

Women Build Team Job Descriptions:

Women Build Steering Committee Chairman Lynne Johnston, Forest City Trading

The Volunteer Team (5-10 members):

Help recruit an estimated 400 volunteers to cover 25 build days by cultivating relationships with area churches, corporations, civic organizations, neighborhood groups, local sororities or women's groups, and women-owned businesses. Volunteers are needed to populate the Women Build Teams doing special events, public relations, and volunteer recruitment, as well as the actual building.

Coordinate with WWHFH staff in maintaining the volunteer database and sending out information, notices and reminders to female volunteers.

In cooperation with the Special Events Team, hold a Volunteer Appreciation event after the home is completed to thank everyone.

- Recruit 20-25 volunteers per house, per workday (including family members, regulars & sponsors)
- 4 Crew Leaders – construction experience is essential
- 10 Crew Members – 10 unskilled volunteers including homeowners and sponsor employees
- Cultivate relationships with area churches, corporations, civic organizations, neighborhood groups and individuals.
- Maintain a database of all volunteers
- Respond to applications with a confirmation letter, waiver, directions, etc.
- Create name tags
- Hold a volunteer appreciation day or two to thank everyone and keep morale high

The Special Events Team (10+ members) will:

Be responsible for raising \$60,000 to help cover the costs of building materials. Team will brainstorm ideas and produce fundraising opportunities throughout the year, with the goal of raising all the funds before the home is finished. While we have some examples of past fundraisers done for Women Builds, fundraising ideas are limited only by the imagination and inventiveness of the Special Events Team.

Team will also produce the 1st Wall Raising event in coordination with the Public Relations Team; a final Dedication event to celebrate when the home is completed; and a final Thank You event in cooperation with the Volunteer Recruitment Team to celebrate the many volunteers it took to build and fund our home at Hunting Park.

Possible Ideas:

- Groundbreaking (or foundation pour) – invite local dignitaries to participate or attend a ribbon cutting of sorts
- 1st wall raising (sponsorship opportunity?)
- Build a playhouse in the Lowe's parking lot and then sell raffle tickets (display the house in local shopping malls and sell tickets there too)
- Walk-a-thon
- Theme days with donations
- Women build and men bake sale
- Charge men \$10 to work on women build home
- Fundraising breakfast/lunch/tea

The Public Relations/Media Team (3-4 members):

Chairman Joy Schmieg, The Joy of Marketing

Be responsible for disseminating our key messages to the public and local media. Members will distribute brochures, flyers, posters, and/or general information about Lowe's How-To clinics, public meetings, fundraising events, and build dates to local businesses, churches, newspapers, TV and radio stations. Information could also be posted on individual's Facebook pages, as well as coordinating with WWHFH staff responsible for social media postings.

WWHFH staff will work with Team as they develop flyers, posters, church bulletin inserts, letters to the editor, and arrange speaking engagements for the project leader or other committee members.

PR Team will coordinate with Special Events Team to publicize fundraising and special events.

Team will plan a 1st wall raising media day/press conference and will handle communications and media relations for the Final Dedication. Prepare media kits to present to reporters.