Hi there! We’re so excited that you’re interested in joining Project by Project Los Angeles 2020 Steering Committee.

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If you have any questions or comments, please email volunteer.la@projectbyproject.org.
ABOUT PROJECT BY PROJECT

Project by Project (PbP) is…

- a 100% volunteer-run 501(c)(3) national nonprofit.
- a grassroots leadership development organization that provides innovative platforms for direct work and engagement within the AAPI community, aiming to develop a pipeline for the next generation of Asian Americans in philanthropy and nonprofit leadership.
- the organizer of Plate by Plate, the Asian American Pacific Islander (AAPI) community’s oldest annual tasting benefit.

Mission
Developing Leaders through Innovative Philanthropy.

Vision
An Empowered Asian American Community.

How We Do It
Each year, we select a local nonprofit partner and tailor a campaign to support them in three areas. In doing so, we develop leadership skills that we can that we can then apply into other aspects of our professional and personal lives.

Public Awareness | We strive to educate and bring awareness to issues that impact the Asian American community.

Community Outreach | In cooperation with our beneficiary partners, we mobilize volunteers to respond directly to community needs which can range from one-day activities to ongoing service commitments.

Fundraising | To fundraise for ourselves and for our beneficiary partner, we hold an array of events. Our signature Plate by Plate tasting event helps us raise funds for various Project by Project initiatives such as volunteer programs or speaker series, and enable Project by Project to fund programs and initiatives put forth by its beneficiary partners. We are committed to zero-budget fundraising and a 100% volunteer staff to maximize returns to our non-profit beneficiary partners.
MEMBERSHIP REQUIREMENTS

As a member, you’ll:

- Have access to a network of community minded leaders including our incredible alumni and nonprofit partners.
- Develop transferable professional skills.
- Participate in leadership workshops and skills seminars.
- Have opportunities to travel to sister chapter events in New York or San Francisco.
- Be invited to fun events and join a community of passionate, energetic, like-minded professionals.

In return, we’re asking all members to:

- Demonstrate a commitment to philanthropy or volunteer work.
- Commit to a one year term from January - December.
- Time commitment: 10-20 hours per month.
- Attend monthly SC meetings (usually mid work week after business hours). Directors must also attend a monthly Director’s meeting.
- Volunteer at 2 or more partner events.
- Three or more unexcused absences from mandatory events may be cause for dismissal.
- Sell at least 2 tickets to our annual tasting event, Plate by Plate.
- Annual Membership Dues: $20
DESCRIPTION OF ROLES

We strive to provide volunteering and community service opportunities at all levels of commitment and flexibility, and have a variety of teams to support our work. Each team is led by a Director, and includes Manager roles with supporting Team Member roles. Below, you can read more about the responsibilities of each team.

EVENTS TEAM

**Director of Events**
*To apply for this position you must have held a position on the Steering Committee for at least half a term.*

- Oversee planning and execution of all external chapter events, including Plate by Plate.
- Ensures chapter’s adherence to national goals and themes for events and serves as a local area liaison for Plate by Plate production.
- Set vision/theme for events, create forms/templates to support Events team, secure resources to enhance events, and book entertainment.
- Work with Local Chapter President and Director of Finance to create detailed initial budget for the year. Responsible for adhering to budget and maintaining all records and invoices for expense-tracking purposes.
- Responsible for year-end report to be presented to Local President and the National Events Director on team activities, accomplishments, lessons learned, and best practices.
- Collaborate with National Director of Events as well as Director of Fundraising for cross-pollination of initiatives.

**Event Production**

- Research and communicate with potential Plate by Plate venues. Serve as main point of contact with the chosen venue, communicate vendor and participant needs, and conduct walkthroughs with vendors, participants, and team members as necessary.
- Acquire and negotiate venues, space amenities/capabilities/parameters, vendor and participant coordination, set-up/clean-up tasks, decor, rentals, supplies, and multimedia requirements.
- Lead the creation of Plate by Plate floor map and coordinate with Marketing team for translation into event program.
- Communicate and coordinate with team on event logistic needs.
- Keep an accurate log of all important event information and resources.
- This team consists of 2 Event Production Team Members reporting up to 1 Event Production Manager.

