

MOM Committees

The saying, “it takes a village” applies to Planning and implementation of a MOM project. To make the planning manageable and focused, each member of the planning team typically chairs a committee charged with preparation and direction of a key event component.

An event of this scope and magnitude cannot happen without the commitment of reliable and engaged volunteers. As the Planning Committee looks to recruit volunteers to engage in the planning of a MOM project, it is necessary to be upfront about the time commitment involved. The Planning Committee members begin their work between seven - 12 months prior to the event, and members spend several hours a week (*and more as the event draws closer*) preparing for it. Members of the various committees will also begin work with the same amount of lead time. They need to be able and willing to commit the hours necessary to complete their assigned tasks.

Planning Committee:

The Planning Committee contains the event planning leadership. It includes:

- Project Director
- Dental Director (*local dentist*)
- Medical Director (*who chairs the Health Screenings Committee*)
- Finance Director
- Volunteer Director
- Logistics Director
- Food and Beverage Director
- Patient Registration Director
- Public Relations Director

The Project Director can serve as a chair of one of the event committees, or s/he can serve solely as the director of the event. The director, in addition to basic administrative support, provides the Planning Committee with direction, ensures that the committees are working together and oversees creation of the event.

Members of the Planning Committee meet or communicate monthly (*weekly as the event draws near*), to ensure event planning is on track. Planning Committee members are also responsible for compiling an event summary, which provides valuable data from your MOM project (*how many patients served, value of dental services provided, and number of volunteers involved*), and will serve as a great marketing piece in follow-up with donors, dignitaries and potential funders after the event.

A description of each committee and its basic tasks follows.

Finance Committee

Costs

MOM projects require a significant investment of time and money. While the care is provided by volunteers, your group must budget for the cost of supplies, equipment rental, printing, transportation and lodging for the volunteers, in addition to any food or recognition given to the volunteers.

A typical one-day MOM, including program set-up and take-down and a volunteer orientation and dinner, costs approximately \$50,000. The largest expenses are usually for the equipment rental, dental supplies and volunteer support (*lodging, transportation and food*). However incidental expenses like printing of all the intake forms, trash removal and port-a-potties can add up quickly (*and can easily be forgotten about without careful planning*).

A list of some of the larger expenses to consider follows. Please note these sample expenses are intended to be a guide and are not all-inclusive. In the index, you will find a sample operating budget provided by the Piedmont Regional MOM Project in Orange, VA. This was a one-day MOM that provided \$321,245 of dental services to 426 patients.

Item	Estimated \$	Item	Estimated \$
Hotel rooms for VCU students and key volunteers (90)	9,000	Newspaper ad/donor recognition	500
Tee-shirts for volunteers	2,000	Ice/chest/water	700
Security/parking	500	Scanning equipment/supplies	500
Office supplies	1,200	Medical supplies	1,500
Dental supplies – local	700	Insurance (<i>rider for event site</i>)	300
Dental supplies (\$21/patient from VDA) Assumes 500 patients	10,500	Port-a-potties (15)	1,100
Equipment usage (<i>from VDA</i>)	3,500	Tent (60x40)	1,500
Truck driver	150	Printing/signage/design/forms	4,000
Truck mileage (\$.50/mile)	-	Pharmacy	1,530
Key volunteer travel expenses (\$.50/mile)	-	Postage	500
Facility rental fee	2,000	Dumpster/trash	500
Food	6,500	Chair /table rental	400
Needle disposal	100	Follow up printing and postage	500

Gathering Needed Resources

Before approaching the Virginia Dental Association Foundation about assisting with a MOM in your area, your group must be able to demonstrate an ability to raise the funds for the project. This can include cash, in-kind donations and/or sponsorship agreements, from a wide variety of local organizations, businesses, agencies, and foundations.

Cash

Local service organizations are a great place to start (*Kiwanis, Lions Club, Rotary, Jaycees, Ruritan, local women's clubs*). Often these organizations can provide small cash donations as well as general volunteers. Local hospital foundations and other local foundations may also be able to provide grants to help off-set the costs. Grants and cash donations are a vital part of moving the MOM project from a "gleam in the eye" to reality.

