

## New Brand Sparks New More Interactive Website

Following the launch of our new Pioneers brand earlier this year, Pioneers Headquarters began developing the technology to help make learning about our mission, joining Pioneers, and finding volunteer opportunities more dynamic and inspiring. Our new Pioneers website, [www.pioneersvolunteer.org](http://www.pioneersvolunteer.org), was launched this summer.

The new website better supports the organization's mission. It features an enhanced ability to search for local volunteer opportunities through the Pioneers Alliance Linkage System (PALS).

Pioneers Essentials, our new online store, offers Pioneers branded merchandise like T-shirts and caps, as well as materials to support your Pioneers projects and membership recruitment.

Our new site has been designed to be functional, intuitive and easy-to-use.

In our Member Center, Pioneers unit leaders will find the tools and resources they need to conduct Pioneers business easily and efficiently. Members can access their member benefits, read the *PioneersPress* online, and easily search P4, the Pioneers Projects and Programs Periodical, to find innovative ideas. Non-Member visitors can discover who we are and learn about what we do. Anyone who visits can make a secure donation online to support our work.

The launch of our new site using our new spark brand, provides enhanced tools and opportunities for current members and improves our ability to recruit new Pioneers to help us carry on our legacy.

Visit [www.pioneersvolunteer.org](http://www.pioneersvolunteer.org) today!

## calendar

- Sept. 8** International Literacy Day
- Sept. 11** 9/11 National Day of Service and Remembrance
- Oct. 15** Application Deadline for Pioneers Awards and Grants
- Oct. 19-25** Kids Care Week
- Oct. 25** Make a Difference Day
- Nov. 1-7** Pioneers Week

For upcoming chapter events please visit [www.attpioneervolunteers.org](http://www.attpioneervolunteers.org) or go to the international website at [www.pioneersvolunteer.org](http://www.pioneersvolunteer.org) and visit the Member Center to find out about all the exciting Pioneering projects and activities going on in your local area and across the United States and Canada.

## inside

- 2** David Nichols Shares his Thoughts
- 2** Membership Matters
- 3** Fundraising Update
- 3** Pioneering Opportunities for Future Growth
- 4** Pioneers Leadership Insight
- 4** Volunteer Service Grant Program Launched

## contact us

### AT&T Pioneers

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*To change a mailing address or notify us of a deceased member, please call AT&T's benefit provider, Fidelity, at 800/416-2363, choose the appropriate prompt or dial 0 to speak with a representative.*

*For general questions about Pioneering or Pioneer member benefits, please call the Pioneers Resource Center at 800-976-1914 or email us at [info@pioneersvolunteer.org](mailto:info@pioneersvolunteer.org)*

# letter from the chairman

Dear Fellow Pioneer,

Our new brand is an important part of attracting future Pioneers to carry forward our important legacy. At the heart of our new 'spark' logo is the Pioneers triangle. It signifies that while our look has evolved and changed, the traditional values on which we were founded are at the core of everything we do.

We remain an organization rooted in legacy, focused on future growth, united in our reason for being, making a real difference through our grassroots volunteerism.

And stories of Pioneers exemplifying these values and commitment abound.

- A soldier overseas receives a care package lovingly prepared by a Pioneer. That soldier is reminded in a time when it means the most, that he is not forgotten by those who miss and appreciate him at home.

- A family devastated by natural disaster is given the essentials needed to recover by their local Pioneers chapter.

- A young child struggles to build the skills she needs to succeed. A Pioneer reaches out to tutor her and ensure her future success.

Thank you long-standing and new Pioneers for your dedication to building the Pioneers' legacy through your commitment of time and talents. Your volunteer efforts and participation in the Pioneers organization truly change the world.

As a Pioneer you play a part in creating positive change in a time in history when it is needed the most. Because of your compassion and hard work we will continue to take on new challenges and positively impact the growing needs of our hometowns.

I thank and honor you for all you have done and all you will do for others in the name of Pioneering.

Sincerely,



David Nichols  
Chairman, Pioneers



## membership matters

### Member Benefits That Benefit You & Our Mission!

As a Pioneer, you work hard to improve the lives of those in your community and the world. You are quick to respond when there is a call for help and always spread a message of hope and optimism.

To recognize that what you do does make a difference, we have carefully chosen select benefit partners that provide the best discounts and value to our members. By taking advantage of these benefits, you not only receive the recognition you deserve, but you help contribute to the Pioneers mission. Seventy percent of the monies received from the use of these benefits are distributed back out to your local Pioneers group.

Member Benefits include:

- Pioneers Home Financing Program from Wells Fargo Home Mortgage, 1-866-262-1505
- Pioneers Banking Center savings and deposit products from Waterfield Financial Services, Inc., 1-866-674-5755
- Auto & home insurance from Liberty Mutual, 1-800-357-2305
- Long term care insurance through LTCR, 1-800-616-8759
- Health screenings provided by Life Line Screening, 1-800-690-7485
- The Pioneers Visa® Platinum Card issued by U.S. Bank, 1-800-853-5576 ext. 9080

For more information on these and other available member benefits, visit the Member Benefits Center at [www.pioneersvolunteer.org](http://www.pioneersvolunteer.org).

