



Easy Steps to Starting Your Own POM Program

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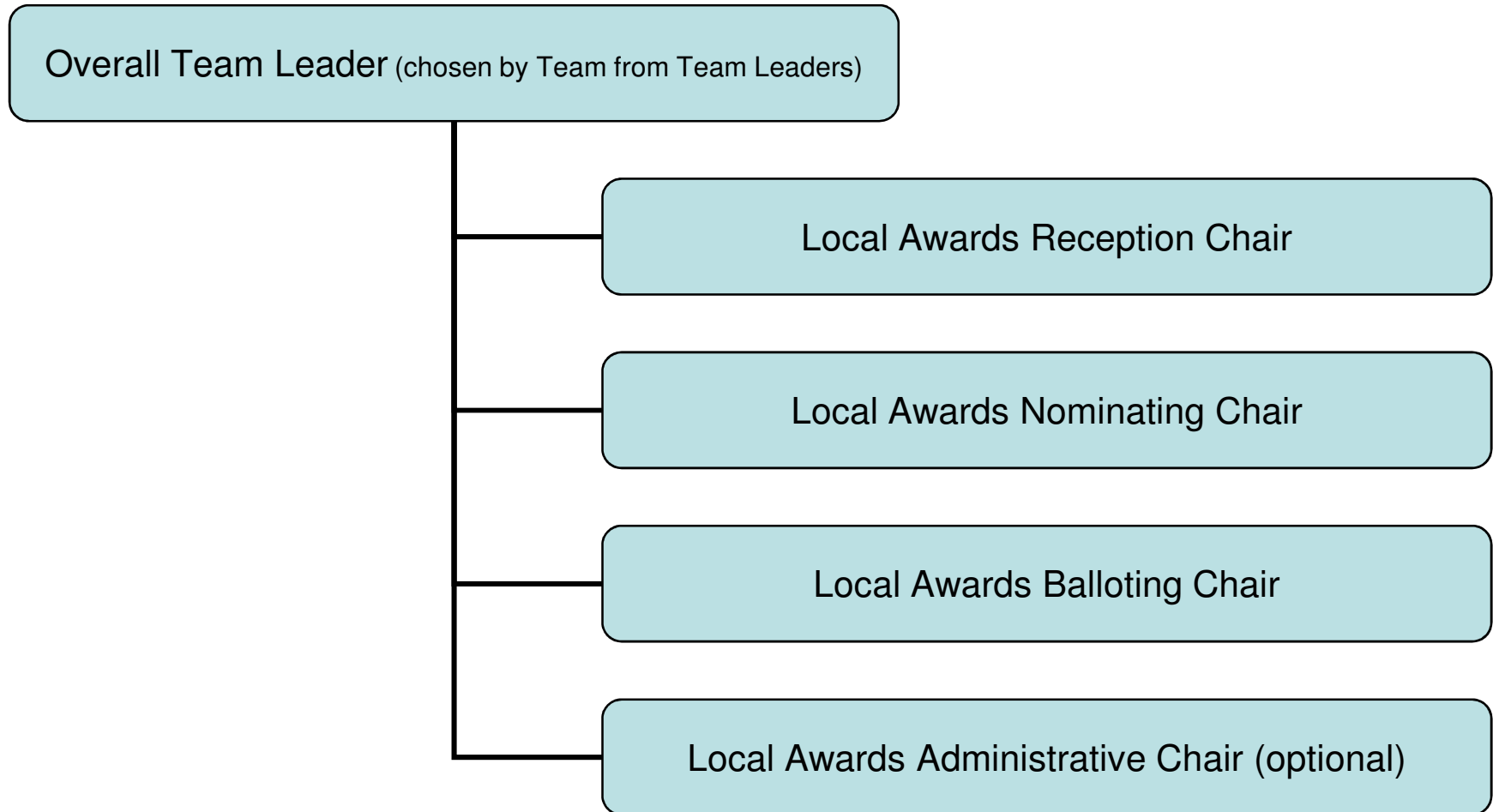
The Essential First 4 Steps

Step #1

Identify Four Volunteer Team Leaders . . .

- Who are willing to work together. These are “worker bee” personalities who enjoy “rolling up their sleeves” and getting the job done.
- Each year from among this group, an overall team leader should be chosen by the group.
- Note: At least one member of your team will need access to the internet, a computer, printer and scanner

Local POM Leadership Team



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Step # 2 The Essential First 4 Steps

Develop your POM Purpose Statement

What are you seeking to achieve by having a POM Awards program in your community?

- For example, Allentown's mission is to fight crime by encouraging well tended neighborhoods; Bethlehem's is to promote tourism and the importance of REAL downtowns; Easton's is to promote historic preservation and community identity.
- **Make your statement as short and to the point as possible:**
- Allentown's Mission Statement reads: "Well maintained neighborhoods are safer neighborhoods"
- The General POM statement for all communities is: "POM annual awards programs seek to positively impact property maintenance by rewarding and recognizing those property owners that maintain their properties in an outstanding fashion, thereby directly impacting the quality of life in that block and neighborhood and inspiring others to do the same".

Your Specific Community Purpose Statement shapes the Grand Prize winner choice, reception location and other key variables.

