



Esperanza International &  
Fundación Esperanza de Mexico

## Esperanza Volunteer Group Media Packet

### **Description**

Welcome to Esperanza! We want to make sure you have access to tools and resources to assist you in the planning process for your volunteer group trip with us, including feeling confident in sharing about and inviting people to volunteer with your group! Feel free to use any and all of the marketing materials in this media packet. Most of the materials are geared to be used in an info session that you can host in person or online with one or a room full of people. At the info session you can share about your experience with Esperanza, or why you're interested in volunteering with Esperanza, to invite people to join you in volunteering. This media packet is a resource that groups have requested over the years, and we hope you'll find it useful! Muchas gracias for all your support!

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### **Esperanza Overview**

The majority of the information in this overview is included in other materials within the media packet (for example the pamphlet and slideshow), but here it is for your reference as well. All are links to various parts of our website: [esperanzaint.org](http://esperanzaint.org).

- [Esperanza Overview](#)
- [About Esperanza](#)
- [How It Works](#) (in-depth)
- [Introduction to Volunteering](#)
- [Volunteer Participant Preparation](#)
- [Group Leader Resources](#)
- [La Posada](#)
- [FAQ](#)

## Slideshow Presentation

- [Link to slideshow](#) (online access is required)
- You can use this slideshow in any info session you have for your group! It can be used one-on-one, or with a room full of people.
- **Instructions:**
  - Begin by briefly sharing how you got involved with Esperanza and why you're inviting people to join you.
  - Then just go through the slideshow and read through the slides
  - *Note there is a short video on slide 10, there is no sound and you can feel free to talk through the video.*
  - That's it!
- *Note: If you will not be able to have internet access, please contact our program director at [programs@esperanzaint.org](mailto:programs@esperanzaint.org) for a downloadable version. This version is just slides and does not include any transition or video.*

## Printable Pamphlet & Poster

[Esperanza Tri-Fold Volunteer Brochure](#). This is a PDF, just click "Download". Page 1 is the outside of the pamphlet, and page two is the inside. You can get them printed or print them yourself to hand out to interested individuals.

[Printable 8.5 x 11 Poster](#). This is a PDF, just click "Download".

## Info Session Mini Fliers

[Printable Mini Fliers](#) that you can use to hand out to people and easily let them know that you have an info session coming up that they can attend. At the info session you can use the Slideshow Presentation! You can also hand these out along with the Printable Pamphlet.

Directions:

- *If you plan to handwrite:* Use page 1 if you plan to print the fliers and then hand write in the information. Print many copies, but only of page 1. Then fill them out and cut them up.
- *If you plan to type up:* Use page 2 if you plan to type in the information and then print out the fliers. Step one is download the document, or save it to your own Google drive. This way you can edit it. Then type in the information on page two. Then print many copies, but just of page 2. Then cut and you're all set!

## Video Resources

We are thankful to all our volunteer groups over the years who have made videos of their experiences with Esperanza and who share about the work we do. Here are just some examples of this. Feel free to use these videos in your info sessions, send them to interested participants, friends and family, or post them to your social media.

- [One Day at a Worksite](#)- (37 seconds) *Just music in the background*
- [Full Overview of Esperanza](#)- (8 minutes)
- [Volunteering with Esperanza](#)- *A playlist*

## Email Invitation Template

[Email Invitation Template](#) to be used to invite people to come to your info session or to contact you for more information. This one can be more easily personalized than other contents in this media packet. Simply copy the template and paste it into an email draft. Then fill in the blanks with your own stories and details!

## Social Media Posts

- For the text:
  - We suggest using parts or all of the [Email Invitation Template](#) for the text of your post. Bonus points for adding some emojis!
- For the photos:
  - Use photos of you or group volunteering in years past. If this is your first trip or you don't have access to prior photos, feel free to use some off of our website! You can find good photos to use [here](#), [here](#), and/or [here](#).
- Optional:
  - You can also post some of the videos from the Video Resources.
  - Add the hashtags: #EsperanzaInternational, and tag our accounts!
  - Instagram @EsperanzaTJ, Facebook @Esperanza International