



UCT inAction

Information for UCT's Members and Councils

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**Send us your
action photos and
your local council
might just**

**WIN
\$500!**

We're looking for ACTION photos of your local council community service activities for use in *The Sample Case* and newsletters - and on our website and Facebook page. To give you incentive to send us your best **dynamic ACTION photos**, we're sponsoring a quarterly UCT Photo Contest that will pay \$500 to the winning council! That's right, \$500! So, get out your cameras and cell phones and start shooting photos now.

Here's how the contest works:

- Send ACTION photos of your council's community service projects and events to UCT's Public Relations Department. Photos may be emailed to lfisher@uct.org or mailed to: UCT, Attn: UCT Photo Contest, 1801 Watermark Drive, Suite 100, Columbus, OH 43215. If you're not sure what we mean by "action photos," see the photo tips sidebar on this Page 2.
- Photos for the July-September 2014 quarter are due by no later than July 31. Photos for the October-December 2014 quarter are due by no later than October 31. Each council may submit up to FIVE

photos per quarter. Please note that by submitting your council's photos you are granting UCT permission to use them for promotional purposes.

- Make sure to send information about each photo that includes your council's name and number, details about the action taking place in the photo, and the names of any individuals in the photo in left-to-right order. Include your name and email address or phone number so we can contact you if your photo wins the contest!
- At the beginning of the second month of each quarter home office judges will choose the most appealing, action-oriented photos as finalists, and they will be posted on our website at UCT.org and on our Facebook page at www.facebook.com/UCTinAction for viewing only.
- Home office judges will determine the winner early in the third month of the quarter, and we'll notify the individual who submitted the photo. We'll also announce the winner on our website and Facebook page - and will send a \$500 check to the winning council's secretary! There can be no consecutive quarter winners, and each council is eligible to win a maximum of \$1,000 per year.

2014 contest quarters are:

- July-September 2014
- October-December 2014





Get in focus - take photos that will get attention!

We know your councils are busy helping others in your communities. We want photos of these volunteer activities to share with members and the public - and we have some tips to help you take the best photos possible!

The most attention-grabbing photos are clear, concise ACTION images of members engaged in community service. UCT members are about volunteering - let your photo tell that story! Avoid staged group photos and check and plaque presentations. If your council makes a donation to a great cause, snap a photo of the individuals the contribution benefits. This is much more effective than a check passing photo. If you're being recognized with a plaque for your support of a great cause, congratulations! **Try to get a photo of members interacting with those who benefit from your efforts.**



Maybe you're holding a community dinner fundraiser or serving lunch to Special Olympics athletes. If so, try not to show council members gathered behind a table preparing to serve food, **show members actually serving individuals**. If you've collected clothing for homeless individuals, **try to get good, clear frontal shots of members packing boxes**. Try not to shoot staged photos of members with boxes already packed. **UCT members are volunteers in action - the action is what others want to see!**



If you have questions about taking attention-getting photos, contact the Public Relations Department at lfisher@uct.org or at 800.848.0123, Ext. 130. We're always here to help.

UCT Heaston Scholarships awarded

An amendment passed at last year's UCT Convention allowed UCT Charities to accept a very generous \$1.7 million bequest from the estate and trust of deceased member Betty Y. Heaston. This year, UCT was able to fund three new scholarships in the Heaston name, totaling \$48,000. We'll be able to fund another three such scholarships each year in the future. This year's scholarship recipients are:

- **Michelle Calderon, El Paso, Texas - \$6,000, attending Texas A&M**
- **Dylan Harrington, Annapolis, Maryland - \$3,000, attending Mercyhurst University**
- **Madison Valentine, Grand Island, Nebraska - \$3,000, attending Southeastern Community College**

Congratulations to the scholarship recipients!

Back by popular demand – UCT 101 returns to the UCT Convention!

