

Portland is Better Together Campaign Fall Update

The Portland is Better Together Campaign

As Portland navigates the economic downturn, the fabric of our community is strongest when we are helping each other. The Better Together campaign highlights resources and opportunities around the Portland-metro region where people can GIVE HELP, GET HELP, and CHOOSE LOCAL. It represents a partnership between community members, both government and residents, to care for those in our community who are struggling during this time. The primary avenue of information and resources is the Better Together website, located at <u>www.portlandisbettertogether.com</u>.

Give Help

City of Portland employees have volunteered at several events in the past six months. This summer, employees volunteered at Sand in the City and helped raise over \$150,000 for Kids on the Block, a non-profit organization that teaches thousands of school children about tolerance and social awareness through educational puppet shows. Recently, City employees helped out at three different events for the Fall Volunteer Challenge. The three events included the Dig-It event held by the Parks Bureau, a beautification project at Mt. Scott alternative high school, and a work party held at the Sellwood Community Garden. A total of 43 employees and their families volunteered at these events, volunteering over 130 total hours.

These events are in addition to various ways employees are already helping in our community. Feature stories on the Better Together website have included Commissioner Saltzman's school supplies drive, the Revenue Bureau and Royal Rosarians school supplies drive, the canned food drive at the employee Labor Day picnic, the coat drive by the OMF Green Team, and community hero Lauren Turner of the Bureau of Transportation.

This fall, in a quest to become the #1 city for volunteerism in the U.S., the Better Together campaign is encouraging businesses to help our community by joining the Corporate Volunteer Challenge. The Challenge provides participating businesses a mechanism to join together with other businesses to address the needs in our community through ongoing volunteer

involvement and new projects, as well as publicly share stories about volunteer activity. In our continual effort to heighten interactivity on the website, an online tool will both measure and promote progress on the Challenge. We will measure both the number of businesses signed on to the Challenge and their increase in volunteerism and feature these on the website.

Portland is Better Together continues to partner with Hands on Greater Portland to connect individuals to volunteer opportunities in Portland. The Better Together web page features weekly volunteer event updates and a link to Hands on Greater Portland's event calendar.

Since its launch in January, Better Together has became a main source of volunteers for Hands On Greater Portland. Each month, approximately 100 people "click through" on the city website to handsonportland.org. Well over 1,000 people have had a direct connection to Hands On, and it's estimated that dozens more have found a way to volunteer with hands On because of Better Together. "People want to help but don't know where to go," says Andy Nelson, Executive Director of Hands On. "Better Together is proving to be a useful and reliable way for volunteers to find ways to help."

Other Give Help highlights and feature stories have included:

- The 2009 Spirit of Portland Awards;
- TIME magazine's focus on public service; and
- A donation from the Benevolent and Protective Order of Elks to the Children's Cancer Association

Get Help

The Better Together campaign continues to expand its "get help" partner base. Worksource Oregon, Life By Design, and Elders in Action have joined a growing list of partners that provide needed assistance to the local community. Other resources include housing, credit counseling, health insurance, business assistance, and 2-1-1 information about social services available in your community.

Other Get Help highlights and feature stories have included:

- Industry-specific job listings;
- Youth Summer Works program; and
- Fix-It Fairs held by the Bureau of Planning & Sustainability

Choose Local

The City of Portland has partnered with Lamar Transit Advertising to promote the Better Together campaign on Trimet buses and benches this fall. The City received 100 advertising placements for phase one of the campaign during September through November. Phase two of the campaign offers qualified local businesses and nonprofit organizations a 50% discount on advertising rates for partnering with the Better Together campaign to promote local buying. The advertisements feature local businesses paired with Better Together. This fall, Better Together partnered with the Choose Local campaign to produce a 30-second public service announcement video, which will be featured on both the Better Together website and the Choose Local website. It promotes use of the Choose Local card to obtain discounts at participating local businesses.

Additionally, Better Together is partnering with the Sustainable Business Network of Portland to encourage Portlanders to buy local when shopping for the Holidays. This "Buy Local Stimulus Package" will start officially on December 1st when Mayor Adams and County Chair Ted Wheeler will read a proclamation during a press conference at the Local Goods store on SE Hawthorne to kick off the buy local awareness campaign.

Community Response

Better Together website hits have been a good way to quantify community interest in the initiative. In the last four months, external web hits have been higher than any of the previous months while internal web hits have remained steady. In those four months, the Better Together page has received a monthly average of 6,470 external and 1,857 internal web hits. The introduction of social media features like Facebook and Twitter attracted participants to the campaign. Our current Facebook fan base is 441, while our Twitter account has 352 followers.

