Wednesday: 8 am – 3 pm
Thursday: 8 am – 3 pm
Friday: 8 am – 3 pm
Saturday: 9 am – 2 pm
Sunday: Closed

Please Note: This Code of Ethics has been replicated from the Code of Ethics within the Diocese Catholic Charities' Employee Handbook.

CODE OF ETHICS

All Catholic Charities polices, programs, and practices shall support the sanctity and dignity of human life from the moment of its conception until death, the value and integrity of the human person, the sacredness of the union of man and woman in marriage, the value of people's social relationships to one another and to community, and the central role of the family in human life and society.

We will reach out to help those who are suffering and shall adopt, in the allocation of limited resources, a preference for serving the most needy and vulnerable members of the community.

We will acknowledge and support the right of all people to set and pursue their own life goals, within the limits of the common good, whereby they can freely enter into participation with others in order to fulfill their common human potential and contribute to the building of a more humane community.

We will identify ourselves to the pluralistic community as a means by which Catholic Charities seeks to fulfill its social mission. We will seek full support and participation of the People of God through representation of policy-making Boards of Directors and Advisory Committees. We will seek the involvement of volunteers in the programs of the agency.

We will collaborate with other individuals, groups, and social agencies on issues, policies, and programs that are compatible with a Judeo-Christian value system, in the interest of achieving the fullest measure of charity and justice.

In all our policies, procedures and practices we will be faithful to Biblical values, the social teaching of the Church, and relevant sections of the Code of Canon Law.

We will function faithfully within the mission and structures of the diocese with proper respect for the role of the Diocesan Bishop.

We will assure conformity with relevant civil law in its governance, and at the same time, we will hold ourselves free to peacefully seek to change oppressive civil laws.

We will seek to realize in action the virtues of charity and justice in all relationship with staff, volunteers, the people served, and the larger community.

We will recognize confidentiality as a living principle within the agency and establish policies and procedures to assure the protection of the privacy of the relationship establish with its clients and other relevant bodies.

We will hold ourselves fully, consistently, and publicly accountable for our programs and fiscal operations and seek objective certification that we meet those standards of quality in our performance that have been established for the field of social service, through accreditation and licensing as appropriate.

We will support and advocate for those freedoms and structures in society that contribute to pluralism in social welfare and cooperation between public and voluntary sectors.

We will subscribe to and advocate for the principle of subsidiarity, its concern to leave the highest degree of freedom to the individual that is consonant with the common good, to recognize the family as the primary institution for meeting human needs of its members, and for active, vigorous mediating groups and voluntary organizations in society with particular reference to the parish as a caring community.

In conformity with Catholic social teaching, we will support the legitimate, necessary, and important responsibility of government for programs essential for the general welfare.

Please Note: This Confidentiality Acknowledgment is a copy of what all Catholic Charities' employees must sign upon employment.

CONFIDENTIALITY ACKNOWLEDGMENT

It is the policy of Catholic Charities of the Diocese of Springfield in Illinois to treat each person with respect and dignity. This is consistent with the history of Catholic Charities USA, regarding agency-client interaction, as well as with the ideas presented in the Bishops' *Pastoral on Families*, and is in accordance with the law of the State of Illinois concerning confidentiality.

In addition, all license individuals to whom the Mental Health and Development Disabilities Confidentiality Act applies are expected to carry out both the form and the intent of the law. All other individuals in the employ of Catholic Charities, regardless of his or her job, are expected to carry out duties as if he or she were covered under the Illinois Mental Health Code.

After reading the above, I understand the philosophy and mission of Catholic Charities and shall respect the privacy concerns of the people we serve. If, during the course of my employment, I acquire confidential or proprietary information about Catholic Charities, its clients, or its staff (including co-workers and supervisors of any office), I understand that such information is to be handled in strict confidence and is not to be discussed. I shall hold in confidence all information obtained in the course of professional service, whether that information is obtained through written records or daily interaction with the client.

I shall not disclose an individual's confidences to anyone, except: 1) as mandated by law; 2) to prevent a clear and immediate danger to a person or persons; 3) where I am compelled to do so by a court of pursuant to the rules of the court.

I shall store or dispose of professional records in ways that maintain confidentiality.

I shall possess a professional attitude that upholds respect and confidentiality toward the people we serve, colleagues, applicants and any sensitive situations arising within Catholic Charities.

I, upon my termination, shall continue to maintain client and co-worker confidentiality, and I shall hold confidential any information about sensitive situations with Catholic Charities.

I understand that violation of this confidentiality statement will be subject to disciplinary actions, up to and including immediate dismissal, and may also be subject to civil and/or criminal penalties for violations of, among other things, applicable confidentiality laws.

GENERAL EMPLOYMENT INFORMATION

Personnel Policies

The official, detailed policies are not contained in this handbook. Catholic Charities has established a number of formal Personnel Policies that should guide all employees' work within the Agency. These policies are part of the Administrative Manuals of the Agency and are located in each of the Area Offices and Facilities. All current staff members have been given a copy of the Personnel policies prior to the implementation date. New employees are given a copy of the Personnel Policies section during their orientation day at the Administrative Office. Should any employee lose or misplace his or her personal copy, the copy located in the Area Offices or Facilities is available for reference. Area Offices or Facilities' copies of the Administrative Manuals shall be kept up-to-date at all times.

In general, the policies of Catholic Charities provide Equal Employment Opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, marital status, national origin, age, handicap, or status as a Vietnam-era or special disabled veteran unrelated to ability to perform the job in accordance with applicable federal, state, and local law governing non-discrimination in employment. It is Catholic Charities' policy to hire, place, and promote acknowledging the most qualified person. This policy of non-discrimination applies to all terms and conditions of employment including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

Although Catholic Charities does not require its employees to be of the Roman Catholic faith, it is expected that all employees will conduct themselves at all times in a manner consistent with the missions and doctrines of the Roman Catholic Church and Catholic Charities.

Employee Protection Policy

All employees have the right to report any violation of Agency policies, practices, or activities that are believed to be in violation of state and/or federal law and the afforded protection provided if such violations are reported.

Catholic Charities requires employees to observe high standards of business and personal ethics in the conduct of their duties and responsibilities. Employees must practice honesty and integrity in fulfilling their responsibilities. Employees are required to adhere to all policies and regulations that apply to the Agency as well as state and federal law. All employees have a right to report and are encouraged to report reasonable suspicion of misconduct based on a reasonable good faith believe that the activities are in violation of state or federal law or Agency policy.

Catholic Charities will promptly investigate the allegation(s) and will then take the appropriate action to correct any unlawful activity identified. The Agency is dedicated to

maintaining an open line of communication for its employees and will not hinder an employee's right to report suspected misconduct or questionable practices. Further, if an employee acts in good faith and reports suspected misconduct or activities, the employee may not be treated adversely.

Any Agency employee who retaliates or attempts to retaliate against an employee who reports suspected misconduct or questionable practices will be subject to discipline up to and including termination.

The anonymity of the employee and the reported suspected misconduct will be kept confidential to extent possible consistent with the need to conduct a thorough investigation. An employee who in good faith reports suspected misconduct should submit a written complaint to the Personnel Director of the Director of Operations, who will then inform the Executive Director. If the allegation is against the Executive Director, the complaint should then be sent to the Corporate Board of Directors.

The Executive Director will review the allegations and determine the appropriate personnel (internal or external) to conduct the investigation. The Human Resources Committee of the Corporate Board will be informed of the complaint and the results of the investigation. The Committee will provide direction regarding the appropriate resolution.

The act of reporting suspected misconduct that proves to have been made maliciously, recklessly, or with the knowledge that the allegations are false will be viewed as a serious disciplinary offense and may result in discipline up to and including termination of employment.

Attendance Policy

Catholic Charities expects all employees to assume diligent responsibility for their attendance and promptness. Recognizing, however, that illness and injuries may occur, the agency has established paid absence days to compensate full-time regular and part-time regular employees for certain time lost for legitimate reasons. (Please consult the appropriate sections of the Diocese Employee Handbook for information regarding these benefits.) Should you be unable to work because of illness, you must notify your supervisor of your absence, unless you are granted an authorized leave, in which case different notification procedures apply (See the unpaid leave of absence policy in the Diocese Employee Handbook). Failure to properly notify the agency will result in an unexcused absence day (unpaid day).

If you are absent due to illness or injury for more than three consecutive workdays, a statement from a physician, certifying that you are physically able, is required before you will be permitted to return to work. In such instances, the agency also reserves the right to require you to submit to an examination by a physician designated by Catholic Charities at its discretion.

In addition, Catholic Charities may require you either to submit a statement from your physician or to be examined by an agency designated physician in other instances at its discretion, such as where abuse of this policy is suspected (for example, where an employee's record indicates a pattern of short absences and/or frequent absences before or after holidays and weekends).

Absenteeism or tardiness that is either unexcused or excessive in the judgment of the agency is grounds for disciplinary action, up to and including discharge.

Dress Code

Catholic Charities requires employees to be professional in their appearance. The employee's dress, grooming, and personal hygiene should reflect Catholic Charities' professionalism. Staff is expected to be in keeping with this standard in an effort to present a positive image to the public, our customers, and other staff.

Catholic Charities expects their employees to conform to a style of dress that reflects the Agency's quality services. Since we are often asked to meet the public in many situations, it is important that we present in a professional manner whenever we are representing the Agency. To that end, Catholic Charities expects the appearance of their employees to be governed by the following standards:

- Employees are expected to dress in a manner that is generally accepted in the business environment;
- Employees are expected to have their hair, including facial hair, clean, combed, and neatly trimmed or arranged;
- Employees are expected to wear clothing that is neat, clean, and professional.

Business casual is the standard dress at Catholic Charities. Employees are expected, when on the job, to present this business casual appearance to anyone we come into contact with. If business casual is not appropriate for an employee's general duties or duties on a particular day (i.e.: maintenance) departure from the dress code is allowable with approval from the employee's direct supervisor.

