

# The Value in Volunteering

Pro Football Hall of Fame



Honor the Greatest of the Game • Preserve its History • Promote its Values • Celebrate Excellence Together



# Current Volunteers

- **174 active volunteers currently**
  - Monday- 21 filled, 37 unfilled
  - Tuesday- 22 filled, 36 unfilled
  - Wednesday- 17 filled, 39 unfilled
  - Thursday- 19 filled, 39 unfilled
  - Friday- 26 filled, 33 unfilled
- A trend we are seeing is most current volunteers don't want to fulfill more “educational or informational” based positions



# Does distance matter?

Volunteer 1 (Further Volunteer)	Volunteer 2
Residency: Athens, Oh (2 ½ hour commute)	Residency: Mansfield, OH (1 hour commute)
Joined: 11/07/2023	Joined: 11/21/2023
Active: 7 months	Active: 6 months
Hours completed: 10 hours	Hours completed: 61 hours
Communication: Limited communication and lacking availability to truly serve as a valuable volunteer	Communication: Has demonstrated success in fulfilling the expectation of a museum volunteer

- Notice both volunteers joined approximately at the same time last year
- Both do have a commute to the Hall, however Volunteer 1 has to travel almost 1 ½ hours further
- Volunteer 2, with a shorter commute, has made it a priority to complete several more volunteer hours within the museum



# Young and Local Needs

- There is a clear lack of volunteers of a younger demographic
- The proximity as we search for new volunteers should not exceed beyond 1 hour to maximize their level of involvement
- College students tend to have availability weekdays in the afternoon and the weekends



# Walsh University



- **Gaming Management**
  - Athletic coaching, event manager, e-sports administration
- **Museum Studies**
  - Curation, collection specialist (already linked with Hall of Fame program)
- **Sports Management**
  - Sports information director, Sports event planner, Facility coordinator
- **Visual Communication/ Web Design**
  - Communication specialist, package/ production designer



# Malone University



- **Coaching**
  - Educators, student- athlete mentor, sports related fields
- **Hospitality**
  - Visitor bureaus, tourist attractions, community centers
- **Sports Management**
  - Team/ league positions, athletic merchandising, ticketing/ sales (already linked with Hall of Fame program)
- **Primary/ Secondary Education**
  - Specialized studies, history studies, childhood development



# Requirements

- **Both Universities have required internship/ real-world experience hours that must be satisfied prior to graduation**
- **Malone Course: BUS 481: Internship course**
- **Walsh Courses: MS 415, BUS 385, DV BUS 385, VCD 430 (Internship Courses)**
- **3 credit hours is 3-5 hours a week for semester (16 week)**
- **Not for pay, but for course credit**



# Advertising

- Social Media
  - Connecting with these universities, would allow for the university Instagram accounts to post a Hall of Fame advertisement for volunteer opportunities, student testimonials, and more involvement on underused platforms (tik-tok/ twitter)
- Student Portals
  - Each student has a portal which they use to manage all school related matters and check grades, which digital announcement and flyers can be shares