**Restaurant Relations**

- Build restaurant relations, forge and maintain chef relations, cultivating future prospects.
- Manage and update restaurant contact database.
- Network with culinary industry to represent PbP.
- Draft and update information and solicitation packets.
- Collect collateral on restaurants for marketing materials and collaborate with Marketing Team, as needed.
- Communicate with participating restaurants regarding logistical needs for Plate by Plate and work with Events Director and Manager of Event Production in ensuring such needs are met.
- Prepare and distribute chef gifts and thank you cards/letters.
- This team consists of (4) Restaurant Relations Team Members reporting up to (1) Restaurant Relations Manager.

**Beverage Relations**

- Manage and forge relationships with beverage, libation and wine industries to secure participation and donations.
- Maintain current relationships, acquire new contacts, and cultivate future partnerships.
- Manage and update beverage and winery contact database of contacts.
- Lead a team of beverage and winery liaisons.
- Draft and update information and solicitation packets.
- Collect collateral on restaurants for marketing materials and collaborate with Marketing Team, as needed.
- Communicate with participating restaurants regarding logistical needs for Plate by Plate and work with Events Director and Manager of Event Production in ensuring such needs are met.
- Prepare and distribute participant’s gifts and thank you cards/letters.
- This team consists of (3) Beverage Relations Team Members reporting up to (1) Beverage Relations Manager.
FUNDRAISING TEAM

**Director of Fundraising**

*To apply for this position you must have held a position on the Steering Committee for at least half a term.*

- Coordinate a strategy with the National Fundraising Director and develop tools for local team.
- Outreach to corporations, individuals and public entities and develop personalized sponsorship packages with them.
- Collaborate with Events and Marketing Team to roll out local fundraising initiatives.
- Maintain and update fundraising contacts.
- Build a team focused on lead generation, donor engagement and sales.
- Report out to Local President and the National Fundraising Director on team activities, accomplishments, lessons learned, and best practices by way of an annual report.

**Silent Auction**

- Coordinate silent and online auction, including soliciting items and piloting programs and new software to create an efficient silent auctions operations at Plate by Plate.
- Ensure adherence to auction donor and bidder guidelines.
- Create solicitation materials.
- Maintain and update a master database of leads.
- Maintain list of inventory, confirmed items, and status of delivery.
- Produce bid sheets with product/services descriptions and starting bid prices/price increments.
- Manage auction process on the day-of event by coordinating delivery to and from event, setup of silent auction area, supervising schedule, and handling volunteer team.
- Follow up with post-event non-paid items, updating and reconciling database, and issuing thank you letters and tax receipts.
- This team consists of (1) Silent Auction Team Member reporting up to (1) Silent Auction Manager.

**Sponsorships**

- Manage relationships with local corporate entities and engage as an ambassador of PbP.
- Developing sponsorship strategies and programs to leverage corporate matching and maximize revenue.
- Secure cash sponsors, in-kind donors, and other synergistic corporate partnerships.
- Strategize with national fundraising development team on local component of any sponsorship campaigns.
- Leverage community, corporate and political relationships for PbP opportunities, including representing PbP at other community and nonprofit networking events.
- This team consists of (2) Corporate Relations Liaisons and (1) Community Liaison both reporting up to (1) Sponsorships Manager.
**Corporate Relations Liaison**
- Build a closer relationship between PbP and the companies whose values align with ours in order to create a pathway for sponsorship.
- Identify companies with Asian American Employee Resource Groups (ERGs) to build relationships for corporate giving and community engagement.
- Collaborate with Marketing and Events to build a valuable and competitive sponsorship package by understanding the goals and objectives of sponsors.
- Represent PbP at corporate networking events in order to spread awareness of our organization, create new leads, and cultivate long-term relationships with potential sponsors.

**Community Liaison**
- Represent PbP at community networking events in order to spread awareness of our organization, create new leads, and cultivate long-term relationships with like-minded organizations.
- Collaborate with the Sponsorships Manager in researching, writing and coordinating of grant application processes.
- Manage proposals, update the donor database, and manage a calendar of grant applications and their deadlines.
- Create and implement plans to obtain sponsorships from different grant providers.
MARKETING TEAM

**Director of Marketing**

*To apply for this position you must have held a position on the Steering Committee for at least half a term.*

- Drives holistic marketing strategy for the year, working with Managers to ensure all channels and collateral come together cohesively.
- Sets process of how Marketing works with other teams, ensuring briefs contain all necessary information for relevant Managers/Specialists.
- Oversees production and use of all collateral, info packets, flyers, invitations, correspondence, email, newsletters, and graphics.
- Ensures adherence to national brand guidelines.
- Increases attendance at events and maximizes ticket sales through various marketing channels (social, email, influencers, PR, web, paid ads, etc.).
- Seeks ways to grow existing marketing channels and also explores new channels.
- Responsible for year-end report to be presented to Local President and the National Marketing Director on team activities, accomplishments, lessons learned, and best practices.