The following attire is not permitted under any circumstances:

- Shorts or sweatpants
- Clothing with inappropriate slogans
- Tank Tops
- Clothing that is excessively tight, sheer, low cut, or express midriff
- Torn, unkempt, or excessively faded apparel
- Inappropriate jewelry
- Visible piercings except earrings

Catholic Charities also reserves the right of requiring tattoos to be covered. Employees failing to adhere to the proper facility standards with respect to appearance and demeanor may be subject to disciplinary action.

PART 2: ASSISTANCE PROGRAMS

CATHOLIC CHARITIES ASSISTANCE PROGRAMS

Catholic Charities offers several Assistance Programs. These programs are offered every Tuesday – Friday from 9 a.m. until 1 p.m. We serve individuals in Coles, Douglas, and Edgar Counties. Depending on the situation, we will serve individuals who reside in other counties. If this situation arises, please find the Area Director or a Manager. The Area Director or Manager will work with the individuals.

We offer the following six Assistance Programs to the public:

The **Blessed Baby Program** was established in 2001 by a volunteer who made a large donation to start the program. In addition to new clothes, new babies receive diapers, blankets, formula and other items.

The **Blessings Food Pantry** provides emergency food assistance to feed a family for 2 – 3 days. Each family will receive a box of food based on their family size.

The **Furniture and Household Assistance Program** provides families with a piece of furniture at no cost. Eligible families must provide a referral letter expressing need. Families are eligible for furniture once every six months. This program provides families with household items such as towels, dishes, and small appliances. A letter of referral is not needed for the household items. Families can receive assistance with household items once every 90 days.

The **Medical Equipment Loan Program** provides medical equipment to those individuals in need. The majority of the medical equipment has been donated; therefore, we may not have every type of medical equipment. We also do not have a large quantity of equipment. All equipment is loaned at a first-come, first-served basis. The loan system is based upon trust that the individuals will return the equipment when they no longer need it. The duration of using the equipment is based upon the individual's need. It might be three weeks or even three years before it is returned. Some of the items that we have are crutches, shower seats, potty chairs, hand rails, wheel chairs, and other items. Sometimes we even have hospital beds available.

The **Boomerang Blessings Thrift Store** is open to the public. Community members donate clothing, furniture, kitchen supplies, exercise equipment, and other household items. These items are sold in the store for a discounted price. We also provide eligible families with free clothing. Assistance customers will be allowed to choose from any items of clothing, shoes, and coats on the floor, except new items with tags and those marked by a colored tag as designated in the Teen Closet. Total number and frequency will remain the same.

The **MedAssist Program** matches individual's needs with pharmaceutical companies that have patient assistance programs. For a small fee, individuals have the possibility of receiving all of the medications that he or she may need.

ASSISTANCE PROGRAM GUIDELINES

To access the computer system, please follow these guidelines.

- Turn on the computer or restart the screen.
- Press **Control-Alt-Delete**.
- Type in **Davis**.
- Click on **Microsoft Access**.
- Click on **Tammy Assistance**.
- Click on **Clients and Assistance**.
- To print off assistance, press **Print**.

Blessing Food Pantry

Food is provided once every 30 days. If an individual or family comes into the store asking for food, follow these steps:

- Check computer for the individual or family's name.
- If the name isn't in our system, fill out an **Assistance Form**.
- Write **Blessings Food Pantry** on the bottom of the form.

If an individual or family comes in before the 30 days and he/she/they have not made a habit doing this, we will make an exception. If he/she/they ask for pads, toilet paper, laundry detergent, depends, we will provide those items.

Blessed Baby Program

We give a baby bathtub for mothers who have a baby 0-3 months. We ask the mothers to bring in the baby, unless circumstances warrant they cannot bring in the baby. When a mother brings her baby in and wants to be enrolled in the program, follow these guidelines:

- Check computer for mother's name.
- If the name isn't in our system, fill out an **Assistance Form**.
- Write **Blessed Baby** on the bottom of the form.
- If there are other items in stock, provide the mother with the items. These items can include a nursing bra, breast pump, or even a picture album.
- Check to see how the mother is doing with diapers. If she has not visited within the past 30 days, provide her with diapers. Only 1 package per family.
- Fill out the **Assistance Form** and write **Diapers** in the other spot.
- Check to see how the mother is doing with formula. If she has not visited within the past 30 days, provide her with formula.
- Check with the mother to ensure it is the right type of formula.
- Fill out the **Assistance Form** and write **Formula** in the other spot.

Furniture Program

An individual/family must have a letter of referral from another agency in order to obtain furniture. We help with one piece of furniture every six months.

- Check to see if the individual/family is eligible.
- If he/she/they are, have the Area Director, Office Manager, or Store Manager check to see what is available.
- Fill out the **Assistance Form** and **Furniture Voucher**.
- Give the individual/family the client **Furniture Voucher**.

Household Program

An individual/family can pick from two areas on the form. Individuals/families can use the household voucher every 90 days. If an individual/family wants household items, follow these guidelines:

- Check to see if the individual/family is eligible.
- If he/she/they are, have the Area Director, Office Manager, or Store Manager check to see what is available.
- Fill out the **Household Voucher** and **Assistance Form**.
- Give the individual/family the client **Household Voucher**.

Medical Equipment Loan Program

An individual/family who is need of medical equipment can borrow it from Catholic Charities. Everyone is eligible, regardless of income. Items are subject to availability. When medical equipment is donated to Catholic Charities, we save it and make it available for loan. If an individual/family wants to borrow medical equipment, they need to sign a paper stating that they will return the item once they are finished using it.

Clothing Program

The Clothing Program is part of the Boomerang Blessings Thrift Store. Individuals/families can use the clothing voucher every 90 days. Individuals/families cannot shop in the clothing boutique.

- Check to see if the individual/family is eligible.
- Fill out the **Clothing Voucher** and **Assistance Form** if the individual/family is not in the system.
- Each person can receive three outfits, one coat, and one pair of shoes. If the individual/family suffered a fire, they can receive five outfits.
- Each woman can receive a new bra and undergarment.
- Ask if they need hats, gloves, and scarves in the cold weather months.

MedAssist Program

The MedAssist Program is available to any individual who qualifies for the program. To qualify, an individual must bring in the following paperwork:

- Income documentation (recent tax returns, Social Security statement, unemployment benefits), financial assets, and monthly expenses
- Social Security card and Medicare card, if applicable
- Valid driver's license or picture ID
- List of current medications and associated dosages
- A DHS spend-down or denial letter and/or Illinois Circuit Breaker letter regarding eligibility or denial (insurance coverage denial letter would work too), if applicable

Once an individual has documentation that he or she is qualified, schedule an appointment time so that you can help them enroll. Appointments are necessary because our MedAssist staff will need to record the individual's documentation and personal information, as well as ensure that there are openings in the schedule. Also inform the individual that he or she must pay a \$20.00 enrollment fee.

Phone Enrollment Screening

When a potential client calls regarding the MedAssist Program, talk with the client and ask him or her the following questions. Be sure to record the client's responses.

- What is the client's name?
- What is the client's address?
- What is the client's phone number with area code?
- What county does the client reside in?(If the client does not reside in Coles, Douglas, or Edgar Counties, be sure to check the **MedAssist Office List** for which office he or she needs to call. Provide the client with that information.)
- Does the client have a health care provider who writes prescriptions?
- Can the client provide his or her health care provider's name, address, and phone number?
- What are the client's long-term medications and maintenance medications?
- Is the client enrolled in Medicare Part D or Medicaid?
- Does the client have any other insurance programs that cover his or her prescriptions?

Enrollment Process

Be sure to have all necessary information ready before meeting with the new client. If possible, research what prescriptions would be available for the client. To research available prescriptions, follow these guidelines:

1. On the computer, pull up **My Computer File D**, which is on **Server F**.
2. Click **OEMedAssist** to open the master prescription list.

3. If the prescriptions he or she needs are not available, be sure to contact the client before the scheduled appointment to avoid any problems.

Occasionally, providers will consider changing the prescriptions they offer. Providers will also help us find cheaper or generic prescriptions. Always contact the providers if you encounter a situation where the client's prescription is not available.

Client Meeting

If the client's prescriptions are available, be sure to print out all forms that require the client's signature. Forms should be printed before the scheduled meeting. During the meeting, you will need to follow these guidelines to ensure proper enrollment:

1. Have the client read and sign the **HIPPA Form**.
2. Have the client read and sign the **Authorization Form**.
3. Make copies of the client's proof of income, Social Security card, photo ID, and driver's license, if you haven't already done so.
4. Explain the timeline that corresponds with the program of the six to eight week waiting period prior to receiving prescriptions.

After completing the above steps and either answering any of the client's questions or finding a Catholic Charities representative to answer questions, follow these guidelines:

1. Ask for the \$20.00 enrollment fee.
2. Write a receipt and give the client the white copy.
3. Keep the yellow copy with the \$20.00 enrollment fee.
4. Keep the pink copy in the receipt book.

Once the client has left, write the **date** and **receipt number** on the **Processing Fee Sheet** in the client's file.

Final Enrollment Steps

Be sure to have all of the client's information available before entering it into the computer system. The post-enrollment process is one of the most important steps as it secures and orders the client's prescriptions.

1. On the computer, pull up **Indicare** and type in the password.
2. Add the new client.
3. Check to make sure his or her health care provider is in the **Provider File** in Indicare. If not, be sure to add the health care provider.
4. Complete the applications for each prescription with its corresponding health care provider.

5. Print and sign each application.
6. On the computer, save the file as the master file. Do this by saving it as the patient's last name, first, then middle initial.
7. Copy the master files into the **MedAssist Program Files** using the last name. Ex: Doe, John A.

Filing with the Prescription Providers

Complete the **Doctor Instruction Sheet** and **Blue Tracking Sheet**, since these are both part of the client's file. Once you do this, follow these guidelines:

1. On **drugstore.com**, check the cost of each prescription.
2. Record the cost of each prescription in the database and on the client's file.
3. Print the file and information from the database.
4. Be sure to print the provider's information regarding mailing processes.
5. Copy the entire application for our files before mailing.
6. Mail the applications accordingly.

Note: Following the provider's mailing processes is very important in order to ensure the client receives services. Always check the provider's processed before mailing because they frequently change.

