

# Operation Legacy Project Leader Guide

## What is Operation Legacy?

Travis Manion Foundation's Operation Legacy brings veterans, families of fallen heroes, and inspired civilians together through local service projects. During Operation Legacy, volunteers like you unite communities through a common cause. You embody the "If Not Me, Then Who..." ethos by putting character into action and honoring the selfless service of a fallen hero.

We encourage communities to rally around Martin Luther King, Jr. National Day of Service (January), Memorial Day (May), and Veterans Day (November). However, Travis Manion Foundation supports projects throughout the year.

Project success relies on engaging your communities: first responders, veterans, families of the fallen, school students, and members of your local senior center. Anyone who wants to positively impact their communities will be an asset to your project.

This guide will provide everything you need to know to plan and execute your own Operation Legacy project. Welcome to this movement that empowers individuals to come together and make a positive impact on their communities.

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## Travis Manion Foundation 101:

- Mission: Travis Manion Foundation (TMF) strives to unite and strengthen communities by training, developing, and highlighting the role models that lead them. We develop programs, training opportunities, and events designed to empower veterans and families of the fallen, and inspire them to pass on their values to the next generation and the community at large.
- Our Inspiration: Our foundation is dedicated to our namesake, 1stLt Travis Manion, USMC, who made the ultimate sacrifice in 2007. TMF carries on the legacy of selfless service and leadership embodied by Travis and all those who have served, or continue to serve, our nation.
- Ethos: Before his final deployment to Iraq, Travis left us with a simple but powerful ethos. "If Not Me, Then Who..." describes the sense of duty felt by service members and their families. Today, it is a constant reminder to all to live with character and put the interests of others before our own.

## Project Leader Support

TMF provides the following support to all Operation Legacy Project Leaders:

- Project Planning guidance and assistance
- Access to TMF's Spartan Development Center:
  - Project Guide
  - Forms and Documents
  - Project Management
  - Educational Instruction (such as TMF Ambassador Course)
  - Project Ideas
- Administrative support for registration, web presence, and fundraising
- Event Guidance
- TMF background and talking points
- Post-project report form
- T-shirts (while supplies last) for registered participants
- New Covid Screening form (available via QR Code)

## What to Consider Before Planning Your Project:

- Would you be excited to do the project? Does this feel worthwhile?
- How much time is needed for the project? Significant projects take significant time and resources, so make sure you are able to resource and finish what you begin. Historically, projects that can be completed in half a day (4-6 hours) are most well attended.
- TMF encourages projects that unite entire communities through service, which may mean including multiple levels of involvement for children, adults, and elderly people.
- Does this project help to bridge gaps and meet local needs?
- Do you want your project to include a rucking component? ([What is GoRuck?](#))
  - Any Operation Legacy project can include a rucking component. Indicate in your project description whether rucking is required to participate in the project.
  - In order for the Rucking component to be counted, the ruck must be at least 1 mile long.
  - There is no weight minimum required for your project.

- You can receive GORUCK patches (while supplies last) for registrations before the decided deadline.
- Be sure to make accommodations for participants of all fitness levels and ages.

## **Get Started & Build Your Project**

### How to Get Started:

1. Identify a project.
2. Do you think you need a budget?
  - Financial support is not guaranteed, so reach out to OL Team if you have fiscal concerns or considerations.
  - How do you plan to fundraise for your project?
  - What materials do you need and will they be provided or donated?
3. Where and how will you recruit volunteers?
  - How many volunteers are needed/how many volunteers are you comfortable leading?
  - Will your project be open to the entire community?
4. Are there additional waivers or paperwork required for your project location?

### Building Your Project:

1. Complete the online project submission form in the Spartan Development Center.
2. Your registration and web page will be built once information has been submitted (within 5-7 business days).
  - Please be thorough when providing the project details on your inquiry form.
  - Designate if your project is open to the public (open projects will have a TMF web presence).
3. Confirm the logistic of your project/location:
  - Are there any permits you need?
  - Do you need permission to be at your location?
  - Does your project need insurance? If so, please alert TMF right away.
  - Are you following local ordinances?
  - Are there restroom facilities?
  - Will medical support need to be on-site?