**Communications Strategy**

- Plans, edits, and deploys email newsletters and social media communications.
- Maintains and updates editorial calendar documenting schedule of all social media posts and email newsletters - updated monthly at a minimum.
- Creates innovative ways to highlight PbP and Beneficiary Partner on social, web, and in the press.
- Forges and maintains partnerships with social media influencers, press, and other marketing partners.
- Compiles content, archives, and uploads onto all PbP platforms for viewing and presentation.
- Works with Content Strategy on copy for promotions across all channels, including press releases, social media, Facebook events, paid ads.
- Manages digital advertising for Plate by Plate and recruitment via channels like Facebook Ads Manager, Google AdWords.
- Maintains and updates media outlet/social media influencer contacts.
- Provides analytics on newsletters, social media, and paid ad performance as needed.
- Nice to have: Knowledge of social media best practices and user behavior.
- This team consists of (2) Communications Strategy Team Members reporting up to (1) Communications Strategy Manager.

**Content Strategy**

- Owns content strategy for PbP LA website, including blog posts and photography.
- Partners with Operations team to implement intuitive user experience on website, and with Communications team to ensure web content is consistent with editorial calendar.
- Manages photography, videography, and other means of capturing all chapter events and activities.
- Partners with Communications team for promotional copy across marketing channels.
- Ensure PbP Facebook and Eventbrite pages are up to date with relevant descriptions
- Must be comfortable writing copy (both long- and short-form) for various mediums.
- Provide analytics on website behavior as needed.
- Nice to have: Knowledgeable of SEO and website best practices, Google Analytics proficiency, copywriting experience
- This team consists of (1) Content Strategy Manager reporting up to the Director of Marketing.

**Design Production**
- Design visual assets to brand PbP and its activities, adhering to national brand guidelines while still providing a fresh take on all designs to maintain their appeal
- Design marketing collateral for use as event invitations, emails, brochures, program books, ads, social media, website, decorations, point of sale displays and more.
- Design Plate by Plate program book and insert, working closely with other teams.
- Must be proficient in Adobe Photoshop and InDesign, and aware of standard design best practice.
- This team consists of (1) Design Production Team Member reporting up to (1) Design Production Manager.
OPERATIONS TEAM

**Director of Operations**
*To apply for this position you must have held a position on the Steering Committee for at least half a term.*

- Manage chapter logistics, IT, historical, and organization duties.
- Coordinate team meeting logistics, internal events, event supplies & equipment.
- Establish Service Level Agreement & Turnaround Time for Ops Requests.
- Ensures projects & initiatives are compliant with industry standards.
- Works directly with National Operations Director to keep abreast of PbP policies and to develop innovative solutions for infrastructural challenges.
- Maintains chapter adherence to national strategies and goals.
- Responsible for year-end report to be presented to Local President
- Set & track team goals & objectives for the year.
- Supports and ensure core mission & initiatives of Chapter.

**Operations Program Manager**

- Designing and implementing end to end processes focusing on user needs and sustainable solutions.
- Manage current programs including, but not limited to, org website, knowledge management, event registration, and storage unit.
- Facilitate the execution of future programs such as internal ticketing system, Drive organization, and internal website.
- Identify trends and opportunities to develop operational workflow improvements for the entire org.
- Partners cross-functionally with internal teams by producing key metrics and applicable solutions to better serve team objectives.
- Provide clear communication to SC regarding status of projects, roadmaps, issues, and priorities.
- Trains & coaches team members of internal process while providing up-to-date documentation.
- This team consists of (3) Operations Specialist Team Members reporting up to (2) Operations Program Managers.

**Operations Specialist Team Member**

- Become a Subject Matter Expert of chapter processes and provide recommendations on scalable solutions.
- Perform operational duties required to keep processes running without errors or negative impact.
- Participates in the planning, organization, and execution of various PbP events & projects, as assigned.
- Track, monitor, respond, and fix requests while providing high level customer service.
- Support and collaborate with team members to ensure objectives & goals are met while maintaining flexibility for changes.
- Provide any technical support as needed.
- This team consists of (3) Operations Specialist Team Members reporting up to (2) Operations Program Managers.
OUTREACH TEAM

Director of Outreach
To apply for this position you must have held a position on the Steering Committee for at least half a term.