The providers will send back documents once they have reviewed and approved the applications. When you receive the documents, you must do the following:

1. Place the **Blue Sheet** on top of the **Report Sheet**.
2. Place a **Three Month Sticker** on the outside of the client's folder and return the file. Ex: documents received in January will have an April sticker placed on them.

MedAssist Renewals

After the intake is completed and client has received the first 90 day supply of medication, send a renewal letter out the month before the renewal date. If a client received medications and is due to renew, follow these steps:

1. Look in the files and pull the current month's renewal files.
2. On the computer, ensure the information on the client's file is correct.
3. Print mailing labels.
4. Mail a renewal letter to the client the middle of the month to ensure the client has time to send the renewal fee and letter back before the end of the month. (See **Appendix G** for an example of the renewal letter.)
5. Write a receipt for the fee.

6. If no fee is received, record on the **Fee Sheet Grant Form** whenever we have funds from such as Sarah Bush Hospital, township offices, or personal gifts from individuals.
7. Check the renewal form for any changes. (This could be in the form of prescribe medications received, discontinued, or added.)
8. Go to the **Indicare** program on the internet to complete a new application, if needed or call the companies for refills.

Occasionally, applications will not be sent. If this occurs, the prescriptions need to be refilled by phone. If this occurs, follow the same procedures as listed above.

Note: Once the procedures are completed, the information needs to be entered into the database.

After completing the renewal process, follow these guidelines to submit the applications:

1. Make copies of everything sent to the prescriber.
2. Place the applications and information in a manila envelope along with envelopes with addresses to the companies.
3. Prescriber will send the completed and signed applications.
4. Look up on **drugstore.com** the new price and to check for changes in cost of each medication.
5. In the database, pull up the client by his or her last name.
6. Print date of applications and what the procedure is whether it is a renewal, add-on, resubmission, or intake.
7. Type in ID number and time spent on file.
8. Indicate the number of medications reordered.
9. Go to medications and list the drug by company, drug name, and dose of each medication.
10. Print the report and go to **drugstore .com** to find cost of each drug.
11. Print it on the report and add up all the drug cost for a total amount.
12. Go back to the data base first page and write number of drugs and total cost.
13. The file is then put in the waiting for a **Blue Sheet** from the health care provider.
14. Add a new monthly sticker to the hard file.
15. Put the information in the file using the first initial of the last name as the filing point.
16. Be sure to input the information into the database before putting away the file.

ASSISTANCE PROGRAM VOUCHERS

A voucher must be filled out if an individual is accepting services from one of our Assistance Programs. When you fill out the vouchers, please follow these guidelines:

- Check the computers to see if the individual/families are in the system.
- If not, fill out the associated voucher and assistance form in **red** pen.
- On the voucher, put the date, the individual/family name, and the number of people in the household.

There are examples of the Assistance Program Vouchers in the **Appendix Section** of this handbook. If you have any questions while filling out the form, please use these examples for reference.

PART 3: EBAY AND AMAZON PROGRAM

EBAY and AMAZON PROGRAM

Catholic Charities has an eBay and Amazon Program. This program helps raise funds, which help run all of the Assistance Program. To access the eBay and Amazon accounts, follow these directions:

eBAY

1. Log onto eBay.
2. Go to **File Exchange**.
3. Click **Download Request**.
4. Run a download for **Paid & Awaiting Shipment**.
5. Click **All Records**.
6. When download request is finished, print report.

After you are finished printing the reports, you will want to pack all the items to be shipped that day. Once they are packed, follow these directions:

1. Open **Dazzle**.
2. Pack all items to be shipped that day.
3. Print labels for each item to be shipped using Dazzle.
4. Write actual postage amount on report.
5. Leave feedback for customer.
6. Enter tracking number.
7. Enter date package was shipped.
8. Enter actual shipping cost.
9. Click **Save**.
10. Next item to be shipped will pop up on screen.

Amazon

1. Log onto Amazon.
2. Print **Packing Slip** and **Invoice** for each item sold.
3. Pull books from pantry (stored according to listing ID on Packing Slip).
4. Pack all items to be shipped with the **packing slip** enclosed.
5. Print labels on Dazzle.
6. Click Confirm Shipment.
7. Enter tracking number.
8. Enter **USPS**.
9. Enter **Media Mail** or **First Class** (varies according to weight).
10. Write actual shipping cost on invoice.

PART 4: EMPLOYEE RESPONSIBILITIES

EMPLOYEE TASKS

All employees of Catholic Charities need to be aware of job requirements. While you may work in one specific area, it is possible that you may have to fill a co-worker's position in a time of need. For instance, if we are short staff, you would be expected to cover another job requirement. The **Employee Tasks** section has been designed to provide you with step-by-step instructions for specific tasks.

Opening the Store

Each morning, please complete the following tasks prior to opening:

Unlock the Donation Shed and store the lock under the front counter inside the store.

Turn on the lights.

Turn all red and yellow breakers to the **On Position**.

Count two cash drawers. Each should contain \$100.

Unlock the front door and change the **Closed Sign to Open**.

Closing the Store

As the cashier, you will need to make the following announcements on the paging system:

At 4:15 p.m. "Good afternoon, customers. Our store will be closing in 15 minutes. Please make your final selections and bring them to the front of the store. We will reopen tomorrow at 9 a.m. Thank you for shopping at Catholic Charities and have a great evening."

At 4:25 p.m. "Good afternoon, customers. Our store will be closing in 5 minutes. Please make your final selections and bring them to the front of the store. We will reopen again tomorrow at 9 a.m. Thank you for shopping at Catholic Charities and have a great evening."

At 4:30 p.m. "Good afternoon, customers. Our store is now closing for the evening. Please bring your selections to the front of the store so that we may check you out. We will reopen again tomorrow at 9 a.m. Thank you for shopping at Catholic Charities and have a great evening."

Note: Since we are not open on Mondays, be sure to indicate the correct day when announcing the reopening time and day.

After the final announcement, please complete the following tasks:

- Check out all customers.
- Check the bathrooms and dressing rooms.
- Place the lock back on the donation shed.
- Lock the front door.
- Change the sign on the door to say "closed".

- Turn off certain lights. Turn off all lights in the back room and make sure the doors are locked and secure. The breaker panel is in the closet in the front foyer.
- At the breaker panel, turn off all breakers that are painted red.
- In the book area of the store, also turn off the light switch on the pole next to the children's area.

Locking the Store and Storage Shed

- Check the donation shed and apply the lock.
- Close and lock the front door. Make sure that both sides of the door are locked.
- Close down the back.
- Make sure all doors are down and that the bar is across the donation shed door.
- All lights in the back should be off.
- Turn off all switches along the north wall of the sorting room. Some of the lights remain on.

Working the Front Counter Area

While working at the counter, it is important that one person is at the counter at all times. Carts of items can be brought to the area behind the counter to fold and organize on when not busy with customers.

The following tasks should be completed while working the front counter area:

- Clean items and place price sticker on those items over \$1.00.
- Open newspapers.
- Flatten plastic bags.
- Clean and straighten the area.

Cash Registers

There are two types of cash registers: **Register 1**, which is a **Samsung 4S ER-350**, and **Register 2**, which is a **Sharp XEA 42S**.

Preparing the Cash Registers

First thing in the morning, count both drawers. There should be \$100.00 in each drawer. Initial and date the slip. Two cashiers need to do this.

Before opening the cash registers, make sure they are ready for operation. Remove the retainer and set the print head release lever in print position. To do so, follow these directions:

1. Push the printer cover forward and detach it.
2. Remove the white retainer. Please keep this retainer for future use when transferring the cash register.
3. Move the print head release lever to the printing position.

Ring up Sales

Key in the amount of the item of purchase. Hit **F** for furniture, **M** for miscellaneous, or **C** for clothing. After all items are entered, hit **Subtotal**. If customer is paying with cash, enter the amount of the money that is given and then press **Cash/Tend**. Count the change back to the customer.

Voiding Items

To void the last item entered in the cash register, follow these steps:

1. Register the item you wish to sell.
2. Press the **Void Key**.

To void the previous item entered in the cash register, follow these steps:

1. Register an item, and then register a second item.
2. To correct the first items, press the **Clear Key** and then press the **Void Key**.
3. Enter the price of the first item, and then press the department key where it was registered originally.

To void an enter purchase, follow these steps:

1. Press the **Void Key**.
2. Enter the password and press **Enter**.
3. Press **Yes** to void the last transaction and press **No** to void another transaction.
4. If you press **No**, enter the account number of invoice number.
5. Follow the prompts.
6. Print a receipt for the customer.

Refunding Items

To refund an item, follow these steps:

1. Press the **Refund Key**.
2. Enter the password and press **Enter**.
3. Swipe the customer's credit or debit card.
4. Enter the amount and press **Enter**. The receipt will print.
5. Have the customer sign the receipt and keep the signed receipt.

6. Print a receipt for the customer and give it to the customer.

If you have any questions or problems, seek assistance from Management.

Processing Debit and Credit Cards

1. Examine the Card

- a) Verify that the “valid form” and expiration dates are current.
- b) Confirm the card is signed on the back and ask for the customer’s ID to determine that the user resembles the ID photo.

2. For Credit Processing

- a) Swipe the card.
- b) Select **Credit** – process all cards as credit unless the charge amount is greater than or equal to \$50 or unless the customer insists on PIN debit.
- c) Enter the dollar amount and press **Enter**. The receipt will print.
- d) Have the customer sign the receipt and keep the receipt in the drawer.
- e) Print the customer receipt and give it to the customer. (Always give a receipt to the customer.)

3. For Debit Processing

- a) Swipe debit card.
- b) Select **Debit**.
- c) Enter the dollar amount and press **Enter**.
- d) Have the customer enter his or her pin number on pin pad and then press **Enter**. The receipt will print, and a signature is not need.
- e) Keep the receipt in the drawer.
- f) Print the customer receipt and give it to the customer. (Always give a receipt to the customer.)