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Step #3

Scope of Program for First Year

- In your first year, will you only recognize businesses OR residences OR institutions OR rentals? Or will you recognize all or some combination of these following your mission statement?
- How will you “divide” your community into logical portions that the community can identify with? For example, Easton and Bethlehem divided along neighborhood designations everyone uses: College Hill Easton and Southside Bethlehem for example.
- You must delineate on a municipal map exactly where those divisions begin and end. Allentown uses Wards and combined Ward Areas. You then mail this map or scan it and email it to POM.

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Essential First 4 Steps

Step #4

Finalize Awards Reception Time/Date/Location

- **The location should reflect your mission. For example:**
 - Allentown has its Annual POM Awards Receptions in churches to highlight the important role churches play in the safety and health of neighborhoods.
- **Reception should be in In Mid-October to early November**
 - June = training nominators
 - July = nominating finalists
 - August = “People’s Choice” ballots in newspapers and distributed via ballot boxes in community/Voting
 - September = Finalize your reception/Tally votes
 - October/November = Awards Reception

Overview of POM Team Leaders Activities

POM Awards Reception Chair

Responsible for keeping this function on time and on budget. Organizes and runs all aspects of Annual Awards Reception.

- **Spring** *estimated 2 hours or less*
 - Secure/Finalize Reception Date/Time/Location. Enter into website.
- **April – June** *estimated 5 hours or less*
 - Develop and finalize invitation list. Enter into website.
 - Finalists added once chosen in late summer
- **April – September** *estimated 10 hours or more*
 - Secure sponsor donated gifts to give to finalists at Awards Reception
 - Secure food, refreshments and décor for Awards Reception
 - Enter all sponsor information into website.
- **September/October** *estimated 10 hours or less*
 - Plan, organize and run Awards Reception
 - NOTE: This is a complementary Awards Reception –important to ensure NO barriers to maximum attendance

POM Awards Nomination Chair

Responsible for keeping this function on time and on budget. Organizes and runs all aspects of Awards Nomination process

- **Spring** *estimated 5 hours or less*
 - Identify Nomination Team
 - Divide community into nomination areas
 - Determine what categories you'll be focused on for this year: residential, business, institutional and/or rental
 - Determine how many finalists per designated area
- **May 1** *estimated 2 hours or less*
 - Nomination team training with POM statewide support
- **May/June** *estimated 15 hours or less*
 - With Nomination captains evaluate properties in designated areas and choose finalists
 - Confirm all Finalist Releases. CRITICAL that all data is exactly correct. Load into Master Nomination binder. Enter into Website.
- **July/August** *estimated 2 hours or less*
 - Proof Ballot listing all finalists

Overview of POM Team Leaders Activities

POM Awards Balloting Chair

Responsible for keeping this function on time and on budget. Responsible for all aspects of getting maximum number of People's Choice ballots to finalists and public and maximum participation in the People's Choice portion of the POM Awards Program

- Spring *estimated 2 hours or less*
 - Balloting Team Selected
- April – June *estimated 5 hours or less*
 - Maximum number of ballot box locations secured from area businesses, municipal buildings and other common public meeting areas
 - Prepare ballot boxes
- July/August *estimated 10 hours or less*
 - Distribute ballot boxes and collect ballots on regular basis from locations
 - Working with Statewide, confirm appearances of ballots in region print or other media
 - Secure other local media for ballots to appear in
- August/September *estimated 1 to 10 hours*
 - Tabulate ballots and enter final returns into website *10 hours*

OR

 - Working with an area youth or other organization, have them tally your ballots using the POM Tally Sheets *1 hour*

POM Awards Administration Chair

Responsible for keeping this function on time and on budget. Responsible for ensuring all critical date ranges are followed by Team Leaders by communicating key dates on an ongoing basis. Responsible for critical administrative support functions.

- Spring *estimated 2 hours or less*
 - Working with Statewide organization, create Timeline for all key functions as communicated by Statewide organization. Enter into Website.
- June *estimated 2 hours or less*
 - Print out invitation labels and returns from website (or as supplied by statewide organization)
- July/August *estimated 10 hours or less*
 - Working with Awards Chair, input all sponsors as obtained and secured into Program Guide Template. Proof final template
 - Proof final Ballot
 - Proof final Invitation
- June – November *estimated 10 hours or less*
 - Mailing out of Ballots and congratulations letters to Finalists
 - Mailing out of invitations
 - Mailing out of Sponsor thank yous with program guide post reception
 - Mailing out/delivery of any unclaimed certificates, awards etc.

Support that POM provides

- One-on-One support will be provided in early days of a community starting POM by Statewide Director
- Ongoing support will transition to a “fellow” who is a student at a college from your region (2008).
- In addition, the POM Administrative Director will interface with the respective Administrative Chairs or Overall Chairs of participating communities to make sure all data is entered correctly and timelines followed.

POM Website

The POM website provides all the forms, materials and support that respective POM communities need to operate their programs.

The website is a self-administrating, comprehensive means for participating POM community volunteer leaders to:

- access all materials
- receive on-going training
- request other support to operate the different aspects of their programs.
- post photos of their winners, names of all recipients, etc. on a “Home Page” for regions and communities
- house all data (winners, finalists etc.)
- enter and maintain all data (names, addresses, all contact data for finalists and every year’s winner/finalist info from receptions).
- create a master pooled database for all statewide/nationwide programs
- template and self-administrate the updating/proofing of information in those items critical to awards programs but highly time consuming
 - Program Guides
 - Ballots
 - Brochures
 - Invitations
 - Certificates

Welcome!



We look forward to having your community
as a new POM community!

Contact us at info@mypom.org or
www.mypom.org for more information!