# fundraising update

## Invest in the Future of Pioneering

Your support makes it possible for us to continue our good work. When you donate to the Pioneers, you support the work of our more than 620,000 volunteers who share their time to make our world a better place.

We promise that your hard-earned dollars will be put to work changing the lives of others. In fact, when you support fundraising campaigns like our annual Pioneers Calendar, 70% of the net proceeds are distributed back to our Pioneers chapters.

There are lots of ways to support the Pioneers! Become a part of our President's Circle by making a gift of \$100 or more. President's Circle donors show their commitment to the future of Pioneering through their exceptional generosity. Pioneers President, Marty Lee, recognizes Circle supporters with specialized communications throughout the year.

Pioneer Champions, our automatic giving program provides Pioneers, their friends and family, and the public with an opportunity to support and sustain their local Pioneers by making regular monthly or quarterly gifts. Recurring donations are made automatically by credit card or electronic funds transfer (EFT) from a bank account.

The Pioneers' Special Occasion Giving program enables you to make a financial contribution even more meaningful through commemorative and memorial gifts.

Our newly designed website --- [www.pioneersvolunteer.org](http://www.pioneersvolunteer.org) --- provides a safe, secure way to support the Pioneers anytime. Your gift truly helps us grow. The stronger we become, the stronger the communities we serve will be!



## Pioneering Opportunities for Future Growth

A study of existing and prospective Pioneers led by an independent research firm found that Pioneers today are particularly interested in "one-shot deals" for volunteering. Their ideal volunteer project would take place on the weekend and allow family members and friends to participate, too. Helping others and feeling like they are part of a community is important to today's volunteers as well.

Pioneers Headquarters listened to what members and prospective members had to say and a series of pilot projects that meet these criteria will be launched in the fourth quarter of 2009 to help us grow our ranks.

Participating chapters will spark change in their communities through programs that provide books for children in need, support soldiers and their families, and promote community clean-ups and environmental awareness. Not all projects are new, but the way they're being implemented will help ensure that loyal volunteers are engaged, new members are recruited, and the corporate social responsibility objectives of our sponsor companies are met.

Our goal is organizational growth! Visit [www.pioneersvolunteer.org](http://www.pioneersvolunteer.org) for updates and more information on pilot projects.

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Want to receive email updates about Pioneers news and benefits? Simply register your email address at our website at [www.pioneersvolunteer.org](http://www.pioneersvolunteer.org)

# pioneers leadership insight

Dear AT&T Pioneer,

It's already been an exciting year for AT&T Pioneers!

Through the collective power of our chapters and members, we are increasing the positive impact in our local communities and growing the volunteer effort with new members. A few highlights -

•**Nationwide Food Drive:** Starting last January, AT&T Pioneers led a nationwide food drive across 39 metro areas, collecting over 50,000 pounds of food benefitting community food banks.

•**Job Shadow:** Over the last 12 months, Pioneers have planned local Job Shadow events at AT&T offices, serving over 13,000 high school students across 100 cities.

•**Membership Drive:** AT&T Pioneers kicked off a membership drive in July with great momentum with over 5,000 new members and counting!

•**Chapter Grants:** Thirteen AT&T Pioneers chapters implemented a Volunteer Service Grant Program (see related story at right).

•**AT&T Cares:** Pioneers took a lead role in launching AT&T Cares, a new volunteer initiative designed to get employees engaged in community service that is meaningful to them.

With your help, I know that AT&T Pioneers will continue to strengthen communities. Thank you for all that you do to make a difference in the lives of others.

Yours in Pioneering,



Debbie Pyle  
Vice President, AT&T Pioneers

## Volunteer Service Grant Program Launched

Looking for funding to support your favorite charity? Your local AT&T Pioneers chapter may have the answer.

Launched in July, the AT&T Pioneers Volunteer Service Grant Program (VSGP) is designed to recognize and encourage volunteer activities among its membership. It provides funding to non-profit organizations where members volunteer their time and talent, and acknowledges the value of volunteerism in meeting community needs. It's simple - volunteer a minimum of 25 hours with a non-profit and be eligible to apply for a grant for that organization.

Thirteen AT&T Pioneers chapters are participating and have adopted program guidelines to meet their members needs. AT&T Pioneers can view their chapter's guidelines and apply for grants by visiting the AT&T Pioneers VSGP website at [www.givingprograms.com/attpioneers](http://www.givingprograms.com/attpioneers).

The program benefits are numerous and include:

- Serves as an additional member benefit for existing members
- Grows Pioneers membership by attracting new members who are looking for funding for their favorite non-profit organizations
- Links chapter giving to volunteering
- Encourages members to report their volunteer hours

The program runs through December 31 - so check it out today!

# How We Spark Change!

Pioneers is a network of volunteers who effect immediate, tangible change in local communities, in partnership with their sponsors.