Closing the Cash Registers

Except on Saturdays, one drawer is closed. The money is counted at 4:15 p.m. To close the cash registers, follow these guidelines:

1. Place correct key from lanyard chain (small key painted red that has a Z on it) in the key slot on the register.
2. Turn the key to **X**. Hit the **Cash Tendered** key.
3. After it prints, turn the key to **Z** and hit **Cash Tendered**.
4. After printed, turn the key to **off** and remove the key.
5. Remove the printed slip and drawer and take them to the office to count.
6. Proceed with closing the credit card machines after both registers are closed.
7. Press **Reports**.
8. Press **Detailed Reports**.
9. Tear off the slip and use it to make sure all receipts are there from both registers.

Reconciling the Cash Registers

Fill out the form **Daily Cash Receipts & Change Fund Reconciliation Sheet**.

On **Section 1**, list the amount of each denomination that is left in the drawer. Try to keep \$35.00 in fives and the rest in ones and change. The total amount of cash should equal \$100.00.

On **Section 2**, list the totals of each denomination that is over the \$100.00. This is the amount that you will be depositing. Under **Other**, write **C/D** for credit/debit slips. In the parenthesis put the number of slips and then list the total dollar amount of the slips for that drawer. The total line will be the grand total of cash and credit/debit slips. Under the total, write the dollar amount that is to be deposited.

On **Section 3**, write the total amount. The total from Section 2 is placed on the line. Then total cash receipts. The adjusted register total is found on the cash register slip. The difference is the overage or shortage.

The sheet needs to be signed by **two employees**. The employees should record the date of the reconciliation.

Cleaning the Cash Registers

Important: *Never touch the print head with a tool or anything hard as it may damage the head. The paper cutter is mounted on the printer (receipt side). Be sure not to cut yourself.*

When the printed text is getting dark or faint, paper dust may be stuck to the printer head. Clean the print head as follows:

1. Turn the mode switch to the **OFF** position.
2. Remove the printer cover.
3. Pull the print head release lever all the way forward. After it stops at one position,
4. continue pulling forward until it stops again and cannot be pulled forward any further.
5. Clean the print head with a cotton swab or soft rag moistened with ethyl alcohol or isopropyl alcohol.
6. Return the print head release lever to its original position immediately after cleaning.
7. Reset the paper roll correctly by following the steps in Installing the Paper Roll.
8. Replace the printer cover.

Installing Paper Rolls

The register can print receipts and journals. For the printer, you must install the paper rolls provided with the register. Install the paper rolls so that the paper must unroll in a counterclockwise fashion. Install the paper rolls with the power cord connected and the mode switch set to the PGM position.

Note: When setting a new paper roll in the paper roll cradle, be sure to cut the paper end behind the taped or pasted point in advance.

1. Cut off approximately one revolution of each paper roll. Make sure each paper end is cut correctly.
2. Set a paper roll in the paper roll cradle of the receipt side.
3. Insert the end of the paper roll into the paper chute until it is caught by the printer auto-feed and comes out of the top of the printer. If the printer does not catch the paper, feed the paper while pressing the **Receipt Key**.
4. Cut off excess paper with the paper cutter.
5. Set a paper roll in the paper roll cradle of the journal side
6. Insert the end of the paper into the paper chute of the printer until it is caught by the printer auto-feed and comes out of the top of the printer. If the printer does not catch the paper, feed the paper while pressing the **Journal key**.
7. Insert the end of the paper into the slit in the take-up spool and fold the paper to front side. Press the **Journal Key** to feed more paper if required.
8. Wind the paper two or three turns around the spool shaft.
9. Set the spool on the bearing, and press the **Journal Key** to take up excess slack in the paper.
10. Replace the printer cover.

Removing a Paper Jam

Important: The paper cutter is mounted on the printer (receipt side). Be careful not to cut yourself. Never touch the print head immediately after printing because the head may still be hot.

1. Remove the printer cover.
2. Pull the print head release lever all the way forward. After it stops at one position, continue pulling forward until it stops again and cannot be pulled forward any further.
3. Remove the paper jam. Check for and remove any shreds of paper that may remain in the printer.
4. Return the print head release lever to its original position.
5. Reset the paper roll correctly by following the steps in **Installing the Paper Roll**.
6. Replace the printer cover

DONATIONS

Donations are an integral part of Catholic Charities and its Assistance Programs. Donations to the Boomerang Blessings Thrift Store need to be processed in a manner that insures the clients in crisis will have access to the donated items.

Donations will operate under the following guidelines:

- All donated items shall be screened, priced, and put out on the floor for sale as soon as possible.
- Only items designated for the **Furniture, Household, or Clothing Vouchers** as well as the **eBay and Amazon Program** can be segregated.
- No other items other than those listed above should be segregated, set aside, or prevented from being placed on the floor unless designated as “unsellable” in the screening process.
- All items must remain on the floor and be available exclusively to resale store customers and voucher clients for a minimum of 24 hours.
- Employees and volunteers wishing to purchase a specific donated item may do so only after the established time frame from the item being made available exclusively for customers and clients.
- Employees and volunteers are not permitted to shop for donated items during their shifts.

DONATION SHED

Items that are donated are left in the donation shed. The shed opens in the front for the public and in the back into our donation room. Employees and volunteers take the items out the back and start the sort process.

Gaylords (large boxes that you see watermelons in at grocery stores) are placed outside of the door (to the left as you face the door) and bags of clothes are placed in these boxes. Clothes that are hanging up in the shed are placed on top of the bags of clothes. As they are filled, employees move the boxes and empty ones are placed in their spots. Clothes that are in boxes are stacked on an empty pallet. Do not place more than five feet high.

The donation room is sorted by categories. There will be a gaylord to put linens in to the right of the shed door. If you see a comforter, pillow, sheets, etc. place them in this box. Electrical items are placed on the pallets in the electrical aisle. All toys are placed in the toy area. Books, magazines, CD's, games, school supplies, etc. are placed in the book aisle. Shoes and purses are placed in the gaylords in the shoe area. Luggage is placed in gaylords or on pallets in the luggage area. Make sure items will not fall off when the pallet is moved with a forklift.

Pallets should be stacked securely so that items will not fall off when the pallet is moved. As pallets of items are needed, they are moved to the next room for further sorting and preparing the items for the floor.

STORE WORK

First thing in the morning and throughout the day, you need to walk through the store and return items to their proper locations. Empty hangers are to be removed off of the racks. Items left in the dressing rooms should be hung back up and returned to the proper racks. Anything on the floor needs to be picked up and re-hung in the proper location.

Each morning, trash is collected and taken to the dumpster in the parking lot. Bathrooms are checked for enough toilet paper and paper towels. The floor should be swept as needed and any rugs vacuumed each morning. The shelves are dusted and cleaned as we have the opportunity.

Items that are ready for the floor will be placed in carts in the back and are brought up as we have time to work on them. Items in the carts that are worth \$1 or less, or are in a category that is pre-priced, can be placed in the appropriate location on the floor. Items that need to be priced should be give to the cashier to price as she has time. Those items are then cleaned and priced and placed in another cart. After this, they can be taken to the appropriate place on the floor.

ANSWERING THE PHONES

When answering the phone, follow these procedures:

“Catholic Charities, this is _____, may I help you?”

If you are busy and the phone has rung several times and no one has been able to answer it, you should excuse yourself from your customer to answer the phone. Please say, “Catholic Charities, could you hold please?”

Then place the call on hold and return to your customer. When finished with the customer that you were helping, take the phone off of hold and say, “This is _____, may I help you?”

Help the person on the phone if you are able and if not, place them on hold and page the appropriate person to help them.

PART 5: VOLUNTEER INFORMATION

VOLUNTEER INFORMATION

If an individual comes into the Boomerang Blessings Thrift Store wanting to volunteer, he or she must fill out the **Volunteer Application** found in **Appendix F**.

PART 6: APPENDICES

- APPENDIX A – Assistance Form**
- APPENDIX B – Food Assistance Form**
- APPENDIX C – Furniture Assistance Voucher**
- APPENDIX D – Household Assistance Voucher**
- APPENDIX E – Clothing Assistance Voucher**
- APPENDIX F – MedAssist Forms**
- APPENDIX G – Volunteer Application**

APPENDIX A – Assistance Form

Catholic Charities
OF COLES, DOUGLAS, AND EDGAR COUNTIES

4217 Dewitt Avenue Mattoon, IL 61938-6620
Phone (217) 235-0420 Fax (217) 235-0425

ASSISTANCE FORM

Case Information:

Client Name: _____ Date: _____

Address: _____

City: _____ County: _____ State: _____ Zip: _____

Home Phone: _____ Message Phone: _____

Male _____ Female _____ Number in Household: _____

Names and Ages of Household Members (including yourself):

Name: _____ Birthdate (if unknown, use age) _____

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Client Signature _____

NOTE: Your signature confirms agreement with the following statement: Catholic Charities of Coles, Douglas and Edgar counties provides assistance to clients generally once every ninety (90) without regard to a recipient's age, race, gender, ethnicity, income, religious affiliation or life situation. Referrals to other organizations is no guarantee that services will be provided. Client releases Catholic Charities from any and all liability associated with providing assistance.

.....
Catholic Charities Office Use Only

_____ Food _____ Clothing _____ Housewares _____ Furniture Value \$ _____

_____ Other – Explain _____

Representative: _____

F:\Tennant\Karen\AssistForm2

APPENDIX B – Food Assistance Form

**FOOD PROGRAM CLIENT SIGNATURE SHEET 2009 -2010
CLIENTS AT 185% OF FEDERAL POVERTY LEVEL AND BELOW**

"I certify with my signature that my household income does not exceed the income guidelines below, that I will use the food for household consumption only, and that I release the Eastern Illinois Foodbank, and any agency or person distributing food from all liabilities resulting from receipt of food"

Maximum monthly income per eligible household at 185% of the Federal Poverty Level (for each additional household member over 8, add \$537)

Household Size	Monthly Income	Household Size	Monthly Income
1	\$1,670	5	\$3,976
2	\$2,246	6	\$4,553
3	\$2,823	7	\$5,129
4	\$3,399	8	\$5,706

Distributing Agency: Catholic Charities of Coles, Douglas and Edgar Counties
Address: 4217 DeWitt Avenue
Mattoon, IL 61938-6620

DATE	RECIPIENT SIGNATURE	STREET ADDRESS	CITY	NUMBER IN HOUSEHOLD

Signature sheets must be signed by the household recipient. Volunteers may fill the rest of the sheet out.