Next Steps for Better Together:

- Enhance the front page of the Better Together website to make it easier to find information and resources. This will also make the Corporate Volunteer Challenge more visible.
- Increase the number of events featured in the Better Together community calendar
- Post the Choose Local video to the website
- Plan a volunteer event for City Council and City employees in early December
- Continue to collaborate with Mayor Bloomberg and the City of New York on the Cities of Service initiative



Portland is Better Together Campaign Fall Update

The Portland is Better Together Campaign

As Portland navigates the economic downturn, the fabric of our community is strongest when we are helping each other. The Better Together campaign highlights resources and opportunities around the Portland-metro region where people can GIVE HELP, GET HELP, and CHOOSE LOCAL. It represents a partnership between community members, both government and residents, to care for those in our community who are struggling during this time. The primary avenue of information and resources is the Better Together website, located at <u>www.portlandisbettertogether.com</u>.

Give Help

City of Portland employees have volunteered at several events in the past six months. This summer, employees volunteered at Sand in the City and helped raise over \$150,000 for Kids on the Block, a non-profit organization that teaches thousands of school children about tolerance and social awareness through educational puppet shows. Recently, City employees helped out at three different events for the Fall Volunteer Challenge. The three events included the Dig-It event held by the Parks Bureau, a beautification project at Mt. Scott alternative high school, and a work party held at the Sellwood Community Garden. A total of 43 employees and their families volunteered at these events, volunteering over 130 total hours.

These events are in addition to various ways employees are already helping in our community. Feature stories on the Better Together website have included Commissioner Saltzman's school supplies drive, the Revenue Bureau and Royal Rosarians school supplies drive, the canned food drive at the employee Labor Day picnic, the coat drive by the OMF Green Team, and community hero Lauren Turner of the Bureau of Transportation.

This fall, in a quest to become the #1 city for volunteerism in the U.S., the Better Together campaign is encouraging businesses to help our community by joining the Corporate Volunteer Challenge. The Challenge provides participating businesses a mechanism to join together with other businesses to address the needs in our community through ongoing volunteer

involvement and new projects, as well as publicly share stories about volunteer activity. In our continual effort to heighten interactivity on the website, an online tool will both measure and promote progress on the Challenge. We will measure both the number of businesses signed on to the Challenge and their increase in volunteerism and feature these on the website.

Portland is Better Together continues to partner with Hands on Greater Portland to connect individuals to volunteer opportunities in Portland. The Better Together web page features weekly volunteer event updates and a link to Hands on Greater Portland's event calendar.

Since its launch in January, Better Together has became a main source of volunteers for Hands On Greater Portland. Each month, approximately 100 people "click through" on the city website to handsonportland.org. Well over 1,000 people have had a direct connection to Hands On, and it's estimated that dozens more have found a way to volunteer with hands On because of Better Together. "People want to help but don't know where to go," says Andy Nelson, Executive Director of Hands On. "Better Together is proving to be a useful and reliable way for volunteers to find ways to help."

Other Give Help highlights and feature stories have included:

- The 2009 Spirit of Portland Awards;
- TIME magazine's focus on public service; and
- A donation from the Benevolent and Protective Order of Elks to the Children's Cancer Association

Get Help

The Better Together campaign continues to expand its "get help" partner base. Worksource Oregon, Life By Design, and Elders in Action have joined a growing list of partners that provide needed assistance to the local community. Other resources include housing, credit counseling, health insurance, business assistance, and 2-1-1 information about social services available in your community.

Other Get Help highlights and feature stories have included:

- Industry-specific job listings;
- Youth Summer Works program; and
- Fix-It Fairs held by the Bureau of Planning & Sustainability

Choose Local

The City of Portland has partnered with Lamar Transit Advertising to promote the Better Together campaign on Trimet buses and benches this fall. The City received 100 advertising placements for phase one of the campaign during September through November. Phase two of the campaign offers qualified local businesses and nonprofit organizations a 50% discount on advertising rates for partnering with the Better Together campaign to promote local buying. The advertisements feature local businesses paired with Better Together. This fall, Better Together partnered with the Choose Local campaign to produce a 30-second public service announcement video, which will be featured on both the Better Together website and the Choose Local website. It promotes use of the Choose Local card to obtain discounts at participating local businesses.

Additionally, Better Together is partnering with the Sustainable Business Network of Portland to encourage Portlanders to buy local when shopping for the Holidays. This "Buy Local Stimulus Package" will start officially on December 1st when Mayor Adams and County Chair Ted Wheeler will read a proclamation during a press conference at the Local Goods store on SE Hawthorne to kick off the buy local awareness campaign.

Community Response

Better Together website hits have been a good way to quantify community interest in the initiative. In the last four months, external web hits have been higher than any of the previous months while internal web hits have remained steady. In those four months, the Better Together page has received a monthly average of 6,470 external and 1,857 internal web hits. The introduction of social media features like Facebook and Twitter attracted participants to the campaign. Our current Facebook fan base is 441, while our Twitter account has 352 followers.

