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Yamhill County's Court Appointed Special Advocates

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First Federal Internship Program
Yamhill County’s
Court Appointed Special Advocates

RETENTION RESEARCH, ADVERTISING, AND VIDEO PROJECTS

MICHA PARKE
MAY 15TH, 2012

CASA
Court Appointed Special Advocates
FOR CHILDREN
What is CASA?
2012 CASA Program in Numbers

- Nationally
  - 955 Programs

- State of Oregon
  - 34 Programs

- Yamhill County’s Program
  - 3 Staff Members
  - 1 Intern
  - 45 CASA Volunteers
Objective:
- Research new ideas for higher volunteer retention rate

The Process:
- Reviewed and collected data on current volunteers
- Created statistics on the program's retention rate as of 2012
- Made contact with similar CASA Programs
  - Compared volunteer applications
  - Searched National CASA for ideas
- Recruitment from jury pool

Majority of Current CASA Volunteers are in their 1st, 2nd, or 7+ year of Service (Retention Rate: 2.5)

- < 1 Years: 7%
- 1 Year: 21%
- 2 Years: 20%
- 3 Years: 14%
- 4 Years: 9%
- 5 Years: 2%
- 6 Years: 9%
- 7+ Years: 18%

- Majority of Current CASA Volunteers are in their 1st, 2nd, or 7+ year of Service (Retention Rate: 2.5)
Skills Developed

- Hard skills
  - Gathering information
  - Presenting the information
    - Microsoft Excel
- Soft skills
  - Communicating the needs of Yamhill County CASA
Project #2 – Advertising the CASA Auction

• Objective
  ○ Advertise for the 4th Annual CASA Auction

• The Process
  ○ Creating the flyer
  ○ Hanging flyers in McMinnville & Newberg business windows
Project #2 – Advertising the CASA Auction

The Process
- Reader Boards
  - First Federal Bank
  - Hagan Hamilton Insurance
  - MAC Theater
  - Carstar
  - Your Space Storage
- Advertising in the newspaper
  - News Register
  - Newberg Graphic
- Local newsletters
  - McMinnville Downtown Association
  - West Hills Retirement Center
  - Local churches
- KLYC Radio
- MCM 11 Events
- Online Event Calendars

Yamhill County CASA’s 4th Annual Auction

soaring to New Heights
Saturday, April 21st
6:00 – 9:00 pm
McMinnville Grand Ballroom

Featuring:
~Live & Silent Auctions
~Williamette Valley Wines
~Catering by Harvest Fresh
~Musical Guests & Entertainment

$65 per person
For more info or to register, visit yccasa.org
Project #2 – Advertising the CASA Auction

- **Skills Developed**
  - **Hard Skills**
    - Creating an event flyer & newspaper ad
      - Adobe Photoshop Elements
    - Creating advertisements
    - Researching various advertising outlets
  - **Soft Skills**
    - Communication with businesses
    - Organizational skills
Project #3 – Video Editing & Compilation

- **Objective**
  - Create a 7-8 minute video to be shown at the auction

- **The Process**
  - Searching for videos on National CASA YouTube
  - Combining and editing 4 videos as 1
    - PowerDirector software
Project #3 – Video Editing & Compilation

Skills Developed

- **Hard Skills**
  - Downloading videos off YouTube
  - Using Power Director software

- **Soft Skills**
  - Utilize resources
  - Flexibility
  - Creativity
The 4th Annual CASA Auction
April 21, 2012
CASA raised $30,000 that night!
Conclusion

- Positive Learning Experience
  - Now, Discover Your Strengths by Marcus Buckingham and Donald Clifton
    - Harmony, Focus, Fairness, Responsibility, and Achiever
Conclusion

- **Skills I have gained**
  - Communication development
  - Preparing an event flyer
  - Gathering information
  - Effectively presenting information
  - Advertising for non-profit organization
  - Data entry
  - Video editing
What a Difference Experience Can Make!

- From this...

   Lift up a child’s voice. A child’s life.  
   A child has rights. We fight for them. Join our movement

   Levels of Corporate Sponsorship

   **Bronze - $250**  
   $812 Value  
   - Placement in thank-you ads in NewsRegister & Newberg Graphic  
   - Company Logo on event registration website

   **Silver - $500**  
   $1,172 Value  
   - Placement in thank-you ads in NewsRegister & Newberg Graphic  
   - Company logo & link on event registration website  
   - Company logo on CASA website for one year

   **Gold - $1,000**  
   $1,332 Value  
   - Prominent placement in thank-you ads in NewsRegister & Newberg Graphic  
   - Company logo & link on event registration website  
   - Company logo & link on CASA website for one year  
   - Advertising in quarterly CASAGRAM for one year

   Thank you!

   Yamhill County CASA | 1945 NE Baker St. | McMinnville, OR 97128 | 503.454.6683 | office@yccasa.org

- To this...

   Lift up a child’s voice. A child’s life.

   Yamhill County CASA:  
   Corporate Sponsorship

   **Sponsorship Levels:**

   **Bronze — $250**  
   $500 est. value  
   - Placement in thank-you ads in NewsRegister & Newberg Graphic  
   - Company Logo on event registration website  
   - Company Name listed in auction catalog

   **Silver — $500**  
   $1000 est. value  
   - Placement in thank-you ads in NewsRegister & Newberg Graphic  
   - Company Logo & Link on event registration website  
   - Company Logo on CASA website for one year  
   - Company Name & Logo listed in auction catalog

   **Gold — $1,000**  
   $1,500 est. value  
   - Prominent placement in all print advertising  
   - Company Logo & Link on event registration website  
   - Company Logo & Link on CASA website for one year  
   - Advertising in quarterly CASAGRAM for one year  
   - Company Name & Logo in catalog  
   - Large banner display of Logo at event

   Thank you!

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- Amy Bissonnette, Program Director of Yamhill CASA
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References