Local Funders

Community and health foundations exist throughout the Commonwealth and may be a good resource for supporting a MOM in your area. An online listing of Virginia foundations is a good place to broaden your search from the 'usual suspects' (http://www.fundsnetservices.com/searchresult.php?sbcat_id=76).

Sponsorship

Another way to help cover the costs of a MOM is through corporate and company sponsorships; approach area organizations about sponsoring an important item at the MOM. For example, a local law firm or restaurant could offer to sponsor lunch for the volunteers at the event, or a medical staffing firm might agree to sponsor all of the MOM project signs. Provide the sponsors with some recognition at the event, the volunteer reception and in event materials.

In-kind

There are **many** opportunities throughout a MOM project to solicit donations of in-kind support.

- **Goods:** medical, or office supplies; paper, food, ice and dumpsters;
- **Services:** meeting space, photocopy and mail services, trash removal, and administrative/financial support;
- **Expertise:** marketing and web site development; public relations and media relations assistance.

Local Government

One local government agreed to print all of the intake and demographic forms necessary for patient registration, saving thousands on printing costs.

When seeking in-kind support, consider the benefits for the business being asked to donate the product/service. A catering company or restaurant will want to expose local dignitaries and residents to its offerings, for example. Be certain to include recognition of the donation throughout the event. Consider that in-kind support can be combined to create what you need. For example, a grocery store or large

box store might provide gift cards that can be used toward the purchase of some of the food or supplies used by a caterer that is offering services free of charge.

Opportunities for in-kind donations at a MOM include:

Donation	Potential Use	Donation	Potential Use
Gift cards from retail stores	To purchase: <ul style="list-style-type: none"> • Office supplies • Medical supplies • Paper • Food • Water 	Services	<ul style="list-style-type: none"> • Publicity • Website hosting • Media training • Security • Trash removal • Food service for reception or event
Food from restaurants, caterers, grocery stores	<ul style="list-style-type: none"> • Volunteer reception • Snacks and meals during event and set up 	Supply donations	<ul style="list-style-type: none"> • Trash cans • Dumpsters • Tables • Tent • Chairs • Port-a-potties
Office help	<ul style="list-style-type: none"> • Printing • Mailing • Meeting space • Registration 	Labor <i>(Teens/Community service)</i>	<ul style="list-style-type: none"> • Unloading and loading equipment • Setting up/Cleaning up

The Finance Committee is responsible for raising the necessary funds and in-kind contributions for a successful MOM, and for managing the budget. *(The Virginia Dental Association Foundation will serve as fiscal agent for the program, if your group chooses.)* In addition, the Finance Committee should:

- Maintain Income and Expenses data:
- Track cash and in-kind donations from funders
- Review all expense reimbursement requests
- Develop written protocols for expense reimbursement and donor recognition
- Coordinate accounts receivable and accounts payable with VDAF if it is fiscal agent
- Work closely with Publicity Chairperson to ensure project sponsors are recognized
- Create mailing list of all donors and prospects for follow up

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Visit www.vhcf.org to download the sample forms and materials.

- Sample Budget
- Sample Reimbursement Form
- Sample In-kind Donation Tracking Form

Volunteer Committee

A MOM project cannot occur without the huge numbers of volunteers who give of their time and expertise to provide dental care to those in need. A MOM project that intends to provide dental care for 500 patients will typically need 275 volunteers. Approximately 150 of the volunteers should be medical or dental professionals (*including dental students*). The others

come from your community to work as general volunteers. These volunteers keep the event running by assisting with parking, line management, patient registration, food service and clean-up.

Finding Volunteers

Finding the amount of volunteers necessary to provide dental care for 500 people can seem overwhelming. Cast a wide net. In addition to the health and social services sector, contact local service organizations (*Kiwanis, Lions, Rotary, Ruritan, Jaycees, area women's clubs; the girl and boy scouts, high schools that require community service for graduation, local college Greek systems*), as well as local churches and synagogues.