Next Steps for Better Together:

- Enhance the front page of the Better Together website to make it easier to find information and resources. This will also make the Corporate Volunteer Challenge more visible.
- Increase the number of events featured in the Better Together community calendar
- Post the Choose Local video to the website
- Plan a volunteer event for City Council and City employees in early December
- Continue to collaborate with Mayor Bloomberg and the City of New York on the Cities of Service initiative



Portland is Better Together Campaign Fall Update

The Portland is Better Together Campaign

As Portland navigates the economic downturn, the fabric of our community is strongest when we are helping each other. The Better Together campaign highlights resources and opportunities around the Portland-metro region where people can GIVE HELP, GET HELP, and CHOOSE LOCAL. It represents a partnership between community members, both government and residents, to care for those in our community who are struggling during this time. The primary avenue of information and resources is the Better Together website, located at <u>www.portlandisbettertogether.com</u>.

Give Help

City of Portland employees have volunteered at several events in the past six months. This summer, employees volunteered at Sand in the City and helped raise over \$150,000 for Kids on the Block, a non-profit organization that teaches thousands of school children about tolerance and social awareness through educational puppet shows. Recently, City employees helped out at three different events for the Fall Volunteer Challenge. The three events included the Dig-It event held by the Parks Bureau, a beautification project at Mt. Scott alternative high school, and a work party held at the Sellwood Community Garden. A total of 43 employees and their families volunteered at these events, volunteering over 130 total hours.

These events are in addition to various ways employees are already helping in our community. Feature stories on the Better Together website have included Commissioner Saltzman's school supplies drive, the Revenue Bureau and Royal Rosarians school supplies drive, the canned food drive at the employee Labor Day picnic, the coat drive by the OMF Green Team, and community hero Lauren Turner of the Bureau of Transportation.

This fall, in a quest to become the #1 city for volunteerism in the U.S., the Better Together campaign is encouraging businesses to help our community by joining the Corporate Volunteer Challenge. The Challenge provides participating businesses a mechanism to join together with other businesses to address the needs in our community through ongoing volunteer

involvement and new projects, as well as publicly share stories about volunteer activity. In our continual effort to heighten interactivity on the website, an online tool will both measure and promote progress on the Challenge. We will measure both the number of businesses signed on to the Challenge and their increase in volunteerism and feature these on the website.

Portland is Better Together continues to partner with Hands on Greater Portland to connect individuals to volunteer opportunities in Portland. The Better Together web page features weekly volunteer event updates and a link to Hands on Greater Portland's event calendar.

Since its launch in January, Better Together has became a main source of volunteers for Hands On Greater Portland. Each month, approximately 100 people "click through" on the city website to handsonportland.org. Well over 1,000 people have had a direct connection to Hands On, and it's estimated that dozens more have found a way to volunteer with hands On because of Better Together. "People want to help but don't know where to go," says Andy Nelson, Executive Director of Hands On. "Better Together is proving to be a useful and reliable way for volunteers to find ways to help."

Other Give Help highlights and feature stories have included:

- The 2009 Spirit of Portland Awards;
- TIME magazine's focus on public service; and
- A donation from the Benevolent and Protective Order of Elks to the Children's Cancer Association

Get Help

The Better Together campaign continues to expand its "get help" partner base. Worksource Oregon, Life By Design, and Elders in Action have joined a growing list of partners that provide needed assistance to the local community. Other resources include housing, credit counseling, health insurance, business assistance, and 2-1-1 information about social services available in your community.

Other Get Help highlights and feature stories have included:

- Industry-specific job listings;
- Youth Summer Works program; and
- Fix-It Fairs held by the Bureau of Planning & Sustainability

Choose Local

The City of Portland has partnered with Lamar Transit Advertising to promote the Better Together campaign on Trimet buses and benches this fall. The City received 100 advertising placements for phase one of the campaign during September through November. Phase two of the campaign offers qualified local businesses and nonprofit organizations a 50% discount on advertising rates for partnering with the Better Together campaign to promote local buying. The advertisements feature local businesses paired with Better Together. This fall, Better Together partnered with the Choose Local campaign to produce a 30-second public service announcement video, which will be featured on both the Better Together website and the Choose Local website. It promotes use of the Choose Local card to obtain discounts at participating local businesses.

Additionally, Better Together is partnering with the Sustainable Business Network of Portland to encourage Portlanders to buy local when shopping for the Holidays. This "Buy Local Stimulus Package" will start officially on December 1st when Mayor Adams and County Chair Ted Wheeler will read a proclamation during a press conference at the Local Goods store on SE Hawthorne to kick off the buy local awareness campaign.

Community Response

Better Together website hits have been a good way to quantify community interest in the initiative. In the last four months, external web hits have been higher than any of the previous months while internal web hits have remained steady. In those four months, the Better Together page has received a monthly average of 6,470 external and 1,857 internal web hits. The introduction of social media features like Facebook and Twitter attracted participants to the campaign. Our current Facebook fan base is 441, while our Twitter account has 352 followers.

Next Steps for Better Together:

- Enhance the front page of the Better Together website to make it easier to find information and resources. This will also make the Corporate Volunteer Challenge more visible.
- Increase the number of events featured in the Better Together community calendar
- Post the Choose Local video to the website
- Plan a volunteer event for City Council and City employees in early December
- Continue to collaborate with Mayor Bloomberg and the City of New York on the Cities of Service initiative