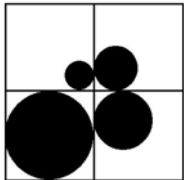


Funding the *JobSearch Guides* for your center.



Learn about a creative way to fund the
Guides.



JobShop, Inc.
P.O. Box 654
Shacklefords, VA 23156
888-562-5480
www.jobshopinc.com

A Creative Way to Fund the Purchase of the *JobSearch Guides* for Your Center

The current economic climate has left many One-stop Career Centers, and other workforce development organizations, with limited funds and tight budgets. Because of the overwhelming demand for services, available funds are being used to directly support the unemployed. This has left many organizations searching for other ways to fund the purchase of valuable resources like the *JobSearch Guides* for their center.

Unemployment is a community issue.

Unemployment affects not only the unemployed individual, but also the person's family, relatives and the community. Businesses are beginning to recognize that they have a stake in helping neighbors who are unemployed.

Business and civic organizations want to help.

Businesses and civic organizations want to help their fellow unemployed citizens. You can give them an opportunity to play a role in helping the unemployed by making valuable information available in your center that will assist the unemployed get back to work.

Let a business or organization sponsor the placement of a *JobSearch Guides* kiosk in your center.

For a minimal yearly donation, a business (or business organization) can sponsor the placement of a kiosk in your center. The business would receive recognition for their contribution in three ways:

1. The business name would appear on the kiosk topper. See the enclosed picture of a sample kiosk and topper.
2. The business logo, name and up to four additional lines of text would appear on **every** *Guide* viewed by a customer of the center. See the enclosed *Guide* that has a sample company logo and advertising text.
3. Public recognition in newspapers and other PR materials for their support of the Center.

Cost of sponsorship.

The cost of the sponsorship depends on the yearly traffic flow in your center.

For the *JobSearch Guides* (either English or Spanish versions) the cost is:

\$900	For yearly traffic flow in the center of 1,501 or greater
\$750	For yearly traffic flow in the center of 1,001 to 1,500
\$600	For yearly traffic flow in the center of 500 to 1,000
\$500	For yearly traffic flow in the center of less than 500

Plus the initial cost of the kiosk, signs, labels and shipping of \$475

For the *Youth Guides* the cost is:

\$525	For yearly traffic flow in the center of more than 300 youth
\$425	For yearly traffic flow in the center of 201 to 300 youth
\$325	For yearly traffic flow in the center of 101 to 200 youth
\$250	For yearly traffic flow in the center of less than 100 youth

Plus the initial cost of the kiosk, signs, labels and shipping of \$425

Note: the above costs are for a single location. If you desire to place kiosks in multiple locations, you will need to total the cost for all of the locations.

Possible sponsoring companies and organizations.

Some representative companies and organizations to approach for participation as a sponsor are:

- The Company of a board member of your Workforce Investment Board.
- Local Chamber of Commerce, Junior Chamber of Commerce, Rotary Club, Lions or other civic organization.
- Local big box retail stores like Walmart, K-Mart, Sears, Kohls, Target, Lowes or Home Depot.
- Local discount stores like Dollar General or Family Dollar stores.
- Local and national food chain stores like Safeway, Kroger, Whole Foods or IGA.
- Local fast food chains like McDonalds, Wendy's, Burger King or Taco Bell.
- Local utility, telephone, cable and cellular phone companies.
- Companies with whom you have a relationship such as an OJT employer or a company that posts job openings with you.

How to approach a possible sponsor.

First of all, keep it simple.

- Print several copies of the attached *Guide* and pictures of the topper and kiosk.
- Compute the amount that you want to request from the sponsor. Don't forget to include the cost of the kiosk when computing the cost for the first year. If you are seeking funding for more than one location or different *Guides* (for example both English and Spanish versions, or *Youth Guides*), include costs for all of the locations and products.
- Once you have identified your target company or organization, identify the principal manager or officer of that local store or organization.
- Send the person a letter; a sample letter is enclosed. Enclose in the letter a copy of the **Guide Just Laid Off** and the picture of the kiosk and topper sign.
- Follow up the letter within one week with a telephone call. Set up a meeting to discuss the project. It would be advantageous for you to invite that person to your center for a tour. You could show the person where the kiosk would be located and explain how the information would be used by your customers.
- If the officer/manager agrees for the company or organization to sponsor a kiosk, complete one of the appropriate (*JobSearch Guides* or *Youth Guides*) applications found on the JobShop, Inc., website www.jobshopinc.com.
- Most sponsors will present you with a check in the amount of their donation to your agency. You will then be responsible for payment to JobShop.
- You will need to obtain a copy of the sponsor's logo (a JPEG file) and the five lines of text they want added to each *Guide*.
- Notify JobShop of the order by calling 888-562-5480. You may be asked to forward the company's logo to JobShop in an email.
- Set up a photo shoot with a representative of the company or organization when the kiosk is set up and operational. Invite your local newspaper to publicize the event.

