



## Master Reuser® Overview

### Introduction

**Master Reuser®** is a webinar-based “train the trainer” certificate program, which encompasses two separate training modules: Community Advocate Training and Reuse Sector Training. Master Reuser® enables the Reuse Alliance to raise the public awareness of reuse and to build reuse capacity in a cost-effective, time-efficient, and eco-friendly manner by providing progressive training sessions (each session builds from the lessons learned in previous ones) via webinar-based technology.

### Community Advocate Training Module

This Training Module is expressly designed for concerned citizens who would like to improve their reuse knowledge and to learn practical skills that will help them become reuse advocates and increase the reuse awareness within their community.

Specifically, the Community Advocate Training Module gives us an opportunity to:

- **Raise Public Awareness:** The training offers concerned citizens the opportunity to gain an in-depth understanding of the reuse opportunities in their communities with the express desire to have to help spread this knowledge to other community members.
- **Mentor Leaders:** The training helps hone the talents of concerned citizens by providing training and technical assistance that makes them more effective leaders. By laying the groundwork for long-term systemic change, our “train the trainer” model creates new pathways for building the leadership. Participants are encouraged to impart the knowledge they gain in the program at educational events in their communities.
- **Facilitate Peer-to-Peer Networking:** The training offers participants an opportunity to network with likeminded individuals and enforces the value of knowing and working with each other. Participants to share knowledge and best practices through the training webinars and other peer-to-peer discussion opportunities (listserve, conference calls, etc).

The Community Advocate Training Module will be an 8-hour certificate program designed to assist concerned citizens in developing, expanding or improving their knowledge of reuse programming. Registered participants who attend at least 7 of the 8 sessions will receive a certification of completion upon graduation and additional assistance, for up to one year post-course.

Each of the 8 webinars will be approximately 1 hour in length, and will be interactive and group-work oriented. The series includes the following webinars:

- **Orientation:** Participants will learn about all facets of reuse - from traditional reuse (textiles, furniture, food) and creative reuse (art from scraps) to reusables/durables and remanufacturing/refurbishing. They will also receive an introduction to the reuse sector,

including the historical context and the current social, economic and environmental impacts of reuse.

- **Goal Setting & Effective Planning:** Participants will work to define their personal “mission”, set goals for community-based reuse outreach, and develop action items that help focus its resources towards fulfilling its vision.
- **Volunteer Management:** Participants learn effective tools to recruit, retain, and develop volunteers to help them with their cause.
- **Social Marketing:** Participants will learn to use social marketing to enhance their outreach activities.
- **Event Management:** Participants will learn how to use special events and tabling to get the word out.
- **Strategic Partnerships:** Participants learn how to take an accounting of their personal skill sets and see how they can leverage these in order to partner with community-based reuse organizations.
- **Taxes, Risk & Liability:** Participants learn tools for risk avoidance specific to donated goods and services, as well as volunteering.
- **Program Evaluation & Reporting:** Participants learn the importance of evaluation of their activities and will be introduced to basic tools for evaluation (on and offline approaches), and how to translate the data they have accumulated and use them in marketing and fundraising efforts.

### **Reuse Sector Training Module**

This Training Module is expressly designed to improve the individual skills of the senior managers of reuse organizations, while allowing them to take back tools that will help increase the operational effectiveness of their entire organization and help improve their ability to serve their communities.

Specifically, the Reuse Sector Training Module gives us an opportunity to:

- **Build Operational Capacity:** The training helps hone the talents of reuse managers by providing training and technical assistance that makes them more effective leaders, both in their communities as managers of volunteers, and in their organizations as professionals skilled in the areas of strategic thinking, marketing, fundraising, and program development.
- **Facilitate Peer-to-Peer Networking:** The training offers participants an opportunity to network with colleagues and enforces the value of knowing and working with each other. Participants to share knowledge and best practices through the training webinars and other peer-to-peer discussion opportunities (listserve, conference calls, etc).
- **Increase Organizational Viability:** By laying the groundwork for long-term systemic change, our “train the trainer” model creates new pathways for building the leadership from within an organization. Participants are encouraged to impart the knowledge they gain in the program with staff and volunteers in order to increase morale and decrease turnover.

The Reuse Sector Training Module is a 16-hour certificate program designed to assist reuse professionals in developing, expanding or improving their programs. Registered participants who attend at least 7 of the 8 sessions will receive a certification of completion upon graduation and additional assistance, for up to one year post-course.

The program is currently open to employees working in senior level programmatic and administrative staff within the reuse sector.

Each of the 8 webinars will be approximately 2 hours in length, and will be interactive and group-work oriented. The series includes the following webinars:

- **Orientation / Goal Setting & Effective Planning:** Participants will receive an introduction to the reuse sector, including the historical context and the current social, economic and environmental impacts of reuse. Participants will work to define their mission and vision, sets goals and develops action items that help focus its resources towards fulfilling its vision.
- **Stakeholder Management:** Participants learn effective tools to recruit, retain, and develop their stakeholders, and ensure stakeholder buy-in that supports their efforts.
- **Budgeting & Financial Diversification:** Participants learn the various tools and techniques that may be used to develop sustainable program budgets and secure needed program support.
- **Marketing:** Participants will learn to create a simple, effective marketing plan to position their organization in a unique niche; and how to use social marketing to enhance outreach.
- **Warehousing & Logistics:** Participants learn the various tools and techniques that may be used to effectively manage the warehousing and logistics of their reuse warehouses.
- **Strategic Partnerships:** Participants learn how to take an accounting of the skill sets / assets of their organization and to leverage these in order to partner with organizations with complementary skill sets and/or assets.
- **Taxes, Risk & Liability:** Participants learn about tax regulations that affect their triple bottom line. In addition, participants will learn tools for risk management, insurance and liability issues specific to donated goods and services.
- **Program Evaluation & Reporting:** Participants learn the importance of formal evaluation of their programs and will be introduced to basic tools for evaluation (on and offline approaches), and how to translate the data they have accumulated and use them in reporting, marketing and fundraising efforts.

### **Requirements**

Potential participants are required to submit a completed application package which includes 1) their application form; and 2) a profession or personal recommendation. A panel will review and select members to participate.

The webinars will be take place once a month for eight months. Upon completion, participants will receive their certificate and be offered additional mentoring/assistance that will reinforce the integration of learned skills.

### **Program Evaluation**

As we teach both training modules, it is important that we measure and evaluate impact. Program participants will be required to submit post-webinar evaluations and a six-month post-completion evaluation. This information is critical for the Reuse Alliance to be able to track self-reported behavioral changes among participants, as well as to make improvements to the training module itself.