Developing Your Village

Presented by:
Village to Village Network
What are the first steps to starting my Village?
How Do I Start?

- Identify a group of individuals that share your vision for starting a Village
- Start a planning group and possibly identify a partnering and supporting organization
- Join Village to Village Network
- Identify your Village’s target population
- Research: assemble census & other demographic data (factfinder.census.gov)
How Do I Start?

- Define your geographic area to be served
- Develop your goals, mission and vision
- Decide on your organizational structure
- Choose your name and develop branding
- Start thinking about potential programs, services and activities that will be offered
- Create a draft budget, think through potential expenses and membership fees
- Start holding meetings and recruiting!
Developing Your Village

Once your planning group has decided on some of the basics – name, target area, governance structure, basic programming and services, it’s time to develop your Village
Village Development

- Identify existing services and specific needs

- Develop business plan and strategic plan – including formal working budget

- Develop Working Teams

- Raise Money
Village Development

- Elect board
- Recruit service volunteers begin tracking and managing in database
- Recruit potential members
- Develop policies
- Set up operating infrastructure
Lessons Learned

• Most important lessons for a successful Village
  – Recruit, Recruit, Recruit: Member and community buy-in is essential
  – Diversify your revenue: multiple streams of income are essential
Recruitment

• Key components of a Village:
  – Membership Driven; Grassroots
  – Volunteer services

• Get member input from very beginning

• Need to actively recruit volunteers and members simultaneously

• On average Villages have a 4:1 ratio of members to volunteers
Recruiting Methods

• Create a website and promotional materials
• Give presentations to local organizations
  – Churches, Service Organizations, clubs
• Put on public presentations
  – Host at libraries, apartment buildings, community centers, homes of planning committee
• Pass out brochures at local venues - coffee shops, libraries, other businesses
Recruiting Methods

• Word of mouth
  – Have planning group/volunteers share with friends and other acquaintances

• Media
  – Write stories for local newspapers and magazines
  – Advertise meetings in public calendars

• Local radio/TV interviews
Revenue Diversification

Main Expenses that will need to be covered

- Salary for staff
- Background checks
- Marketing and outreach
- Office and utilities
- Equipment and supplies
Revenue Diversification

• Revenue sources to cover expenses
  – Membership Dues
  – Major Gifts – private donors
  – Grants – local or national
  – Special campaign and events
  – Planned Giving
Member Benefits for Developing Villages

- Online resources
  - Village 101 Toolkit, Fundraising Toolkit, Document Sharing, Discussion Forums

- Easy Access to Peers
  - Get a mentor to help one on one

- Annual conference
  - Reduced fees

- Discounted Database management system
  - Access to other discounts for background checks, home care agencies
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**Future Benefits for Developing Villages**
- Online resources
  - Additional and updated tool kits
- Easy Access to Peers
  - More formalized mentoring program

**Additional Resources**
- Shared Best Practices
- Collections of Village Stories
- Getting Started & Technology Webinars

**Discounts**
- Access to new discounts for insurance and others
The Village Movement Today

• 190 Village open and 185 communities in the development phase

• Village activity in 42 states and 5 countries

• Estimated to be serving 25,000+ older adults
New York Villages

- Open Villages – 15
- In Development - 11

- Albany
- Ancram
- Bronxville
- Brooklyn
- Buffalo
- Cheektowaga
- Ithaca
- Mamaroneck
- Millerton
- New York City
- Pleasant Valley
- Rhinebeck
- Rye
- Scarsdale
- Sleepy Hollow
- Somers
- White Plains
- Yonkers
Additional Info

www.vtvnetwork.org
Village101 Toolkit
Getting Started Checklist

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