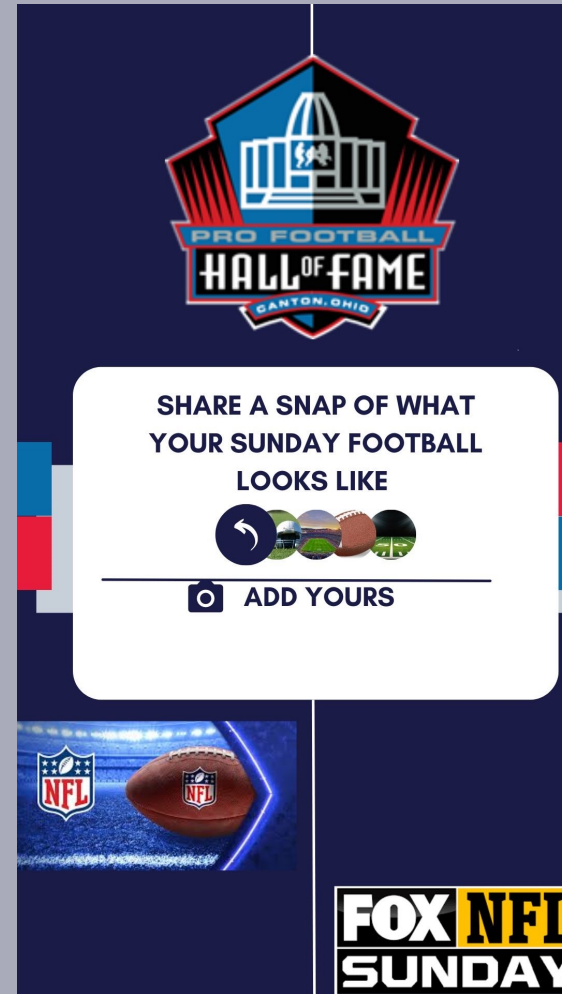




# Incentive

- Monthly challenges

- Using Instagram and tic-tok , during the duration of each students volunteer period the Hall of Fame can provide different “post prompts”, to encourage the collegiate volunteer to digitally promote The Hall, while also in the running for a “weekly win”
- “Weekly Win”- the winner of each weeks “post prompt” wins a free item, of the Hall’s choice from the gift shop, gift cards the village shops/ restaurants, ect...





## FAVORITE OBJECT



## Incentive

- Monthly challenges

\*\*\* Month Overview Example

Week 1-

Share a picture of your favorite museum exhibit and provide us with a fun fact we may not know

Week 2-

Share a snap of what your Sunday Football looks like

Week 3-

Post a pic of your favorite museum object from your ride of die football team

Week 4-

Create a tik- tok of what your ideal day at the museum as a guest would look like

Each week, these volunteer postings can be reviewed and judged by a select group of designated employees to determine a winner



# Incentive

## College Day

- Each semester, once the volunteers for that 16- week period are complete with the program, both Malone University and Walsh University students will get a “Day at the Museum”
- This could be a day which students from the two schools can come a tour the hall for free, but the main attraction of this day could be the “Head- to Head at the Hall”
- “Head-to-Head at the Hall” could be a flag football game on the field, on a Sunday afternoon where the Hall provides a pizza lunch for the students and facilitates a friendly rivalry flag football game!
- This is an excellent event to get a younger crowd to the hall, advertise and increase engagement/ followers of the Hall of Fame, and celebrate the volunteer participation from both universities

**FREE MUSEUM ENTRANCE  
WITH STUDENT ID**



**HEAD-TO-HEAD  
AT THE HALL**



**FOOD, FUN, AND FIELD**



**HEAD-TO-HEAD  
AT THE HALL**

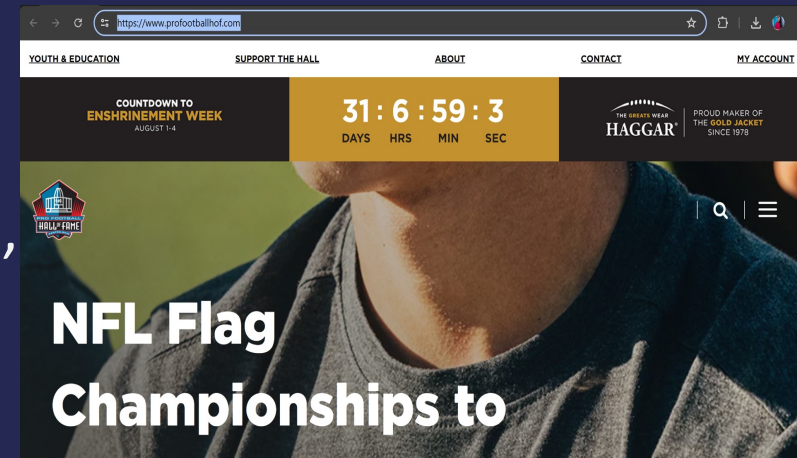
**Sign up to play on  
your team today!**

<https://www.profootballhof.com/>



# Spread the Word

- Direct efforts
  - Collegiate volunteers posting it on their personal social media accounts
- Hall of Fame Support
  - The Hall of Fame can have it published on their website while also pushing supplemental efforts of HofF social media accounts
- University Efforts
  - An email can be sent to all university students, the link to the sign up




# Outcome

- Gaining Volunteers
  - If the Hall of Fame was able to facilitate 15 volunteers for each university, per semester, the Hall of Fame could be gaining 30 volunteers to work 2 shifts each, per week
- Sparking and Further Developing Local Museum Interest
  - Museum attendance proves there is a lack of Canton locals that come through the Hall, so having local collegians working here, will encourage their parents/ friends/ educators to come visit
- Refacing the Volunteer Program
  - Developing a young face for the volunteer program on social media, will encourage the younger generation to continue involvement in the museum