- You may want to contact several different companies/organizations. It is possible that you could obtain a sponsor for each of the three kiosks, The *JobSearch Guides* - English version, the *JobSearch Guides* - Spanish version and the *Youth Guides*.
- If you need assistance, contact JobShop at 888-562-5480.

{Template for letter to possible sponsor. Print on your center's letterhead.}

Dear {Manager, officer, etc}:

As you are aware, the unemployment rate in the U.S. is currently at 9.8% (11.9% if you include those workers who have given up looking for employment). This translates into over 17.6 million Americans who are unemployed. {If you can, insert current and local unemployment figures}.

The effect of unemployment goes far beyond just the individual. It affects the individual's family, relatives, local businesses and the entire community. When someone becomes unemployed, we all share in the loss.

{Name of your center} is the primary agency that assists {insert name of town or geographic area} unemployed citizens to get back to work. Like all agencies assisting the unemployed, we need help. Our funding has been stretched by the overwhelming and unprecedented demand. Therefore, we are reaching out to the community for assistance.

Our center would like to make a valuable resource available to the unemployed people coming to our center. The resource is called the *JobSearch Guides*. The *Guides* are single sheet, self-help materials that provide excellent information and guidance covering 76 different job search topics. I have attached one of the **Guides**, *Just Laid Off* for your perusal. The *Guides* are used in over 1,000 job centers throughout the U.S. and are daily helping thousands of unemployed get answers to their critical job search questions.

We would like to add this valuable resource to our center. Limited funds for our center, however, prevent us from making the purchase. We are, therefore, seeking assistance from the community. The cost to place a kiosk in our center is {insert amount}. Because the *Guides* are made available on a yearly license basis, future cost per year will be {insert amount}. The sponsor would be purchasing the kiosk and the first years license. {Name of your organization} would stock and maintain the kiosk.

As a sponsor you will benefit in three ways: (1) The sponsor's name will appear on the kiosk topper (See the enclosed picture of a sample kiosk). (2) The sponsor's logo, name and up to four additional lines of text will appear on **every** *Guide* viewed by a customer. See THE enclosed *Guide* with A sample company logo and advertising text. (3) Sponsors will receive public recognition in newspapers and other PR materials for their support of the Center.

I will call you within the next week to further discuss this project. I would also like to invite you to tour our center so you can see first hand our efforts in helping {city} citizens get back to work.

Sincerely,

enclose: Picture of kiosk and kiosk topper
Sample **Guide** *Just Laid Off*.

Just Laid Off



Many workers experience a lay off at some time during their work lives. Since few jobs provide life-time job security, every job is a temporary job. This Guide provides information that you can use as you seek your next job. You will want to also review the JobSearch Guide Downsized!

Layoffs...

- Are generally due to circumstances beyond the employee's control. The economy may be flat or in a decline: the company's products may no longer be in demand or competitive with similar companies.
- Typically occur because companies have to adapt to the rapidly changing needs of the marketplace. From your local One-Stop Career Center you can obtain information about which technologies are becoming outdated and which are in more demand. Use these clues to find a new job.
- Are often temporary in industries that have seasonal cycles; e.g., the construction industry slows down significantly in winter months. In contrast, when a company downsizes (i.e., becomes a smaller business or closes) the dismissals are usually permanent.
- Can be a drain on your emotional strength, your physical and economic well-being and your relationships with others. Be prepared to do everything you can to protect all these areas of your life.

Remember...

Things you cannot change:

- ✓ You cannot change the past.
- ✓ You cannot change the fact that the layoff occurred. It's in the past.

Things you can change:

- ✓ You can change your future by changing what you will do today.
- ✓ You can find a new job.



**Add Sponsor's
Logo Here**

What to do when you're laid off.

Very few people are completely surprised when they get their layoff notice. Companies rarely just close the door and slip out in the night. The signs of an impending layoff are usually present weeks before the actual time. Workers often either ignore the signs or are convinced that they are not included.

When it happens to you, be prepared:

1. **Get it in writing!**
2. Ask if the layoff is permanent. If not, find out when they want employees to return to work.
3. Get a letter of recommendation that day from your supervisor.
4. Get answers to when you will receive your last paycheck, severance pay and unused vacation time. Find out the status of benefits such as health care and retirement funds. **Get responses in writing.**
5. Ask your supervisor if there was anything you did that contributed to your getting laid off. This will either clear your mind or help you avoid future layoffs.
6. Get the names of others who've been laid off. Form a job search group.
7. Find out where and how you apply for unemployment benefits. Take your layoff letter with you.
8. **Start your job search!**



More about Severance Agreements. . .