Total # of Individual Served: _____
Total # of Households Served: _____

Please make additional copies of this Signature Sheet as needed.

G:\Form\Food Program Client Signature Sheet 2009.doc

APPENDIX C – Furniture Assistance Voucher

Catholic Charities of Coles, Douglas, and Edgar Counties

A Division of Catholic Charities, Diocese of Springfield, Illinois

4217 Dewitt
Mattoon, IL 61938
217-235-0420

FURNITURE VOUCHER

DATE _____

_____ has requested help for furniture.

Please consider this your authorization to give these items without charge.

Item given _____

Authorized by: _____

Item availability is at the store manager's discretion. Furniture must be picked up within 10 days of the issuance of the voucher. Households are helped with one major item (couch, bed & mattress, or table, etc) in most normal circumstances.

APPENDIX D – Household Assistance Voucher

Catholic Charities of Coles, Douglas, and Edgar Counties

A Division of Catholic Charities, Diocese of Springfield, Illinois

4217 Dewitt Avenue
Mattoon, IL 61938
217-235-0420

HOUSEHOLD ITEM VOUCHER

Date _____

_____ has requested help for household items.

Please consider this your authorization to give these items without charge.

_____ bedding

_____ lamps

_____ dishes

_____ pots & pans

_____ small appliances

_____ other _____

**Items must be taken with them when the voucher is filled. This voucher is to be returned
To the office when complete.**

Thank You!!!

Item availability is at the manager's discretion.

Authorized by: _____

APPENDIX E – Clothing Assistance Voucher

Catholic Charities of Coles, Douglas, and Edgar Counties

A Division of Catholic Charities, Diocese of Springfield, Illinois

4217 DeWitt
Mattoon, IL 61938
(217) 235-0420

CLOTHING VOUCHER

DATE _____

NAME _____

NUMBER IN HOUSEHOLD _____

For each member of the household:

- 3 tops and 3 bottoms without any tags. One top can be a hooded jacket.
- 3 underwear items (without any tags). For women: one underwear item can be a new bra.
- 3 pairs of socks (without any tags)
- 1 pair of shoes (without any tags)
- 1 coat or jacket with a maximum value of \$10.00

Men	Women	Children
Pants _____	Pants _____	Pants _____
Tops _____	Tops _____	Tops _____
Undergarments _____	Undergarments _____	Undergarments _____
Socks _____	Socks _____	Socks _____
Jacket/Coat _____	Jacket/Coat _____	Jacket/Coat _____
Shoes _____	Shoes _____	Shoes _____

- An outfit or dress counts as a top and a bottom
- Vouchers must be used on the date written
- Clothing assistance is given every 90 days

Authorized by: _____

Value of Assistance: _____

G:\Forms\Clothing Voucher.doc

APPENDIX F – MedAssist Forms

Catholic Charities
 4217 Dewitt Avenue
 Mattoon, IL 61938
 217-235-0420



November 2011 renewal

Dear Client,

It is time to renew your prescription applications.

- **Please send a \$15.00 per person renewal fee. Failure to do this will result in delays. If you have ZERO INCOME and sending a fee will be a major hardship YOU must call the Med Assist office to make arrangements.**

1. Are You on Medicare? _____
 ___ Are you enrolled in Part D? _____
 ___ Do I have a copy of your Medicare card? _____
2. Have you applied to Medicaid? _____
 ___ If yes did you send me a copy of spend down amount or denial letter?
 ___ Do you have the Food stamp card? If yes I will need a copy of benefit letter.
3. Did you file taxes? _____
 ___ If yes did you send me a copy?
 ___ If not please complete a 4506T form for verification of non filing.
4. What is your total monthly household income now? _____
 ___ did you send me proof?
5. How many people are living in your household now? _____
6. Are there changes in your health care providers name, address, phone number?

If yes please write new information on back side of this sheet.

7. Are you allergic to any medications? _____
 List your medications: How may milligrams, times per day? Prescriber?

New Medications (Can use back of sheet)	Discontinued Medications
_____	_____
_____	_____

Continue to send me all the paper work that comes with your medications from the different drug companies. Please return this letter as soon as possible. I need this to renew your medications. Failure to send the renewal and fee will result in delays.

Name: _____
Address _____
City _____ State _____ Zip _____
Phone _____ Birth Date _____



Agreement and Authorization Form

I, _____, hereby request Catholic Charities of the Diocese of Springfield in Illinois (sometimes called hereafter "Catholic Charities") to assist me in making application to various pharmaceutical companies in order to make use of various programs that these companies offer to make lower cost drugs available to persons who qualify.

- 1. I attest that all of the information I have provided to Catholic Charities in order to complete such applications is true and accurate.
2. I understand that Catholic Charities of the Diocese of Springfield in Illinois
A. is merely making application on my behalf to certain pharmaceutical companies based on information which my physician(s) and I have provided to the organization;
B. is not a physician or pharmacist and relies on the information that my physician(s) and I have provided and Catholic Charities makes no representation that the pharmaceuticals for which it applies on my behalf are medically appropriate for someone in my condition;
C. is not connected with any of these pharmaceutical companies and makes no representations about the suitability, effectiveness or safeness of the pharmaceuticals for which application is made;
D. is assisting me in the process of making application to pharmaceutical companies and Catholic Charities makes no representations that the costs of the drugs offered by the company are at the lowest price possible.
3. In consideration of and in return for Catholic Charities assisting me in this process, I agree not to bring legal action against Catholic Charities should I suffer any injury as a result of drugs supplied by a pharmaceutical company through this process.
4. I hereby authorize and grant permission to Catholic Charities of the Diocese of Springfield in Illinois and to its employees to sign my name on medical applications required by pharmaceutical companies and to submit such applications on my behalf only. This authorization and permission shall cease upon my written instructions to Catholic Charities of the Diocese of Springfield in Illinois.
5. I hereby authorize my physician(s) to release all medical and mental health records and/or information to Catholic Charities for the purpose of making application on my behalf to certain pharmaceutical companies.

Signature Date
Signature of Witness 09.30.02

APPENDIX G – Volunteer Application

Catholic Charities
OF COLES, DOUGLAS AND EDGAR COUNTIES

4217 DeWitt Avenue • Mattoon, IL 61938
217.235.0420 • Fax 217.235.0425

VOLUNTEER APPLICATION

Name _____ Date _____
 Address _____
 City _____ Zip Code _____ Phone _____
 Occupation (past occupation if retired) _____
 Previous Volunteer Experience _____
 Special Interests or Hobbies _____

PERSONAL REFERENCES:

Name _____ Phone () _____
 Name _____ Phone () _____

VOLUNTEER CLASSIFICATION (Work Preference)

- Regular Volunteer Willing to come in regularly on a scheduled basis
- Temporary Volunteer Willing to come for a short, designated period only
- As Needed Volunteer Willing to come in on short notice to fill in

VOLUNTEER TASK PREFERENCE (Check all that you are willing and able to do)

- Sort incoming store donations
- Straighten and clean sales floor
- Special projects
- Hang clothes and take to sales floor
- Answer phones in office
- Assistance Office (work with clients)

We are open Monday through Saturday, 9 a.m. to 5 p.m.

Day(s) of Week Preferred _____

Times Available: 9 a.m. to 1 p.m. 1 to 5 p.m. Other _____

Do you have any physical condition that might limit your activities? Yes No

if so, please explain: _____

Whom do we notify in case of emergency?

Name _____ Phone () _____

Signature of Applicant _____

Appendix F – The Original Catholic Charities Newsletter




March 2012

Catholic Charities

Supporting the Dignity and Sanctity of Human Life

Thrift Store Gets New Name

Our resale store has recently been renamed to the Boomerang Blessings Thrift Store. While we still have vintage items, we also have donated items such as children, women, and men's clothing; kitchen items; decor and furniture; and books and videos. When these donations are given to us, we hope to return them to the community. The Boomerang Blessings Thrift Store is the place where blessings are returned, so bring in your donations and help those in need.

Donation Shed Schedule

Tuesday - Friday:
9am to 4:30 pm

Saturday:
10am to 4:30 pm

Catholic Charities is Celebrating its 11th Anniversary

The 11th Anniversary Celebration will be held Saturday, March 31. Bring your family and friends and join us for refreshments and celebrating! There will be drawings, prizes, and marked-down prices in the Boomerang Blessings Thrift Store.

What's Happening at the Boomerang Blessings Thrift Store?

On Monday, March 19th, we will remove all winter clothes from the store to bring in the spring and summer clothing. The store will reopen Tuesday, March 20th at 9 am.

All winter clothing will be discounted throughout March, so hurry in and catch the sales!

From [name]'s Desk

Hello! I'm [name], the Area Director of Catholic Charities of Coles, Douglas, and Edgar Counties. I started my position in November 2010. I've always believed in becoming a part of the community where I live. Being involved with Catholic Charities allows me to do this every day. I've never had a job before where I have felt so fulfilled. Being able to help others and give back to the community is a true blessing.

There is so much going on at our organization. We have several Assistance Programs available to residents of Coles, Douglas, and Edgar Counties. Our Back-to-School Mobile enables us to deliver clothing and new school supplies to children in need. In December, we hosted our One Stop Community Christmas program that provided gifts to families who needed a little extra help during the holiday season.

Please let us know if there is anything you would like to see included in future editions. We want to keep you informed on what is going on at Catholic Charities, as well as provide you with any updates regarding our services.

After this edition, we hope to send the newsletter out electronically. If you'd like to be included on the mailing list, please send an email to [name]@cc.dio.org.

Check out our eBay and Amazon Programs!

When you purchase items from our eBay and Amazon programs, you are directly supporting our mission to provide for those in need. The funds raised through eBay and Amazon help support all of our Assistance Programs. Our store is the only site in Illinois to sell items on the internet.

To find us on eBay, visit <http://stores.ebay.com/Second-hand-rose-charity-store>.

You may be surprised by what you can find!

Looking to Get Rid of Personal and Household Items?

Before you throw away your personal and household items, consider bringing them to us. We're always in need of children, women, and men's clothing items; canned foods; and kitchen utensils. We also accept sport and workout equipment, kitchen tables, and other household furniture.