# Collegiate Volunteer Application



## Collegiate Museum Volunteer Form

Honor the Greatest of the Game • Preserve Its History • Promote Its Values • Celebrate Excellence Together

### Personal Information

Full Name : \_\_\_\_\_

DOB : \_\_\_\_\_

Mobile : \_\_\_\_\_

Full Address : \_\_\_\_\_

Nationality : \_\_\_\_\_

City/Country : \_\_\_\_\_

Gender : (Male/Female) \_\_\_\_\_

Email : \_\_\_\_\_

Grade : \_\_\_\_\_

School : \_\_\_\_\_

Degree : \_\_\_\_\_

Shirt Size : \_\_\_\_\_

### Areas of Interest

Volunteer Areas:

Museum Tour Docent  Presentations  Gallery  Museum Archives

### Terms & Conditions

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



# External Marketing



**VOLUNTEER**  
*Spotlight*



**PRO FOOTBALL  
HALL OF FAME  
CANTON OHIO**

**NAME: JEFF SHREVE**

**DEGREE: SPORTS MARKETING**

**UNIVERSITY: WALSH UNIVERSITY**

**MUSEUM ROLE: SUPERBOWL GALLERY**

**FAVORITE NFL TEAM: CLEVELAND BROWNS**

**FAVORITE ITEM IN THE MUSEUM:  
PACKERS ANTLER HELMET**

**@PROFOOTBALLHOF**

**[HTTPS://WWW.PROFOOTBALLHOF.COM/](https://www.profootballhof.com/)**



**JEFF SHREVE**

## Hall of Fame

- Weekly Instagram posts spotlighting our volunteers
- All weekly “post challenge” content that volunteers post on their personal accounts, can also be re-posted on the Hall of Fame page
- It is important to not loose sight of our loyal volunteers of many years, so posting the older volunteers would be essential

# Walsh University: Academic Calendar

QUARTER SYSTEM CALENDAR, MEANING THERE ARE 4 QUARTERS WITHIN THE SCHOOL YEAR

2024 CALENDAR

JANUARY							FEBRUARY							MARCH						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
1	2	3	4	5	6	7				1	2	3	4					1	2	3
8	9	10	11	12	13	14	5	6	7	8	9	10	11	4	5	6	7	8	9	10
15	16	17	18	19	20	21	12	13	14	15	16	17	18	11	12	13	14	15	16	17
22	23	24	25	26	27	28	19	20	21	22	23	24	25	18	19	20	21	22	23	24
29	30	31					26	27	28	29				25	26	27	28	29	30	31
APRIL							MAY							JUNE						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
1	2	3	4	5	6	7				1	2	3	4	5					1	2
8	9	10	11	12	13	14	6	7	8	9	10	11	12	3	4	5	6	7	8	9
15	16	17	18	19	20	21	13	14	15	16	17	18	19	10	11	12	13	14	15	16
22	23	24	25	26	27	28	20	21	22	23	24	25	26	17	18	19	20	21	22	23
29	30						27	28	29	30	31			24	25	26	27	28	29	30
JULY							AUGUST							SEPTEMBER						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
1	2	3	4	5	6	7				1	2	3	4						1	
8	9	10	11	12	13	14	5	6	7	8	9	10	11	2	3	4	5	6	7	8
15	16	17	18	19	20	21	12	13	14	15	16	17	18	9	10	11	12	13	14	15
22	23	24	25	26	27	28	19	20	21	22	23	24	25	16	17	18	19	20	21	22
29	30	31					26	27	28	29	30	31		23	24	25	26	27	28	29
														30						
OCTOBER							NOVEMBER							DECEMBER						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
	1	2	3	4	5	6					1	2	3						1	
7	8	9	10	11	12	13	4	5	6	7	8	9	10	2	3	4	5	6	7	8
14	15	16	17	18	19	20	11	12	13	14	15	16	17	9	10	11	12	13	14	15
21	22	23	24	25	26	27	18	19	20	21	22	23	24	16	17	18	19	20	21	22
28	29	30	31				25	26	27	28	29	30		23	24	25	26	27	28	29
														30	31					