Typically, your employer will ask you to sign some documents, including the severance agreement. What you do next is critical to your future. *Don't sign anything without first taking the time to review it* and perhaps showing it to someone whose opinions you trust. It's okay to:

- Tell the employer that you've had a shock and need some time to think.
- Schedule a time for the next meeting.
- Leave the office and take the papers with you.
- Have your union representative review the papers.

Severance benefits are often negotiable!

The 3 big things you want are:

1. **Income**
 - In most industries, there is usually a formula such as one or two weeks' pay for every year you've worked for the company. Check your employee handbook.
 - If a number of workers are being laid off, find out what others are getting, or what people have received in the past.
2. **Health insurance benefits**
 - Find out how long your coverage will be paid.
3. **Out-placement services**
 - Ask what the company will do to help you find a new job.

**Add up to
5 lines of
text here.**

Company
Logo
Here

This Guide is provided by:
ABC Retail Clothing Store
Proudly serving the people of Apex County since 1978
123 Main Street
OurTown, VA 12345
(999) 123-1234

Why did the company lay you off? Will they call you back?

Find out why the company laid you off. Was it due to a history of poor decisions by management, the economy or some other reason? It may be a combination of several factors. This information can help you decide *what to do next*.

Is the lay off permanent or will you be eligible to be called back? The company may not be able to give you a definite answer to this question so you must be realistic about the future of the company and your chances to be rehired. Rather than waiting an indefinite period of time for the company to call you back (which they may never do), it may be wiser to move on to a new employer.

Perhaps it is time to obtain new skills and retraining.

It is often said that the downside to new technology is that workers with old skills get displaced. The plus side to new technology, however, is that few people are experts because it is so new. That means that there are usually many training programs and high demand for those who become skilled. In today's fast-changing world, one of your strongest assets will be your willingness to learn and obtain new skills.



Review the following **JobSearch Guides**: *Training Opportunities* and *Using Your Local One-Stop Career Center*.

How to answer interview questions about the layoff.

Sometimes people who have been laid off are afraid that potential employers will look unfavorably on them simply because they have been laid off. The following are sample scripts that you may use when communicating with future employers. These responses can help you to explain why you're currently unemployed.

"The company was restructured and my position was affected."

"The company closed the division where I worked."

These statements explain that your unemployment had nothing to do with your willingness and ability to work, but was a decision of the company. When talking about your former employer, avoid saying bad things about your supervisor or the company.

Find safe ways to express your anger and frustration.



It's completely understandable that after being laid off, you're going to feel angry for a while. An angry attitude, however, can hinder your job search, especially if you make angry comments about your supervisor or the company that laid you off. A constructive way of burning off anger is to talk to a trusted friend, clergyman or therapist, who lets you safely vent your anger.

A period of mourning

People who become laid off are as devastated as they would be with the breakup of a marriage or the loss of a loved one. Expect to go through a period of grieving for the lost security, the blow to the ego and a future that might have been. Allow yourself a brief period of mourning.

The sooner you begin to take action on your own behalf, the better you will feel!

Money matter\$

- If you don't already have a budget, now is the time to make one. It is vital to figure out how much money you need to live on each month. Your list of monthly payments will include mortgage or rent, utilities, food, insurance, health care costs (see below), travel costs and anything else you need.
- Calculate how many months you can take to find a job by determining how long your money will last. Remember to figure in unemployment payments.
- When money is tight, don't damage your credit by letting bills pile up without paying them. Instead, you can make it easier to pay your bills. Buy yourself more time for job-hunting by lowering your monthly commitments.
- Contact your creditors and negotiate to cut the size of your monthly bills by spreading payments over a longer period. Explain that the situation is temporary and that you are actively job-hunting.

- Talk with a counselor at your Local One-Stop Career Center. Many centers have financial counselors on their staff who can help you negotiate with creditors. They can also provide information about government assistance programs.



Health care insurance coverage

- Have you already signed and accepted a severance package? If so,
 - ✓ Take the time to read the terms and conditions.
 - ✓ Figure out how many weeks of health-care coverage it offers.
 - ✓ When will your health-care insurance run out?
 - ✓ Shop around for health-care coverage before your insurance expires.
- If your spouse is a full-time employee with access to full benefits, see if you can be added to that policy.

Enlist the support of your family.

For suggestions on how to do this, read the **JobSearch Guide** *The Role That The Family Can Play*.

Internet resources



www.doleta.gov/layoff/workers.cfm -- U.S. Department of Labor information for laid off workers.

www.job-hunt.org/boomer-job-search/laid-off-now-what.shtml -- Information for workers over 50.

www.job-hunt.org/layoffs/layoffs.shtml -- Series of helpful articles.

JobSearch Guides Kiosk