The Volunteer Committee is responsible for identifying the type and quantity of general volunteers necessary for the event (*with the input of all the other committee chairs*), developing position descriptions, and recruiting and registering the general volunteers. Medical and Dental volunteers are recruited and managed by their respective committees (*the*

VDAF will provide tremendous support in recruiting dental professionals), in coordination with the Volunteer Committee.

A happy and informed volunteer goes a long way toward ensuring a well-run event. To that end, it is imperative that volunteer registration be simple and that the volunteers receive timely information that details what is expected of them.

The Volunteer Committee works closely with the Dental, and Health Screening Committees to identify the volunteer needs for the event. The committee is also charged with creating a system for general volunteers to register, and following up with volunteers to ensure they have the information they need to be successful. Many MOM projects have created a special website with a section that enables volunteers to submit information to register online.

"I am a rising junior in the School of Dentistry at VCU, and if every day of my dental life is at least half as rewarding as one day of service in Wise County, I will be a very blessed person."

--MOM Volunteer

Once the information is received by a member of the Volunteer Committee, the volunteer receives (*typically electronically*) a thank you email with a general description of the MOM project and a schedule for the day, as well as an invitation to the volunteer recognition dinner. Closer to the event, members of the Volunteer Committee will contact each volunteer to confirm their participation, and to provide more specific information relevant to their duties and schedule, and provide them with information regarding parking and other relevant logistics

The Volunteer Committee will:

- Determine volunteer needs for event.
- Determine job descriptions and roles prior to recruiting volunteers (see *Index*).
- Determine a system for registering volunteers (*VDAF has a computerized system for registering dental volunteers*). A link can be added for specific project to VDA website.
- Create a volunteer application (see *Index*). Make certain email is a mandatory field on the volunteer registration form.
- Recruit general volunteers:
 - Set-up and break-down
 - Parking lot volunteers
 - Patient registration
 - Translators
 - Escorts
- Coordinate out-of-town volunteers:
 - Coordinate transportation of volunteers and VDA leadership with dental committee and VDAF.
 - Secure a block of rooms at local hotel. (*Plan on about 60 rooms total: 25 for VCU dental students/staff/faculty, and 35 rooms for all other volunteers*)
 - Reserve (*and arrange payment for*) hotel rooms for student volunteers and key VDA leadership. Arrange a cut-off date with the hotel, at which point the block of rooms can be released with no penalty.
- Coordinate orientation needs with applicable Committee Chairs.
- Coordinate with Logistics Committee chair to order tee-shirts for all volunteers (*coordinate with dental, medical and food committees to ensure that everyone is represented*).
- Create a name badge for each volunteer.
- Create a volunteer packet of information:
 - Welcome/thank you letter
 - Volunteer descriptions
 - Map to event
 - Map of event
 - Parking pass
 - Schedule (*and hours they are expected to be there*)
- Develop volunteer schedules that coordinate with the needs of medical and dental services.
- Sign-in volunteers at event.
- Create volunteer satisfaction survey/evaluation.
- Compile results of satisfaction survey.
- Send thank you letters with a summary of event results to all volunteers, post-event.

“Volunteering today was such a positive, warm experience. I met some wonderful people and feel like I was really able to help. I will be back every year if you will let me.”

-- General Volunteer

Volunteer Satisfaction Survey

The Piedmont Regional MOM utilized survey monkey (www.surveymonkey.com), a free online survey tool, to gauge volunteer satisfaction. The survey link was sent the day after the event via email to all the volunteers. The results, in addition to helping improve upon the volunteer experience for the next event, were incorporated into the event summary.

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Visit www.vhcf.org to download the sample forms and materials.

- Key Volunteer Position Descriptions
- Sample Volunteer Application
- Sample Volunteer Information Packet

Health Screening Committee

This committee must be led by a local physician, nurse practitioner, physician's assistant or nurse.