Almost all items can be dropped off at our Donation Shed located at 4217 Dewitt Avenue, across from Rural King. Give us a call at (217) 235-0420 if you are unsure whether or not we accept certain items.

Assistance Programs

We offer many programs to serve our community. All of our services are available to anyone in need of assistance, regardless of age, race, gender, or religious affiliation.

Medical Equipment Loan Program

We have received medical equipment through donations and have it available for individuals to use. We have the following items: crutches, walkers, hospital beds, bathtub seats, and potty chairs.

Blessings Food Pantry

When individuals visit our Blessings Food Pantry, we provide families with enough food to last 2-3 days. The food boxes are packaged according to family size. Food varies upon what is donated and is purchased. We depend heavily on donations from the community to keep this program thriving.

Blessed Baby Program

This program was started by a volunteer who believed all children deserved a good start in life. Every new mother who brings in her baby will receive the following items: new outfits, blankets, diapers and wipes, and formula. Each basket is valued at approximately \$50.

MedAssist Program

If you don't have insurance or Medicare and you are on a long-term maintenance medicine that you cannot afford, we may be able to help. Our MedAssist Program matches your needs with pharmaceutical companies that have patient assistance programs. For a small fee, you have the possibility of receiving all of the medications that you need.

Furniture and Household Assistance Program

With a referral letter expressing need, eligible families can receive a piece of furniture at no cost. The letter of referral can be from a church, a counselor, or Public Aid. Families are also able to receive other household items such as towels, small appliances, and dishes. No letter of referral is needed for this.

Families are eligible for furniture once every 6 months and for other household items once every 90 days.

If you have any questions about the programs or qualifying for the programs, contact Catholic Charities at (217) 235-0420.



Catholic Charities
4217 De Witt Avenue
Mattoon, IL 61938

Return Service Requested

You Can Help!

Become a Catholic Charities' volunteer! By helping us, you'll give back to your community. We depend heavily on volunteers, and there is always something for you to do!

Volunteers can do any of the following activities: sort clothes, hang clothes, test electrical items and toys, sort jewelry, and empty the donation shed.

Contact Catholic Charities at (217) 235-0420 for more information!



100% Cotton Fiber

SOUTH MONTH 5

Appendix G – The Template Newsletter “The Olive Tree”

Issue 1, Volume 1

The OLIVE TREE

Inside This Issue
Who We Are
Thrift Store
Mattoon Initiative
Back-to-School Mobile

Events Calendar

May:
 Sample Event
 Text
 Date and Time

June:
 Sample Event
 Text
 Date and Time

July:
 Sample Event
 Text
 Date and Time

Who We Are

Catholic Charities is a nonprofit organization that extends its services to individuals most in need. Our Mattoon branch was established in September 1996 and has expanded in several dimensions since its founding. Our organization is comprised of dedicated and compassionate individuals who want to provide our clients with the best services possible.

Our organization is not just a Catholic agency serving Catholic families. It is an agency with a committed Catholic philosophy that receives support from various sources to enable the agency to serve anyone in need.

The Boomerang Blessings Thrift Store

Our resale store has been renamed as the Boomerang Blessings Thrift Store. While we still have vintage items, we also have donated items such as children, women, and men's clothing; kitchen items; decor and furniture; and books and videos. When these donations are given to us, we hope to return them to the community. The Boomerang Blessings Thrift Store is the place where blessings are returned. The Boomerang Blessings Thrift Store is open to the public.

Our Mission

The Mission of Catholic Charities is to extend all the healing and empowering presence of Jesus by providing help and hope to those in need.





Catholic Charities of Coles, Douglas, and Edgar Counties 4217 Dewitt Avenue Mattoon, IL 61938 (217) 235-0420

Mattoon Initiative

When our neighbors or family members become sick, there's not always somewhere to turn. When our friends and family need to overcome life's obstacles, we're here to help. That's why we have our Assistance Programs: to help in times of need.

Our Healthcare Programs offer discounted prescriptions and medical equipment to those in need. The MedAssist Program matches individual's needs with pharmaceutical companies that have patient assistance programs. For a small fee, individuals have the possibility of receiving all of the medications that he or she may need.

The Medical Equipment Loan Program provides medical equipment to those individuals in need. The majority of the medical equipment has been donated; therefore, we may not have every type of medical equipment. The loan system is based upon trust that the individuals will return the equipment when they no longer need it. Some of the items that we have are crutches, shower seats, potty chairs, hand rails, wheel chairs, and other items.

If you have any questions about the programs or qualifying for the programs, contact Catholic Charities at (217) 235-0420.

Our Family and Individual Stabilization Programs offer food, clothing, furniture, and household assistance. The Furniture and Household Assistance Program provides families with a piece of furniture at no cost. This program also provides families with household items such as towels, dishes, and small appliances. The Blessed Baby Program was established by a volunteer who made a large donation to start the program. In addition to new clothes, new parents will receive diapers, blankets, formula and other items for their new babies. The Blessings Food Pantry provides emergency food assistance, which will feed a family for 2-3 days. Families are able to access this resource as often as they need.

All of our programs are supported by outside funding, so any assistance from our community is greatly appreciated! Through all of our programs, we will assist our patients and families of all ages and stages in life with compassion and care.

Want to help
Catholic Charities?

Contact us at
(217) 235-0420 to learn
about different volunteer
opportunities.

Check out our eBay and Amazon Programs!

When you purchase items from our eBay and Amazon programs, you are directly supporting our mission to provide for those in need. The funds raised through eBay and Amazon help support all of our Assistance Programs. Our store is the only site in Illinois to sell items on the internet. To find us on eBay, visit:

<http://stores.ebay.com/Second-hand-rose-charity-store>

Looking to Donate Personal and Household Items?

Before you throw away your personal and household items, consider bringing them to us. We're always in need of children, women, and men's clothing items; canned foods; and kitchen utensils. We also accept sport and workout equipment, kitchen tables, and other household furniture.

Almost all items can be dropped off at our Donation Shed located at 4217 Dewitt Avenue, across from Rural King. Give us a call at (217) 235-0420 if you are unsure whether or not we accept certain items.

Psalms 1:3 He is like a tree planted by streams of water, which yields its fruit in season and whose leaf does not wither. Whatever he does prospers.

How to Get Involved

Volunteering

Volunteers can assist in the Boomerang Blessings Thrift Store by sorting, folding, hanging, and arranging clothes and other displays. In addition, volunteers can sort and organize the Donation Shed items.

If you are interested in volunteering at Catholic Charities, please call (217) 235-0420.

Insert Volunteer Picture

Insert Volunteer Picture

Insert Volunteer Picture

Donating

If you have a surplus of household items and clothing or any unwanted items, please bring them to our store or Donation Shed. We accept gently used or new clothing and household items.

Our summer hours for the Donation Shed are:

Tuesday - Friday: 8 am - 3 pm
Saturday: 9 am - 2 pm

If you are interested in making a gift donation, please contact the Area Director. Any support is greatly appreciated, whether it is in the form of volunteer hours, donated items, or personal gifts. Community support helps our Assistance Programs thrive, as well as helps us fulfill our Mission of providing for those in need.

Back-to-School Mobile

Our Back-to-School Mobile provides middle school students with the necessary tools to prepare them academically, socially, and emotionally. Having enough clothing fulfills one of the students' essential needs. We want to alleviate students' hardships and provide them with necessary school supplies to be better prepared for their classes. This program aims to provide supports that can increase students' academic performances and levels of self-esteem.

Since 2008, we have provided students with three complete outfits and a backpack that is filled with items such as notebooks, pencils and erasers, binders and folders, and crayons. We want the students have larger amounts of certain supplies such as the pencils, pens, paper, folders, and binders that need to be used throughout the entire school year.

We purchase school items throughout the year and store them for this program. In addition, we accept donations from community members and businesses. If you are interested in participating in our Black-to-School Mobile, please contact us at (217) 235-0420.

At the beginning of the 2011-2012 school year, 605 middle school students in Central Illinois entered their first day of the school without adequate supplies and clothing.





Catholic Charities
4217 Dewitt Avenue
Mattoon, IL 61938

Return Service Requested

Our Hours



Our winter hours of operation are from Labor Day to Memorial Day. These hours are as follows:

Monday: Closed
Tuesday: 9 am - 4 pm
Wednesday: 9 am - 4 pm
Thursday: 9 am - 4 pm
Friday: 9 am - 4 pm
Saturday: 10 am - 3 pm
Sunday: Closed

Our summer hours of operation are from Memorial Day to Labor Day. These hours are as follows:

Monday: Closed
Tuesday: 8 am - 3 pm
Wednesday: 8 am - 3 pm
Thursday: 8 am - 3 pm
Friday: 8 am - 3 pm
Saturday: 9 am - 2 pm
Sunday: Closed

To learn more about Catholic Charities, visit: http://www.cc.dio.org/area_offices/mattoon/home.htm

Appendix H – The Template Catholic Charities Brochure

Front Side:

How to Get Involved

Volunteering
Volunteers can assist in the Boomerang Blessings Thrift Store by sorting, folding, hanging, and arranging clothes and other displays. In addition, volunteers can sort and organize the Donation Shed items.

If you are interested in volunteering at Catholic Charities, please call (217)235-0420.

Donating
If you have a surplus of household items and clothing or any unwanted items, please bring them to our store or Donation Shed. We accept gently used or new clothing and household items.


During our summer hours, the Donation Shed is open:
Tuesday - Friday: 8 am - 3 pm
Saturday: 9 am - 2 pm

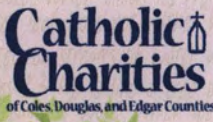
During our winter hours, the Donation Shed is open:
Tuesday - Friday: 9 am - 4 pm
Saturday: 10 am - 3 pm

If you are interested in making a gift donation, please contact the Area Director. Any support, whether a personal gift, volunteer hours, or donated items, is greatly appreciated, whether it is in the form of volunteer hours, donated items, or personal gifts. Community support helps our Assistance Programs thrive, as well as helps us fulfill our Mission of providing for those in need.

