



A MAIN STREET ORGANIZATION

# SDA Job Description OUTREACH COMMITTEE MEMBER

### Time Required:

2-3 hours per month outside of monthly committee meetings, possibly more leading up to or during committee projects or events.

### General Description:

Committee Members are important volunteer positions that advance each of the four points of the Main Street Approach to revitalization:

- Economic Vitality
- Design
- Promotion
- Outreach

Committee chairs lead volunteer committees through projects deemed to be the most beneficial to the organization based on current priorities, budget and annual plan voted on by the Board of Directors of the Stevenson Downtown Association.



### **Outreach Committee Overview:**

The organizing component of the Main Street Approach™ lays the foundation to support a successful revitalization effort by ensuring adequate people and financial resources are available to implement approved projects and activities. Think of Outreach as a two-way street that both shares out information about the organization and invites people in to contribute their ideas, time, and finances to a shared vision for the community's future.

### **Outreach Committee Responsibilities:**

- Communication strategies to create awareness of the overall revitalization effort and promote the purpose and activities of the organization
- Volunteer and leadership development, including recruitment, training, and recognition
- Developing an overall fundraising plan
- Fiscal oversight to ensure appropriate policies are in place and required reporting is completed

### **Individual Committee Member Job Elements:**

- Attend monthly committee meetings
- Actively participates in and works on approved committee projects
- Recruits volunteers needed for specific projects or events
- Maintains a positive attitude that inspires and encourages others
- Respects other people's viewpoints and skills

### **Committee Members report to:**

Committee Chairs primarily (for projects)

Executive Director secondarily (for general volunteer admin/HR)

### **Basic Skill and Value Requirements:**

- Commits to minimum of one year of volunteer service as a committee member
- Completes volunteer orientation(s) about the Stevenson Downtown Association, the Main Street Approach and specifically the Outreach Committee
- Understands and tells others about the Main Street Approach to revitalization
- Possesses a desire to make great things happen for Downtown Stevenson
- Is a team player, flexible and open-minded
- Sensitive to cultural, religious and ethnic diversity
- A realistic understanding of the time and energy to commit to committee goals