A MOM project exists to provide dental care to adults in need, however, before any dental care is performed, the patient must be deemed healthy enough for treatment. Each project must have a team of medical professionals (*physicians and nurses*) on-site to provide each patient with:

- a blood pressure check;
- a blood glucose screening;
- an anticoagulation medication check; and
- a drug allergy check.

A typical MOM intending to see 500 patients should recruit two or three physicians and approximately 30 nurses and licensed practical nurses to administer the health screenings and be on site for emergencies.

Members of the Health Screening Committee:

- Identify a Medical Director (*MD*) (*sample position description in the Index*).
- Recruit volunteer nurses and LPNs to perform health screenings.
- Determine list of necessary medical supplies.
- Create specific directions for health screening triage to be conducted the day of the event (*Index*).
- Coordinate pharmacy agreement with local pharmacy (*ies*) which will accept vouchers from patients who need pain medication (*with prescription*).
- Coordinate with the local emergency squad to ensure they will be onsite the day of the event in the case of emergencies.
- Arrange disposal of medical waste with local hospital.
- Make certain that local hospitals, pharmacies and doctors offices are aware of the event and the possible increase in patients (*due to pain or possible complications after dental procedures*).
- Develop volunteer schedules for day of event.
- Develop requirements for volunteer credentials and ensure they are verified.
- Provide required orientation to health professional volunteers several days prior to event.
- Oversee medical screenings.

Recruiting medical volunteers can seem like a daunting task. Successful MOM projects have utilized nursing students and nursing supervisors from area nursing schools (*check your local hospitals and community colleges <http://www.pubinfo.vcu.edu/ahec/edstitutions.asp>*), consult triage departments from area emergency departments, and personnel from local community health centers and medical practices. If your community has a local medical society or free clinic, you could approach them for help.

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Visit www.vhcf.org to download the sample forms and materials.

- Medical Director Position Description
- Health Screening Volunteer Position Description
- Health Screening Station Instructions
- Medical Supply List

Dental Services Committee

The Dental Services Committee must be led by a local dentist. It is charged with managing all aspects of dental operations, including planning, set-up, delivery of dental services the day of the event, and tear-down after the event. The chair of this committee will work directly with the VDAF to plan for and coordinate the event space plan, dental equipment (*delivery, set-up and tear down*), dental supplies and dental volunteers. A typical MOM project seeing 500 patients will use 50 portable operatories, and 150 dental volunteers. The Dental Services Committee will:

- Identify a Dental Director(s) to chair the Committee and oversee its work.
- Determine the type of dental services to be offered at the MOM project.
- Coordinate a site-visit with VDAF and create event layout.
- Recruit local dental volunteers. MOM projects can be listed on the VDA website, www.vadental.org:
 - Refer dental volunteers to register through VDA website.
 - Dental volunteers must fax credentials to the VDA upon registering (*they will be prompted to do this upon registering*).
- Work with the VDAF to recruit dental students and private practice dentists, hygienists and assistants from throughout state.
- Identify the number and type of general volunteers needed, and coordinate with the chair of the Volunteer Committee.
- Develop written protocols including Blood Borne Pathogens standards (*Indexx*).
- Determine which supplies and equipment are available from VDAF.
- Determine source of needed supplies and equipment not available from VDAF.
- Coordinate the use of portable equipment from VDAF, with Logistics Committee.
- Coordinate VDOT compressor (*see text box*), with Logistics Committee.
- Develop volunteer schedules for set-up, day of and tear-down (*coordinate set up and tear down with Volunteer Committee*).
- Coordinate with VDAF to ensure volunteer credentials are verified. Licensed volunteers will be listed with the state Office of Risk Management.
- Determine which dentist(s) will write prescriptions for antibiotics and pain medication.
- Create referral relationships with area dentists for required follow-up care (*in some cases this may involve a far distance to travel for the patient – if so, it may be helpful to work with an area social service agency to coordinate transportation to follow up appointments*).
- Contact local pharmacies, with the Logistics Committee, to coordinate discount and voucher system for prescriptions.
- Provide orientation information for event information packets.
- Coordinate set-up of equipment, dental supplies and other items related to delivering care.
- Oversee delivery of dental services during the event.
- Coordinate tear-down.