Our winter hours of operation are from Labor Day to Memorial Day. These hours are as follows:
Monday: Closed
Tuesday: 9 am - 4 pm
Wednesday: 9 am - 4 pm
Thursday: 9 am - 4 pm
Friday: 9 am - 4 pm
Saturday: 10 am - 3 pm
Sunday: Closed

Our summer hours of operation are from Memorial Day to Labor Day. These hours are as follows:
Monday: Closed
Tuesday: 8 am - 3 pm
Wednesday: 8 am - 3 pm
Thursday: 8 am - 3 pm
Friday: 8 am - 3 pm
Saturday: 9 am - 2 pm
Sunday: Closed

Catholic Charities
of Coles, Douglas, and Edgar Counties
4217 Dewitt Avenue
Mattoon, IL 61938
(217) 235-0420




Inside:

Who We Are

Catholic Charities is a nonprofit organization that extends its services to individuals most in need. Our Mattoon branch was established in September 1996 and has expanded in several dimensions since its founding.

Our organization is comprised of dedicated and compassionate individuals who want to provide our clients with the best services possible.

Our organization is not just a Catholic agency serving Catholic families. It is an agency with a committed Catholic philosophy that receives support from various sources to enable the agency to serve anyone in need.

Our Mission

The Mission of Catholic Charities is to extend all the healing and empowering presence of Jesus by providing help and hope to those in need.

Our highly skilled staff, volunteers, advisory board members, and donors in the local community help accomplish our Mission.

Our Mission couldn't be fully served without the contributions of every one of these devoted individuals.

Our Services

At Catholic Charities, we realize things aren't always easy. When our neighbors or family members become sick, there's not always somewhere to turn. When our friends and family need help overcoming life's obstacles, we're here to help. That's why we have our Assistance Programs: to help in times of need.

Our Healthcare Programs offer prescriptions and medical equipment to those in need. We have the following Healthcare Programs:

- MedAssist Program
- Medical Equipment Loan

Our family and Individual Stabilization Programs offer several levels of assistance. We have the following Family and Individual Stabilization Programs:

- Blessed Baby Program
- Clothing Assistance Program
- Furniture and Household
- Food Pantry
- Boomerang Blessings Thrift

For more information about our services and how to qualify, please call (217)235-0420.

Psalms 1-3 He is like a tree planted by streams of water, which yields its fruit in season and whose leaf does not wither. Whatever he does prospers.

Appendix I – Catholic Charities Photo Release Form

Catholic Charities Photo Release Form

I, _____, give permission for my
 ___ Photo ___ Story ___ Name ___ Other, please specify _____ to be used

on Catholic Charities:

___ Website (name and purpose) _____

Start date: _____ and will continue until Catholic Charities deems appropriate.

___ Newsletter (name/issue/year) _____

___ Brochure (name and purpose) _____

___ Letter (name and purpose) _____

___ Advertisement (name and purpose) _____

Start date: _____ and will continue until Catholic Charities deems appropriate.

Catholic Charities will use this photo/story/name/other (please circle one) to promote its services and programs. Please sign below if you accept that Catholic Charities will use your photo/story/name/other and that you are not receiving any financial payment for using Catholic Charities using your photo or information.

Name _____

Signature _____

Witness _____

Date _____ This release will expire on: _____

For Office Use Only:

Use of: _____

For: Website ___ Section _____ Date _____

Newsletter ___ Section _____ Date _____

Brochure ___ Section _____ Date _____

Letter ___ Section _____ Date _____

Advertisement ___ TV/radio/print _____ Date _____

Appendix J – Catholic Charities Style Guide

STYLE GUIDE

How We Look

Catholic Charities
of Coles, Douglas, and Edgar Counties

Welcome to Catholic Charities

Whether you have just joined our staff or have been at Catholic Charities for a while, we are confident you will find Catholic Charities to be an exciting and rewarding place in which to work. As an employee, you are one of our most valuable resources, and we are looking forward to a productive and successful association.

This Style Guide was written to help you get to know us a little better. This guide contains basic elements that make up Catholic Charities' internal and external documents. Take a look through the pages and let us know if you have any questions.

Table of Contents

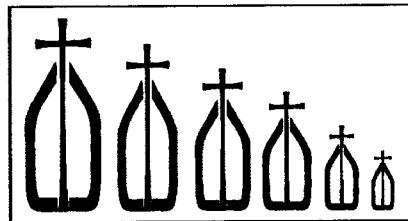
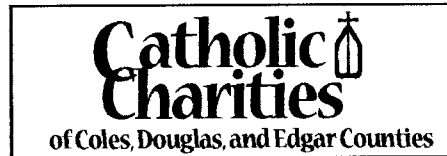
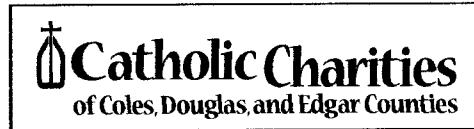
03	Our Logo
04	Our Organization
05	Our Typeface
07	Our Colors
08	Our Illustrations
09	Our Icons
10	Our Language

Our Logo

Our logo is a valuable asset to our organization. While we ask that it is always included beside our name, Catholic Charities, the size can be adjusted as needed, as long as the logo is still visible.

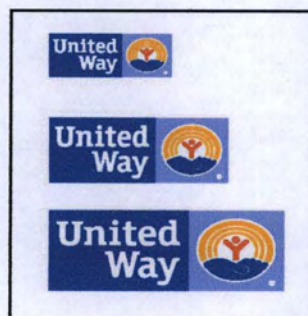
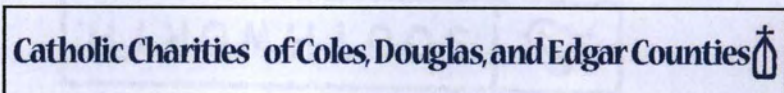
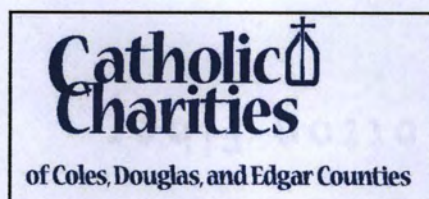
And although we thoroughly like integrating colors into our documents, the logo must remain the same color throughout all internal and external documents. Therefore, we'd like to keep "Catholic Charities" the color of the logo for matching purposes.

All of these examples illustrate how our logo can be represented.



Our Organization

Our organization's name must always be written as Catholic Charities of Coles, Douglas, and Edgar Counties, and all of our internal and external documents must have the United Way symbol.



Our Typeface

Iskoola Pota - Regular

Use: For body text in The Olive Tree newsletter, brochures, and other marketing materials

ABCDEFGHIJKLMN OPQRST
 UVWXYZ
 abcdefghijklmnopqrstuvwxyz

Nueva - Bold

Use: For "Catholic Charities of Coles, Douglas, and Edgar Counties" and other titles, such as The Olive Tree, brochure titles, or other marketing materials

ABCDEFGHIJKLMN OPQRSTUVW
 XYZ
 abcdefghijklmnopqrstuvwxyz

Note This - Regular

Use: For headings, such as those in The Olive Tree newsletter and within the brochures

ABCDEFGHIJKLMN
 OPQRSTUVWXYZ
 abcdefghijklmnopqrs
 tuvwxyz

Titles, Headings, Text

Use the following guidelines when designing titles, headings, and text.

On external documents:

- Titles: Note This - Regular
- Subheadings: Note This - Regular
- Body Text: Nueva - Bold

On internal documents:

- For main headings (H1) use: Adobe Heiti Std R - Bold, All Caps, 14 pt.
- For Parts 1,2,3,4,5,6 in the Mattoon Supplement Employee Handbook use: H1
- For section headings (H2) use: Adobe Heiti Std R - Bold, All Caps, 12 pt.
- For subheadings (H3) use: Adobe Heiti Std R - Bold, 12 pt.
- For heading (H4) use: Cambria - Bold, 12 pt.
- For headings (H5) use: Cambria - Bold, Italics, 12 pt.
- For body text use: Cambria, 12 pt.

Our Colors

Our organization uses these colors for all internal and external documents.

These colors are used for titles, headings, and body text.



CC Brown
CMYK 47/71/81/62
RGB 74/43/27



CC Blue
CMYK 100/99/30/21
RGB 36/36/99

These colors are used for accents or illustrations.



CC Light Blue
CMYK 72/68/0/0
RGB 94/93/227



CC Tan
CMYK 33/62/75/19
RGB 150/97/69



CC Green
CMYK 63/17/83/2
RGB 107/163/92

Our Illustrations

Our main illustration is the tree below. It can be small or large, faded or bright. All we ask is that it never cover up important text. We also use the verse from Psalms 1:3.

Psalms 1:3 He is like a tree planted by streams of water, which yields its fruit in season and whose leaf does not wither. Whatever he does prospers.



Our Icons

Our logos are used to represent our six assistance programs. We also have one logo to represent the idea of assisting individuals. The colors can be interchangeable on documents.



Assistance Programs



Blessed Baby Program



Clothing Assistance Program



Food Pantry



Furniture and Household Assistance Program



MedAssist Program



Medical Equipment Loan Program

Our Language

We ask that you follow these language guidelines.

References

- If any questions arise, use the Merriam-Webster Dictionary and the Chicago Manual of Style 15th Edition.

Use of Language

- Use "Catholic Charities of Coles, Douglas, and Edgar Counties" at the beginning of documents to specify which Catholic Charities. After establishing which Catholic Charities, it is appropriate to use "Catholic Charities."
- Be cautious about word choices and audience.
- Avoid words such as: poor, worn, used, and old
- Use "client" instead of "patient"
- Use short, simple sentences.
- Use active voice.
- Use present tense where appropriate.
- Avoid passive voice except where appropriate.
- Be concise with sentences.

