

Your Guide to Representing the Mission of VOA Dakotas

Mission Statement:

Volunteers of America, Dakotas is called by the Gospel to guide people to live healthy and fulfilling lives.

Kingdom Calling/Service areas:

Reaching out to help those whom we are called to serve achieve their full potential, VOA Dakotas demonstrates God's love by:

- Guiding people with behavioral health needs
- Uplifting children, youth, and families
- Supporting individuals with intellectual and developmental disabilities
- Strengthening those struggling with homelessness

How to Talk About VOA Dakotas:

Use values-based language: "We meet people where they are," "We believe in second chances," "We walk alongside those we serve."

Share personal stories or examples when possible—real impact resonates.

Keep it simple and heartfelt: "VOA Dakotas guides people to healthy and fulfilling lives."

If You're Asked to Present:

We're here to help! Contact marketing at info@voa-dakotas.org

- Slide decks
- Talking points
- Handouts or promotional materials
- Copies of videos (already produced)
- Staff support for co-presenting or Q&A

If You're Contacted by Media:

Should a journalist or media outlet reach out to you, kindly direct them to:

Becky Deelstra at r.deelstra@voa-dakotas.org. Call or text 605-595-7132

Marketing Department: info@voa-dakotas.org

Even casual media conversations can be misquoted—always loop in staff first.

Our team will handle the request and provide any needed support.

Helpful information to pass along to us, if you are contacted:

- Name of media outlet
- Reporter's contact info
- Nature of inquiry (topic, deadline, etc.)

Please let us know if you hear of opportunities to share our story!