### Building Your Project Team:

As the Project Leader, you will be supported by TMF Operation Legacy Staff and your local TMF Regional Team. You are responsible for:

- Managing, directing, and overseeing all details of the project.
- Negotiating all terms for project vendors (ex. port-a-johns, location, sponsorship, etc.)
- Thanking all volunteers.

Consider recruiting additional team members who are able to support you and follow your direction. Positions to consider:

- Marketing – responsible for spreading the word about your project.
- Logistics – responsible for paperwork and materials needed for the project.
- Volunteer Manager – responsible for project check-in, COVID-19 screening, and waivers.

## Project Timeline

Most projects can be planned in 4-6 weeks. The TMF Operation Legacy staff will work with you to accommodate your timeline.

**Step 1:** Initial Project Planning and Project Submission (at least 4-6 weeks out)

**Step 2:** Confirm Event Details (4-6 weeks out)

- Date and time, address, type of project, and brief description. Make sure to allow enough time to leave your project site clean afterward.
- Make a plan to promote your project within your social media network and through your local TMF Facebook Group.
- Volunteer recruitment plan
- Sponsorship/material plans
- Join the [Operation Legacy Project Leader Facebook page](#) for guidance, ideas, and support.

**Step 3:** Three to Four Weeks Out

- Choose a day-of point of contact for any media or questions.
- Begin social media marketing and recruiting volunteers (share your project registration link).
- Engage registered volunteers.

**Step 4:** Two weeks out from Project

- Designate a volunteer to take photos and video day of the project.
- Confirm your project location and all project details with TMF.
- Make a plan for refreshments provided at your project.
- Continue promoting your project on social media and your network.
- Continue to engage your volunteers.

**Step 5:** Week of Your Project:

- Inclimate weather plan for the project.
- Pick up supplies as needed.
- Confirm final details.
- Receive a list of participants from TMF staff for your project for check-in.
- Email participants and include the following info:
  - Covid-19 Screener
  - Time of arrival (include time for check-in and t-shirt pick up)
  - Location address with specific parking information
  - Overview of project
  - Clothing requirements and basic needs including water, bug spray, gloves, etc.
  - Information on the Fallen Hero your project is honoring

## Day of Event Checklist

- Supplies to have on hand:
  - Volunteer sign-up sheet

- Pens
  - Clipboards
  - Trash bags
  - First aid kit
  - Water
  - TMF volunteer t-shirts and GoRuck patches (if needed)
  - Masks and hand sanitizer
  - Tent, tables as needed
  - Megaphone, microphone, extension cords etc.
  - TMF Flyers and TMF swag
- Be sure that you are the first to arrive to ensure that your project starts on time.
  - Make sure that the check-in area and swag pick-up are completely set up and ready.
  - All participants must be registered, so be sure to register all walk-up volunteers.
    - [TMF Waiver](#)
    - [Covid-19 Screening Form](#)
  - Open the project by conducting the [Opening Ceremony](#).
  - Encourage all participants to post on social media using the hashtag #Operationlegacy
  - Clean up after your project and make sure that you are the last to leave.
  - Instruct the media point of contact to send photos to you for the [post-project report form](#) or to [oplegacy@travismanion.com](mailto:oplegacy@travismanion.com).

## Closing Out Your Project

- Complete [post-project report](#) form.
- Email additional info and clear pictures of the check-in sheets to [oplegacy@travismanion.com](mailto:oplegacy@travismanion.com).
- If you have already discussed reimbursement with TMF staff in advance of the project, fill out a [check request form](#) and submit supporting receipts within a week after your project date.
- Thank all volunteers, partners, and the service location. Encourage participants to Join the Mission on our website.