Programs

- Always capitalize the Programs and Assistance Programs. The programs should be spelled as follows:
- Blessed Baby Program
- Blessings Food Pantry
- Boomerang Blessings Thrift Store
- Clothing Assistance Program
- eBay and Amazon Program
- Furniture and Household Assistance Program
- MedAssist Program
- Medical Equipment Loan Program

Captialization

- Area Director
- Assistance Programs
- Bible
- Biblical
- Bishop
- Board of Directors
- Catholic
- Catholic Charities
- Chancellor
- Code of Canon Law
- Coles, Douglas, Edgar Counties
- Corporate Board
- Diocese
- Diocese of Springfield
- Director
- Finance Officer
- God
- Mattoon Supplement Employee Handbook
- Mission Statement
- Moderator of the Curia
- People of God

Numbers

- Use pm and am (ie: 9 pm, 7:30 am)
- Spell out number if less than 10
- Phone number: 217-235-0420

Appendix K – Guidelines for Client-Based Projects

GUIDELINES FOR CLIENT-BASED PROJECTS

A BRIEF INTRODUCTION

When I began my graduate study, I was quickly introduced to the concept of a client-based project and the idea of learning through experiences. These projects helped foster an appreciation of the professional communicator-client relationship, and while I felt these projects strengthened my skills, I encountered issues that weren't directly addressed in my textbooks. Professional communication scholars hinted at the matters, but they never provided definite answers to solve the problems. While working on my applied thesis project, I stumbled upon unforeseen constraints that once again lacked solutions. After evaluating my project, I recognized that I should have addressed certain matters prior to accepting the project and while working on the project. Because of this realization, I decided to create these guidelines.

I hope you'll find them helpful or as a reference throughout your own project. These guidelines aren't an exhaustive list of what to do and what to avoid while working with a client. They are instead intended to lead you through the process by highlighting questions to ask and factors to consider. Ultimately, these guidelines are a starting point for your client-based project. And perhaps while you are in the midst of your project or even finalizing the last details, you'll decide to include your thoughts and ideas to the guidelines to help other future professional communication students.

MEETING WITH YOUR POTENTIAL CLIENT

First and foremost, you must always remember that you are not obligated to accept a project when you meet with a potential client. Instead, use your first meeting to learn about him or her and the organization. Learn about the organization's needs and why he or she would like your expertise.

What to ask in a first meeting

- When does this project need to start?
- What is the project's deadline?
- What tasks does your client want completed?
- How does your client envision the final product? Can he or she show you an example?

Document Idea red flags

- Your client doesn't know what he or she wants.
- Your client may not know how to express what he or she wants.
Remember: It is your job to guide them through these potential problems.

Project specifics

- Will this project need updating and/or revisions in the future?
- If necessary, will you have access to the organizations' information? Will there be any foreseen limitations as far as access?
- Is it necessary to have any special software to complete this project?
- Is there a budget for this project?
- Is this something you can put in your portfolio?

First meeting and project red flags

- You're expected to contribute to the budget.
- You're limited on resources, or the needed resources will not be provided.
- The client wants an easy fix.
- The client believes you can alleviate all of the organization's problems.
- The client wants you to solve problems but does not want your expertise and input.

AFTER THE INITIAL MEETING

Recognizing the red flags isn't always an indicator to decline the project. Whether you have serious concerns or no concerns, it is best to evaluate what the client's needs are and if you are able to help meet those needs.

How to evaluate the proposed project

- Is this a project you are able to tackle?
- What type of outcomes do you want from this partnership?
- What are your constraints and do those constraints influence whether or not you can take on this type of project?

If you choose to accept the proposed project, consider the following questions before meeting again with the client.

- What do you identify as the strengths of your client's organization?
- What do you identify as the weakness of your client's organization?
- How many revisions/rewrites will you provide your client? (Be sure to discuss this point.)

AT THE NEXT MEETING

Since you've accepted the project, you'll need to create a contract before you begin work. Once the work is agreed upon, you'll need to learn about the organization, establish the intended audience, develop goals and objectives, and discuss collaboration efforts.

Learn about your client and his or her organization

- What does your client identify as his or her organization's strengths?
- What does your client identify as his or her organization's weaknesses?
- Can your client provide five descriptive words that convey the organization and its values?
- What is the organization's reputation?
- What is the organization's history?
- What services does the organization offer and who are its competitors?
- What does your client's organization allow in terms of publicizing?
- Does the organization have a style guide?
- What is the organization's mission statement or vision?
- How long has your client been in his or her position?

Client and organization red flags

- Your client doesn't believe the organization has weaknesses.
- Your client can't identify the organization's strengths.
- The organization's reputation is questionable.
- The organization doesn't have publicity guidelines.
- Your beliefs don't align with the organization's values and mission statement.
- Your beliefs don't align with the organization's code of conduct.

Establish the intended audience

- How much does your client know about the organization's intended audience?
- What are the most important problems facing this audience?
- Has your client done any marketing research on his or her customers?
- What are the organization's product and/or service?
- How, specifically, does the product and/or service help solve the customers' problems?
- What is the typical customer like?
- What does your client want the audience to do as a result of encountering the product and/or service?

Audience red flags

- Your client has never considered the intended audience.
- Your client doesn't want to produce documents for certain audiences.
- Your client doesn't understand his or her own organization's purpose.

Develop objectives and goals

- What are the goals and objectives for this project?
- What are your client's long-term goals?
- What steps are needed to accomplish the objectives and goals?
- Are there smaller goals to meet before accomplishing the long-term goals? If so, what are they?

Objective and Goal red flag

- Your client and the organization do not have objectives and/or long-term goals.

Collaboration

- How will you communicate with your client?
- Who will be your contact and backup contacts?
- How often does your client want updates with your progress?
- How much information does he or she want in these updates?
- How much lead time does your client need to provide feedback on the documents you send to him or her?
- What is your client's expectation of your availability?
- How many people at the organization will be involved in this project?
- If multiple executives or teams are involved, who has final approval?

Collaboration red flags

- Your client isn't concerned about communicating throughout the partnership.
- Your client isn't flexible regarding your availability.
- There are too many executives of the project.
- Your client has unreasonable expectations about work load and production time.
- Your client is no longer working with the organization.
- Your client has not responded to your emails or returned your phone calls for some time.
- Your client asks for more work than what was established in your contract.
- Your client isn't providing you with the materials you need to complete tasks.

COMPLETING THE PROJECT

Always provide your client with all of the documents you created, wrote, or edited. You also need to provide them with any photographs, images, typefaces, color palettes, passwords, etc.

The idea is to provide your client with the necessary tools that he or she can use to continue moving towards success.

QUICK TIPS

- If your client has asked you to provide feedback regarding documents that he or she created, choose your words wisely.
- If your client needed the project completed yesterday, reconsider accepting the project.
- If your client states he or she has a bad relationship with previous consultants and has a tendency to be negative, reconsider your options.
- If your client is fairly new to developing ideas, generating documents, etc., don't point it out.
- If your client wants to communicate via email, try to call them throughout the project to ensure smooth and thorough communication.

And of course, regardless of how frustrating it might be, always remember your services must reflect what the client wants.

SUGGESTED READINGS

Design

- http://www.slate.com/articles/life/signs/2010/03/the_secret_language_of_signs.html
- <http://www.letterheady.com/>
- http://www.istockphoto.com/article_view.php?ID=153
- <http://www.smashingmagazine.com/2009/08/20/typographic-design-survey-best-practices-from-the-best-blogs/>
- http://www.fontshop.com/education/pdf/fsfinalbook_single.pdf
- <http://bonfx.com/29-principles-for-making-great-font-combinations/>
- <http://spyrestudios.com/the-anatomy-of-an-infographic-5-steps-to-create-a-powerful-visual/>
- http://www.wired.com/magazine/2010/11/ff_bloodwork/all/1
- <http://www.smashingmagazine.com/2010/01/28/color-theory-for-designers-part-1-the-meaning-of-color/>
- <http://www.smashingmagazine.com/2010/02/02/color-theory-for-designers-part-2-understanding-concepts-and-terminology/>
- <http://www.smashingmagazine.com/2010/02/08/color-theory-for-designer-part-3-creating-your-own-color-palettes/>
- Robin Williams's *The Non-Designers Design Book*
- John McWade's *Before and After Page Design*
- Miles A. Kimball and Ann R. Hawkins's *Document Design: a Guide for Technical Communicators*
- Nick Montfort and Noah Wardrip-Fruin's *The New Media Reader*
- Annette L.M. von den Bosch, Menno D.T. de Jong, and Wim J.L. Elving's "Managing Corporate Visual Identity"
- Scott Jones' "A Guide to Using Color Effectively in Business Communication"

Communicating effectively with clients

- Jr. H.L. Goodall, and Sarah Goodall's *Communicating in Professional Contexts: Skills, Ethics, and Technologies*

Ethics

- J.E. Porter's "The Role of Law, Policy, and Ethics in Corporate Composing: Toward a Practical Ethics for Professional Writing"
- John G. Bryan's "Down the Slippery Slope"
- http://www.the-efa.org/res/EFA_cfp_3rd.pdf

Technical Writing and Editing

- R. Stanley Dicks' *Management Principles and Practices for Technical*
- Linda Driskill's "Understanding the Writing Context in Organizations"
- Robert R. Johnson's "Audience Involved: Toward a Participatory Model of Writing"
- Jennifer D. Slack, David J. Miller, and Jeffrey Doak's "The Technical Communicator as Author: Meaning, Power, Authority"
- Rachel Spilka's *Writing in the Workplace: New Research Perspectives*

Proposal Writing

- Norton J. Kiritz's "Program Planning & Proposal Writing"
- Richard C. Freed, Joseph D. Romano, and Shervin Freed's *Writing Winning Business Proposals*
- William I. Wolff's "Systems of Classification and the Cognitive Properties of Grant Proposal Formal Documents"

Marketing

- Idan Irvi's "Nonprofit Enterprise - Learning by Example"
- Katherine White and John Pelozo's "Self-Benefit Versus Other-Benefit Marketing Appeals: Their Effectiveness in Generating Charitable Support"
- Pamela McAllister's "Contributions and Premiums"
- Sam Dyer, Terri Buell, Mashere Harrison, and Sarah Weber's "Managing Public Relations in Nonprofit Organizations"
- Seungahn Nah's "Media Publicity and Civil Society: Nonprofit Organizations, Local Newspapers and the Internet in a Midwestern Community"
- Stacy Landreth Grau and Judith Anne Garretson Folse's "Cause-Related Marketing"