UCT 101: Benefits, Marketing & PR – 8 a.m., Tuesday, July 8

Last year's UCT 101 workshop was so popular, we're bringing it back - with even more information! Whether you're new to UCT or looking for a refresher course about our organization, you won't leave this year's UCT 101: Benefits, Marketing & PR presentation disappointed. The presentation will take place at 8 a.m. on Tuesday, July 8. Topics covered will include:

- **Member benefits**
- **Products**
- **Scholarships**
- **Social media and websites**
- **Publicity and media relations**
- **UCT Creative Consultants**
- **Home Office assistance**



UCT 101 is chock full of good information for new and longtime members alike. Don't miss this chance to catch up on all that your organization has to offer. We hope to see you there!

Don't miss our UCT Convention presentations!

Besides UCT 101, we'll be holding several presentations at this year's convention July 6-9 in Columbus, Ohio, so if you're planning to attend you might want to note the dates and times:

UCT Financial Update

4 p.m., Monday, July 7

ASHA Update

9:45 a.m., Tuesday, July 8

Children's Hunger Alliance Presentation

10 a.m., Tuesday, July 8

Wes Cosman - a member you should know!

UCT Past International President Wes Cosman is a member of Jack Kidd Council 755 in Saint John, New Brunswick. He joined UCT in 1958 and immediately got involved, becoming the council's local president in 1965 and the Atlantic region's president in 1973.

He served on several committees internationally and was elected to the UCT Board of Governors in 1993, becoming a past international president after serving six years on the Board.

All good stuff. But what we really want you to know about Wes is that he's one of the most active volunteers you'll ever meet! Here's just a short list of his involvement:

- Director of the KBM Outing Association
- Volunteer for the Kidney Foundation of Canada
- Member of the Habitat for Humanity Selections Committee
- Chair of the John Kelly Bursary Fund
- Past President of the Saint John Christmas Exchange
- Member/Past President of the Provincial Board of St. John Ambulance
- Invested as a Serving Member in the Order of St. John in 1997 and promoted to Officer in 2000 and then to Commander in 2004
- Board Member/Vice President of the Grand-Bay-Westfield Constituency of the Provincial Progressive Conservative Party
- Member/Director of the Nominating Committee of the Saint John Constituency of the Federal Conservative Party of Canada



Wes, center, and his wife, Florence, are on hand to receive the 2013 Caring Canadian Award for his years of volunteer service to his community from His Worship Mayor Mel Norton.

In addition to this, Wes stays busy helping the Saint John community through Council 755's volunteer service projects that include supporting Relay for Life, D.A.R.E., Portage Atlantic rehab facility, the Empty Stocking Fund for youth, youth safety poster contests and sports teams, and local scholarships.

Wes was awarded the Queen's Golden Jubilee Medal in 2002 and the Queen's Diamond Jubilee Medal in 2012 for his community involvement. And, last year, he was presented with the Governor General's Caring Canadian Award for his years of community volunteering. Kudos to Wes for being such a great inspiration for all of us!

Check out the UCT Leadership Development Program!

The UCT Leadership Development Program was developed to provide UCT local councils with an opportunity to tap into a new, younger generation of volunteers by encouraging area students to get involved with your councils and their projects. Here are some of the program benefits:

- Gives students a chance to engage in service projects, network with community leaders, and gain valuable leadership skills – all through volunteering with a UCT council in their area.
- By taking ownership of the program and presenting it to area schools as an option for students, local councils can potentially gain young volunteers who will bring energy, enthusiasm and new ideas to the table.

- Benefiting students and schools in local areas can help councils increase UCT awareness in their communities – and might just result in attracting new members.

All materials, as well as the program itself, can be customized in any way to fit the needs of participating schools and councils. Once all materials are reviewed, the UCT Home Office can work with you to personalize and customize the materials in the ways you wish.

For more information on the UCT Leadership Development Program contact Jen Chillinsky at jchillinsky@uct.org or at 614.487.9680, Ext. 207.