Dear Friends,

The National League of Cities held their annual convention in Los Angeles last week. This is the gathering of city officials from all over the country. It includes Mayors, City Managers, City Clerks, etc. This was precluded by the California League of Cities convention which took place in Long Beach, CA two months ago in Sept. 2018. That is, just a state convention versus a national convention.

At both of the above-mentioned conventions, we participated as Vendors or as “residents” of the convention who had a booth on the convention floor. This booth was completely focused on JUSTSERVE. As Public Affairs representatives hoping to develop and establish relationships with Civic Leaders, we used this opportunity to connect with attendees--at every level. We often led convention floor conversations asking passers-by how they currently acquired volunteers for city projects or if volunteers are looking for service projects in which they can participate.

Our “hook line” for starting conversations was often, “…we are so glad you finally arrived at the one booth where no one is trying to sell you anything; in fact, we are trying to give you something that would benefit your city without a financial obligation.”

We would follow that comment with something like, “…As a Mayor, how do you deploy volunteers to accomplish city projects or tasks that your budget does not cover?”

That would naturally take us into JustServe.com and how it was an incredibly, cost free resource to potentially access volunteers more than previously obtained. We would use an I-Pad right in front of them, ask for their zip code, and then show them all of the service partners looking for volunteers within 10 miles of their zip code(s).

Both conventions were very productive in terms of meeting City officials and starting relationships. This was demonstrated by the number of business cards and conversations that were accomplished. At the national convention just last week, I believe our contacts and referrals exceeded 150 business cards. There were many more excellent conversations which we had—which did not result in the sharing of business cards—so our interest is with tangible names.

It is often difficult to quantify just how successful these connections really turn out to be, but to magnify the possibility of making them fruitful, how we follow up and how soon we follow up is always critical. This is why we are reaching out to you.

Two of our Senior Missionaries serving in our office (Elder & Sister Duhlmeier) have been working with our Intern (Faith Searle) to organize all of the business cards into specific areas within the U.S. We are sending you the names of those city leaders who spoke with us and expressed an interest in knowing more about JustServe. Our suggestion is that you and your council(s) follow up with these contacts as soon as possible. Refresh their minds about the conversations which we sustained regarding JustServe and then offer to meet with them personally in their offices.

We believe that if we are all able to follow up on these contacts in a timely fashion then it will increase your contact base with civic leadership, not to mention, a chance to really forward JustServe as their city’s choice of service resource.

Please see the attached names that correspond to your particular region in the country and then delegate appropriately to your Stake or Coordinating Council Public Affairs representatives over JustServe. Also, Salt Lake is interested to identify helpful cost-to-value evidence for why attending the League of Cities convention is sincerely beneficial. We would love to have you report on any success follow-up that comes from your efforts.

Thank you in advance for following up on these contacts,

Faith Bellum

On behalf of Matt Ball