

OUTREACH COORDINATOR

The Outreach Board members are responsible for acting as liaisons between the Mothers' Club and the local community in a service capacity. The Outreach coordinators organize service projects and Club events that benefit organizations in the greater community. They keep abreast of volunteer opportunities and of the works of local organizations. Coordinators work with local organizations (as opposed to individuals) to identify their needs and ways that the Mother's Club can assist. They maintain resource files on organizations, contacts and volunteer opportunities. There is both a planning and a marketing component of the job and Outreach coordinators are responsible for helping to make the Mothers' Club membership aware of activities and donation and volunteer opportunities. The following is a more detailed breakdown of Outreach responsibilities.

Activities:

Outreach typically organizes one Club Outreach activity every one to two months. Many of the volunteer events are organized around big Club events such as the Spring Fling, Summer Picnic and Preschool Fair. Many donation items are collected at General Meetings. Activities include:

- 1 Contact organization to arrange project details (organization's needs, timeline, other project information)
- 2 Advertise in the newsletter (write articles for the Outreach page) and typically on Club Chat. Send emails to the playgroup liaisons seeking donations and/or volunteers
- 3 Coordinate list of volunteers and/or donations (ex. list of who is volunteering or donating and what they are donating).
- 4 Organize donations, prepare for delivery
- 5 Follow-up: write a follow-up newsletter article, follow-up with organization, etc.

The shape of future Outreach activities will naturally be defined by the interest of the incoming Outreach Coordinators. Many of the projects can be done at any time of the year.

Past Organizations and Projects Supported (focus on organizations supporting families, women and children):

- 2 Shelter Inc.- "Adopt a Family" for December holidays (Nov/Dec)
- 3 STAND Emergency Food Drive
- 4 Painting a transitional home
- 5 Collection of panties and household items (for STAND)
- 6 Creating Easter baskets (for STAND)
- 7 Bake sale at the Spring Carnival (Outreach fundraiser)
- 8 Stuffed animal collection (for Oakland Children's Hospital)
- 9 Donation and creation of layette packages for the County Hospital in Martinez
- 10 Easter Egg Hunt and Halloween Parade at nursing home facilities
- 11 Collect pre-school items at the Clubs' Preschool Fair (for We Care)
- 12 Volunteer event at the Child Abuse Prevention Council
- 13 Pizza fundraiser at Skipolini's for the Bay Area Crisis Nursery

14 Used business clothes collection (for Wardrobe for Opportunity)

Donation Resources:

Outreach coordinators keep a resource file on organizations that accept donation of various items (clothing, coats, blankets, furniture, cell phones, computer equipment, etc.) Periodically throughout the year, these organizations are listed in the newsletter. Members often call or email Outreach coordinators to find out where to donate things. Contact information for donation recipients is updated occasionally.

Volunteer Resources:

Outreach coordinators also keep a list of organizations that need volunteers. Generally, volunteer opportunities are obtained throughout the Volunteer Center but representatives from organizations occasionally contact the Board members with volunteer requests. Volunteer options are listed in the newsletter periodically or advertised on Club Chat. These should be updated periodically.

Outreach coordinators are always on the lookout for volunteer/donation possibilities as they arise (for example, in the newspaper, organizations brochures, etc.)

Newsletter:

The monthly newsletter typically includes at least one page of Community Outreach news. The Outreach coordinators are responsible for contributing to this page. This is the primary method for informing members of upcoming events, donation resources and other Outreach news. A follow up may be written for a newsworthy event and to thank those who contributed.

Board Responsibilities:

As members of the Board, Outreach coordinators attend the monthly Board meeting, General Meeting and participate in Board activities.

Revised 8/15/06

Number of Coordinators = 3

Time Involved = varies depending on project. A typical project requires approximately 20 hours a month for the coordination, follow-up and newsletter writing. In addition, the monthly General Meeting and Board meeting are 2 hours each at night.

Active Position = Yes