- Oversee Pharmacy Services:
 - Determine what medications will be available on site.
 - Establish protocol for providing medications.
 - Determine who will write prescriptions.

Pharmacy Services

MOM projects have limited medications onsite. Most dentists offer Ibuprofen and Acetaminophen (*part of the dental supplies provided by VDAF*) to patients; some MOM projects also provide antibiotics to patients at the event.

Three or four dentists (*identified prior to the event with the assistance of the VDAF*) write prescriptions for antibiotics and pain medication. Prescriptions are given to the patient prior to checking out of the clinic.

If your MOM leadership team chooses to have antibiotics onsite, the medication can be dispensed by medical students or pharmacy techs (*contact local pharmacies or free clinics for volunteers*). Typically the Dental Services Committee will work with a local free clinic or health department to pre-order antibiotics at low-cost to have onsite. MOM projects do not have pain medications on-site.

A MOM budget should include money to pay for pain medications for patients. Typically, the Dental Committee works with the Logistics Committee to contact local pharmacies to work out a voucher system. Patients are given prescription(s) prior to leaving the clinic, along with a voucher (*good for just a few days*) and a map to the participating pharmacies.

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Visit www.vhcf.org to download the sample forms and materials.

- Dental Services Volunteer Position Description
- Dental Director Position Description
- Blood Borne Pathogens Protocol
- Dental Charge Form
- Pharmacy/Exit Protocol

Logistics Committee

A typical one day MOM project will treat 500 patients; have close to 275 volunteers, thousands of bottles of water, 50 portable operatories... The list of supplies, equipment and people necessary to conduct a successful MOM project can seem daunting. A detailed logistics plan is crucial to making the event run smoothly. It must encompass the procurement, distribution, maintenance, and replacement of material and personnel.

There is complexity when implementing an operation of this magnitude. During the set up, event and tear down of a MOM there are hundreds of people onsite, both volunteers and patients. The Logistics Committee is responsible for managing all of this and ensuring that the event runs smoothly.

Logistics

- Security:
 - As soon as the event date and location are firm, contact local police to line up help with parking, traffic, lines of patients and security issues.
- EMS:
 - As soon as event date and location are firm, contact the local emergency squad and ask to have a team onsite during the event.
- Communications:
 - Develop a communication and response command center (*an area at the event staffed with a leadership volunteer who can answer questions and coordinate quick responses*) for the day of the event.
 - Secure walkie-talkies for each committee chair.
- Parking:
 - Develop and direct a parking plan for volunteers and patients.
 - Determine and procure supplies necessary for parking lot (*safety vests, flashlights, signs*).
- Transportation (*Patients and Equipment*):
 - Coordinate student and equipment transportation with VDAF and the Dental Services Committee.
- Determine volunteer needs and create volunteer descriptions (*see Index*) for:
 - Parking volunteers
 - Line volunteers
 - Patient registration volunteers
 - General volunteers
- Coordinate volunteer recruitment with Volunteer Committee chair.

Borrowing Equipment

Contact your local police station and department of health to inquire about rapid response equipment. Often traffic cones, safety vests, flashlights, cots and other helpful equipment are available on loan through these groups.

- Determine and communicate policy for children who attend the event with parents.
- Develop general volunteer job descriptions and schedules; work with appropriate committee chairs to develop medical and dental volunteer schedules.
- Provide orientation information for event information packets.
- Determine and coordinate day of event supplies and equipment:
 - Port-a-potties
 - Dumpster
 - Trash bins
- Coordinate all supply requests for all committees, excluding food:
 - Office supplies
 - Dental (*can be provided by VDAF, at cost for a per capita fee*), Medical, Pharmacy, Food & Beverage (*napkins, plates etc.*)
 - Water
 - Other
- Coordinate equipment requests, including compressor (*see text box*), for dental, medical, food and beverage, pharmacy.
- Create relationship with area hospital, pharmacy, free clinic or community health center (*coordinate with Health Screening and Dental Services Committees*) to provide free reduced cost prescriptions for patients:
 - Create voucher for patients to take to participating pharmacies.
 - Create map to pharmacies to give to patients with voucher.
- Coordinate removal of all supplies and equipment from site after event.
- Follow up with appropriate thank you letters.