FALL SEMESTER 2024  
AUGUST 26- OCTOBER 6

FALL II 2024  
OCTOBER 21-DECEMBER 14

SPRING I 2025  
JANUARY 6-MARCH 1

SPRING II 2025  
MARCH 10-MAY 3





# Malone University: Academic Calendar

**TERM SYSTEM CALENDAR, MEANING THERE ARE 4 TERMS WITHIN THE SCHOOL YEAR**

**2024 CALENDAR**

JANUARY							FEBRUARY							MARCH						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
1	2	3	4	5	6	7				1	2	3	4					1	2	3
8	9	10	11	12	13	14	5	6	7	8	9	10	11	4	5	6	7	8	9	10
15	16	17	18	19	20	21	12	13	14	15	16	17	18	11	12	13	14	15	16	17
22	23	24	25	26	27	28	19	20	21	22	23	24	25	18	19	20	21	22	23	24
29	30	31					26	27	28	29				25	26	27	28	29	30	31

APRIL							MAY							JUNE						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
1	2	3	4	5	6	7				1	2	3	4	5					1	2
8	9	10	11	12	13	14	6	7	8	9	10	11	12	3	4	5	6	7	8	9
15	16	17	18	19	20	21	13	14	15	16	17	18	19	10	11	12	13	14	15	16
22	23	24	25	26	27	28	20	21	22	23	24	25	26	17	18	19	20	21	22	23
29	30						27	28	29	30	31			24	25	26	27	28	29	30

JULY							AUGUST							SEPTEMBER						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
1	2	3	4	5	6	7				1	2	3	4						1	
8	9	10	11	12	13	14	5	6	7	8	9	10	11	2	3	4	5	6	7	8
15	16	17	18	19	20	21	12	13	14	15	16	17	18	9	10	11	12	13	14	15
22	23	24	25	26	27	28	19	20	21	22	23	24	25	16	17	18	19	20	21	22
29	30	31					26	27	28	29	30	31		23	24	25	26	27	28	29

OCTOBER							NOVEMBER							DECEMBER						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
	1	2	3	4	5	6					1	2	3						1	
7	8	9	10	11	12	13	4	5	6	7	8	9	10	2	3	4	5	6	7	8
14	15	16	17	18	19	20	11	12	13	14	15	16	17	9	10	11	12	13	14	15
21	22	23	24	25	26	27	18	19	20	21	22	23	24	16	17	18	19	20	21	22
28	29	30	31				25	26	27	28	29	30		23	24	25	26	27	28	29

**FALL TERM I 2024**  
AUGUST 26-OCTOBER 16

**FALL TERM II 2024**  
OCTOBER 21-DECEMBER 6

**SPRING TERM I 2025**  
JANUARY 13- MARCH 7

**SPRING TERM II 2025**  
MARCH 17- MAY 2



# Walsh University Contacts

Edna Mcculloh

\*Associate Vice President for Academic Administration  
(Academic Services Department)



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330.490.719



## Office of the Registrar

Need registration help? Email [registrar@walsh.edu](mailto:registrar@walsh.edu), or stop in to the Student Service Center located in Farrell Hall 101.

Office of the Academic Registrar

Contact Info:

[registrar@walsh.edu](mailto:registrar@walsh.edu)

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# Malone University Contacts



## Laura Foote

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[800.939.5818](tel:800.939.5818)



## Undergraduate Admissions



## Marcia Everett

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# Specialized Personnel



**Stephanie Koontz**

Assistant VP Alumni and Career Connections

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- 330.244.4943

**Donald Jense II**

Assistant Professor and Director of Sports Management

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330.471.8305



# Collegiate Volunteer Application

## HEAD-TO HEAD AT THE HALL

### SPECIAL



- Show student ID for free museum entry
- Ask ticket booth for wristband's to get into outdoor field tent
- **Pizza will be served starting at NOON**
- **Kickoff for game starts at 1:00 pm**

## MONTHLY "POST PROMPT"



### PRIZES



Honoring National Museum Day:  
2 museums tickets and cafe vouchers

Finals Week Fuel:  
\$20 gift card to one of the following..  
(Starbuck's, Dunkin, Tremont, Walkie talkie, 7 brews)

Suit-up for the Superbowl:  
\$50 gift card to the gift shop

Others:

- 1/2 off teddy bear from The village Build-A-Bear shop
- \$20 gift card the the movie theater



# Volunteer Expectation/ Commitment

In order to receive adequate credit to satisfy college course...

- Participate in weekly social media “Post prompts”
- Work at least 2 shift a week as a volunteer somewhere within museum/ collection, ect
- All students will work on a semesterly schedule, therefore they will either work from August- December (Fall session) or January- May (Spring session)

