

## **Glenn Michaels**

44 Hemlock Road • Brunswick, Maine 04011  
207-729-6133 • (207)-841-6810 • glennm44@gmail.com

### **Examples of Volunteer Leadership Accomplishments**

I have been extremely fortunate to be able to work with and learn from some of the best organizations, professionals and volunteers. In addition to helping to increase their success, this long-term commitment has brought a sense of deep personal satisfaction. These leadership experiences also allowed me to try new ideas and build new skills and relationships that have been invaluable to my career.

**United Way Campaigns:** I have planned and led a number of corporate United Way Campaigns and managed campaign marketing communication teams for the United Ways in Bath/Brunswick, Lewiston/Auburn, Greater Portland and the combined United Ways in Maine. Campaign increases ranged from 20 to 118%. Besides the initial success, these efforts have helped build long-term donor relationships leading to continued success and growth for these organizations.

**CIVIC Employee Volunteer Program:** I provided the vision for and led the development of a volunteer program at Blue Cross and Blue Shield of Maine called CIVIC (Community Involvement through Volunteering in the Community). The inspiration came from employees that expressed interest in volunteering during the United Way campaign and didn't know where to begin. More than 500 employees participated in the first year, donating thousands of hours to agencies in their communities. It was truly a win/win/win situation for everyone involved. Agencies received our best volunteers, employees received first choice of the most enjoyable and rewarding volunteer opportunities, and the organization benefited from their experience and personal growth. Several companies, including Toyota's operations in the United States, used the program as a model to develop their employee volunteer programs.

**Women's Leadership Luncheon:** I managed the planning and implementation of the first Women's Leadership Luncheon, which was chaired by First Lady Mary Herman. This was an "amazing" fund- and awareness-raising event for the AIDS Project involving approximately 400 business and community leaders. It also helped cement Blue Cross and Blue Shield of Maine's position as a visionary leader in the nonprofit and business communities.

**The Statue of Samantha Smith in Augusta:** After Samantha Smith's tragic death, I developed an idea for a memorial statue that would be paid for by small, individual donations from the children and people of Maine. I worked with Jane Smith, Samantha's mother, and Governor Joseph Brennan to develop an appropriate plan. Then the statue traveled across the state to raise the necessary \$25,000. The goal was to allow as many people as possible (especially children) to become involved and feel ownership of the final statue in Augusta. We receive international recognition and coverage for this important and timely memorial.

**The Home Depot® Celebration of Service:** I worked with The Home Depot® local store managers and The Home Depot® Foundation to coordinate a day-long volunteer project at our homeless veterans' programs in Maine. This is an unbelievable annual commitment from The Home Depot® Foundation of \$10,000 in cash to purchase supplies, from the local stores who ordered and arranged for the delivery of supplies, and from more than 100 Home Depot® employees who donated their own time to spend the day improving our program facilities for homeless veterans. They completed 16 projects including the painting of a facility and the construction of a screen house for the veterans. Behr Paint sent national representatives to join in the project and donated the paint for the day and other vendors provided plants and other supplies and their valuable time. We received local and national publicity for the event and built an incredible relationship with the store managers which is still provide mutual-beneficial benefits to both organizations.

**African Famine Relief Efforts:** I working with a local radio and cable station to address requests I was receiving from the community to help solve this devastating famine. We raised more than \$10,000 during a live broadcast at the Auburn Mall. This was the single largest donation to the American Red Cross's African famine relief effort. We received awards from the national Red Cross's Clara Barton Award and the International Council of Shopping Centers in recognition of our team's success.

**Record Bone Marrow Drive:** When a good friend and neighbor needed a bone marrow donation to survive, I worked with the National Marrow Donor Program to organize the most successful bone marrow testing drive ever held outside of a major U.S. city. Even though we were prepared for a record drive, we ended working with local Brunswick hospitals and the clinic at the Brunswick Naval Air Station for additional volunteers and supplies during the drive. As a result, 1,992 residents were tested and registered as possible donors on the national registry. More than \$25,000 was raised through local donations to fund the drive (the local team running the drive was required to raise a large percentage of the funding).

**Red Cross Blood Drives:** Blood drives that I managed and supported at Blue Cross and IDEXX Laboratories set records for the amount of blood donated and for enrolling first-time donors (26 out of 100 donors in one drive alone). New donors are critical to the future success of corporate campaigns and helping the Red Cross meet the country's need for blood. I attribute our successes to the fact that we made these events rewarding and enjoyable for participants. We played movies and comedy videos during the drives. In addition, many employees who were not able to donate blood found great satisfaction by providing home-baked goods for the donors.

**Maine State Music Theater:** I served on the Board of Directors of the Brunswick Music Theater (now the Maine State Musical Theater in Brunswick) for four years. My key contribution to the organization was to help build revenues by filling seats. This included developing a loyalty program that dramatically increased season ticket holders and finding creative ways to attract new customers to our weakest show times (opening night for example).