

Alternative Spring Break

ASB-On the Gulf

Continuing to fulfill on our commitment to help rebuild the Gulf Coast, UWA will work with local United Ways to offer week-long service opportunities in South Mississippi and Southwest Louisiana.

ASB-In Your Own Backyard

Expanding on the successful 2008 Detroit ASB, UWA is working with United Ways in San Francisco (CA), Ft. Lauderdale (FL), Cedar Rapids (IA) and Indianapolis (IN) to explore and develop service opportunities tied to local impact agendas. Programs will provide opportunities for young adults to gain deeper insights into the problems and issues affecting their local communities. United Ways in Iowa and Indiana would host ASB programs related to the recent mid-west floods.

ASB-The Facebook Causes Challenge

UWA plans to leverage [Facebook](#) to create alternative service projects in up to 10 communities. UWA will provide training and technical assistance for participating United Ways, and with the support of corporate sponsors, modest financial incentives those interested in creating service programs for youth and young adults that could last from 1-5 days.

ASB-On the Go

Because young people live such busy lives, UWA plans to produce a 5-part series of small, yet meaningful service activities that could be downloaded to mobile devices. Projects could include donating blood, buying a product to support a United Way cause, signing an online petition in support of a United Way advocacy initiative, etc. Each video would be 3-5 minutes – and the project would take no more than 30 minutes to complete. Service projects would be produced with and promoted through existing or new promotional partners (e.g. YouTube, MTV, Facebook, etc.) Volunteers who complete the full series of service projects would be eligible for a contest with exclusive incentives (e.g. ring-tones, trips to NYC for a taping of an MTV program, airline tickets, etc.).

Timing

UWA is working with local United Ways to secure participation in the 2009 ASB program. We've also begun talking with potential funders and sponsors about the program to get a sense of the scale and scope that can be supported. Plans call for recruitment of student volunteers for the Gulf Coast and Backyard programs beginning in September and ending in early-January. Screening and placement will take place through the balance of 2008 and into 2009. We anticipate United Way ASB programs will begin in late-February and extend into early-April. The United Way Challenge on Facebook Causes would be launched in January, 2009. The On-the-Go program would be launched in March, 2009.