Compressor

An industrial grade compressor is necessary to provide air for the dental equipment. The Virginia Department of Transportation (VDOT), if approached several months in advance of the project, will deliver and set-up such a compressor at the project. Once a location and date is determined, contact your state senator or delegate and ask for a letter to be written to your local VDOT office requesting use of the compressor. Be certain to follow-up. A sample letter is in the index for your use.

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Visit www.vhcf.org to download the sample forms and materials.

- Sample Letter to Procure VDOT Compressor
- Pharmacy Voucher
- Key Logistics Position Descriptions

Patient Registration Committee

Patient registration is a critical component of the day. It impacts patient flow (*if paperwork is not completed correctly it will impede the flow at the health services or dental area*), and in many instances it is the first point of contact between a patient and a member of the MOM team.

The Patient Registration Committee will:

- Determine patient registration for the event, including:
 - Wrist band/number tag system for line-up
 - Patient registration
- Coordinate data entry of patient records (*with Dental Services Committee*).
- Determine medical records/filing system for the event.
- Determine patient exit procedures for the event.
- Develop written protocols for patient registration, medical records, and patient exit.
- Determine supply and equipment needs for registration and communicate to Logistics Committee.
- Develop position descriptions for volunteer recruitment.
- Develop volunteer schedules.
- Coordinate volunteer recruitment with Volunteer Committee Chair.
- Oversee volunteers.
- Oversee patient registration during the event.

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Visit www.vhcf.org to download the sample forms and materials.

- Patient Registration Policies and Procedures
- Deemed Consent Form (*English and Spanish*)
- Patient Waiver (*English and Spanish*)
- Patient Record
- Key Patient Registration Position Descriptions

Food and Beverage Committee

A successful MOM project relies on the time and expertise of many volunteers who work long hours, and in some cases travel far distances, to provide dental care to members of your community. Each MOM project hosts a volunteer recognition dinner the evening prior to the event. This event is a chance to thank volunteers for their efforts and highlight your community, while providing a relaxed atmosphere for volunteers to get acquainted and have fun.

Food and beverages are equally important *during* the event. Snacks, meals and beverages should be available for volunteers throughout the event (*in an area closed off from patient care*), to fuel their continued work, and provide a chance for the volunteers to relax and re-charge for a moment.

The Food and Beverage Committee is responsible for the food and beverages at the volunteer recognition dinner, as well as all the snacks, meals and drinks that are provided on-site during the MOM project. Because of the high volume of food and beverages needed, it is helpful if the Food and Beverage Committee chair has experience working in the food services industry.

Set up

- Determine menu/snacks for set up.
- Coordinate food and beverage donations, if possible (*may recruit organizations to this*).
- Oversee distribution of food and beverages for set up volunteers.

Volunteer Recognition Dinner:

- Determine venue and menu:
 - Seek out space and food donations, and discounts or sponsorships in coordination with the Finance Committee.
 - Secure donations for centerpieces etc. (*if applicable*) in coordination with the Finance Committee.
 - Coordinate all aspects of dinner with restaurant (*or caterer and site*).
- Determine additional supply needs and coordinate with Logistics Committee.
- Work with Volunteer Committee and Public Relations Committee to determine the number who will attend.
- Coordinate timing of the dinner with Public Relations Committee and Volunteer Committee.

MOM Event

- Determine menus/snacks for event.

Volunteers Need A Lot Of Food!

"I could not believe the work and money involved with feeding all of our hardworking volunteers. If we had not gotten other organizations to sponsor the volunteer snacks and meals, and worked a great deal for the volunteer event the night before, volunteer food and drinks would have easily eaten up half our budget."

