

### **Sheep-herder (aka Volunteer Coordinator)**

Do you believe in the power of a group of committed citizens to make change in the community and want to play an important part?

- Schedule volunteers for Orientations and get them jazzed about the many ways to help their co-op!
- Direct volunteers to the appropriate task force to be trained.

### **Reach-out Champion (aka Outreach Champion)**

Are you an extroverted person who always knows the latest happenings in our Region? Are you involved in local community-focused organizations such as Rotary Clubs and networking groups?

- Identify opportunities for the Co-op to spread the word at local organization meetings, festivities and networking events.
- Use current database of volunteers to fill spots and recruit to build a larger team - so we can divide and conquer to increase our presence in our communities.

### **Socialists (aka social media savants)**

Is posting, tagging, sharing, tweeting, Instagramming part of your everyday wheelhouse? Can you post Co-op content so we become a great social trend to follow during our Campaign?

- Post content (which will be already written) to social media platforms during our capital campaign!
- Share fun and exciting local “Co-op-y” content like member recipes, farm stories, and fun stuff your fellow committee members are up to.

### **Budding Spielberg (aka Video producer)**

Do you love to capture passion through film and help to spread love (even just on your phone – we aren’t talking professional production here!)

- Gather member testimonials stating why they invested in their MFC and why they believe in Co-ops!
- If desired, use creative skills to film other pieces at Harvest Market and in community

### **Chatty Cathys & Carls (aka Campaign Callers)**

Are you very comfortable and confident on the phone? Would you be happy to most directly contribute to opening our doors....by bringing in the start-up \$\$\$\$ to do so?

- Make calls to fellow Member-Owners to introduce them to the investment options (preferred shares and member loans) and see if they can invest.
- Create a sense of urgency and excitement in your communication, so Owners know their investment is the only way we can open doors at Harvest Market
- Send follow-up email(s) to Member-Owners and note efforts on a team tracker (in an Excel format).

### **Web Gu-Ru (Website Manager)**

Do you love SquareSpace? Are you good at WYSIWYG programming and can you work your way through google analytics? Help us make our website perform better, make sure content gets uploaded quickly and in a location that our members can find it.

- Add monthly meeting minutes to site
- Post blogs (will already be written)
- Share updates on the homepage
- Update any news / press coverage
- Grow our email list

### **Data Scrubber**

Scrub a dub dub - all the data's in the tub. We have a slew of member owners without phone numbers. We need someone to help us find phone numbers so that we can call each and every member