-- MOM Project Director

- Coordinate food and beverage donations (*may recruit organizations to sponsor snacks or breakfast foods and provide manpower from their organizations to distribute/serve volunteers*).
- Determine additional food, beverage and supply needs and coordinate with Logistics Committee.
- Determine volunteer recruitment needs and coordinate with Volunteer Committee.
- Oversee set-up and distribution of food and beverages for volunteers and patients (*eg: water*) during the event.
- Oversee food and beverage volunteers.
- Provide orientation information for event information packets.
- Provide volunteer orientation on-site.

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Visit www.vhcf.org to download the sample forms and materials.

- Key Food & Beverage Position Descriptions
- Sample Food List

Public Relations Committee

MOM projects are not the solution to the problem of inadequate access to oral health care in Virginia, since they only occur once a year in a particular community. They do provide very necessary dental care, however, to some of the hundreds of thousands of Virginians in need. They also bring attention to the often overlooked problem of inadequate access to dental care. To that end, it is imperative that your group have a well-designed and executed public relations campaign before, during, and after the event.

“Public relations” is the art of using various techniques to communicate with various audiences about your project. To that end, the Public Relations Committee will communicate to the public through different media to provide information about the MOM project.

The purpose of the PR campaign is four-fold:

- to let potential patients know about the program;
- to recruit volunteers;
- to shed light upon the great need so many Virginians are facing with regard to dental care; and
- to raise money for the program/provide recognition to donors.

The Public Relations Committee is responsible for public relations prior to, during and after the event.

Prior to the Event

Website

A website is crucial for communicating with a variety of audiences about the event. Many services provide free basic websites (<http://www.weebly.com> is a good place to start).

The website should provide general information about the MOM project and contact information for the member of the leadership team who has been designated as the event spokesperson. The site can also provide specific information about how to donate, volunteer and attend. List the website on every press release, talking point and every communications material sent. This ensures that people with questions can find answers easily.

Finding PR Professionals

Look outside the health care arena for media experts. While your area hospitals are a great place to find media relations professionals to help guide the media relations portion of your PR plan, don't overlook area museums, parks, historical societies and local PR professionals. All typically have media relations expertise and might be interested in drafting press releases and contacting the media to arrange interviews and place stories.

Media and Community Relations

The Public Relations Committee will create and disseminate a press release and talking points highlighting the upcoming MOM. The index of this guidebook contains a wealth of resources for executing an effective media relations campaign.

• Press releases (<i>see Index</i>)	• Speaking engagements
• Talking points (<i>see Index</i>)	• Radio and television interviews
• Letters to the editor	• Press conferences
• Social media – Facebook/My Space	• Public Service Announcements

During the Event

The Public Relations Committee needs to designate one or two spokespeople who can talk with the press during the event. The spokespeople should be members of the Leadership Team and be prepared to answer questions about logistics (*how many patients are you on track to serve?*), and care (*what are the most common procedures being performed?*) They should also be prepared to address any problems that may occur during the event.

Post Event

- Disseminate press release with key outcomes from MOM project (*number of patients served, value of dental services performed, and number of volunteers*).
- Update website to reflect key outcomes and links to any press received.
- Create a thank you ad to recognize donors.
- Utilize your event summary as a follow-up piece.

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Visit www.vhcf.org to download the sample forms and materials.

- Sample Press Release
- Sample Talking Points
- Public Relations 101
- Tips for Handling a Media Interview
- Communications Techniques and Strategies
- Sample Event Summary from Piedmont Regional Mission of Mercy

Take Lots of Pictures

Typically the Public Relations Committee arranges for a photographer to take pictures throughout the event (*the intake form has a photo waiver included*). This produces photographs that can be used with press releases and brochures as well as the executive summary. One MOM project director realized that the dentists and volunteers were really interested in seeing the photos of the day. She placed a slide show of the photos on the local dental clinic's website and told volunteers to let her know if they saw a picture they would like to have emailed to them. The result was a slideshow that paints a wonderful visual picture of the event and provides a thank you for volunteers.