- Manage relationship between PbP and local nonprofits.
- Select our nonprofit partner for the year.
- Create current partner campaign and set goals for a successful partnership.
- Strategize with team on promoting public awareness and education campaigns of partner’s cause and yearly theme (through public events, sc meetings, etc.).
- Network and foster positive working relationships with synergistic community-based organizations to promote PbP’s brand and mission in order to garner increased visibility, volunteer prospects, and fundraising.
- Responsible for year-end report to be presented to Local President and the National Outreach Director on team activities, accomplishments, lessons learned, and best practices.
- Build a team of department volunteers focused on building community relations with current and past partners, as well as other organizations in LA.

C.A.S.E.S. (Consulting)

- CASES (Collaborations Accelerating Sustainable Engagements & Solutions) is a pro-bono consulting initiative that brings together cross-sector, multi-disciplinary young professionals to work on specific capacity-building projects.
- Through the PbP partnership, a CASES team will be paired with the beneficiary partner to conduct a deep-dive on the organization’s infrastructure and capacity, addressing business and organizational challenges.
- Over a 12-week project term, the team will develop tangible recommendations advising the beneficiary partner in growing their organizational capacity.
- Types of project deliverables include but are not limited to: strategic planning, implementation timelines, logistics development, recruitment strategies, marketing plans, ROI evaluation, financial modeling, and data analysis.
- This team consists of (3) CASES Team Members reporting up to (1) CASES Manager.

Beneficiary Partner Relations

- Head beneficiary partner selection search for the current year - Research viable organization. Update and send out applications. Collect applications and set up internal review sessions. Arrange for on-site visits and staff interviews. Engage steering committee into the process of partner selection.
- Maintain clear lines of communication between PbP and the current beneficiary partner throughout the campaign and disseminate information to the Local SC team.
- Responsible for organizing Partner Campaign Kickoff event as well as any activities, programs, or events with the partner, coordinating with the Event Team.
- Collaborate with Marketing Team on awareness strategy of partners’ cause.
- Coordinate with team on partner-related community service and outreach projects.
- This team consists of (1) Beneficiary Partner Relations Manager reporting up to the Director of Outreach.
**Education + Community Relations**

- Identify and lead opportunities of education around theme and partner for public awareness and brand building.
- Be the point person for community events and execute on opportunities for PbP to build brand and relationships with the public and nonprofit community.
- Act as the point person for Outreach Team in leveraging other PbP teams for education and volunteering events (Marketing Team, Volunteer Management, Events, etc.).
- Leverage past partner relationships to build brand and further community engagement whenever possible.
- Weave theme education awareness into Plate by Plate.
- This team consists of (1) Past Partner Relations Team Member reporting up to (1) Education + Community Relations Manager.

**Past Partner Relations**

- Engage previous PbP LA beneficiary partners in current activities without overshadowing current beneficiary partner.
- Learn about all past partner missions and current programs to ensure smooth collaboration with the organizations.
- Maintain list of past partner contacts and activities throughout the year. Work with Volunteer Management team to accurately track attendance of SC members to these events throughout the year.
- Provide PbP members with volunteer and engagement opportunities with Past Partners and updates on past partner activities.
- Communicate past partner mission and values within the community to Local SC and volunteers. Work with Marketing Team as deemed necessary.
- Must be knowledgeable about past campaigns with PbP.
- This team consists of (1) Past Partner Relations Team Member reporting up to (1) Education + Community Relations Manager.
VOLUNTEER MANAGEMENT TEAM

**Director of Volunteer Management**

*To apply for this position you must have held a position on the Steering Committee for at least half a term.*

- Work as our Human Resources by staffing and culture setting.
- Ensure chapter adherence to PbP staffing policies.
- Receives and holds all applications. Manage database of volunteers.
- Reviews applications and places applicants into positions that fit their skills sets and fulfill PbP needs.
- Oversee all general volunteer events and meetings.
- Maintain constant communication with new and current volunteers.
- Resolve staffing issues with the Local President.
- Strategize initiatives to enrich the PbP experience, motivate volunteers and alleviate burn out.
- Plan the Volunteer Appreciation Event and Team Bonding Events.
- Responsible for year-end report to be presented to Local President and the National Leadership Development Director on team activities, accomplishments, lessons learned, and best practices.

**Team Development**

- Strategize and build community culture for local team.
- In collaboration with the Director, create engagement evaluation tools including (but not limited to) Steering Committee NPS surveys, mid-year check ins, etc.
- Oversee the completion of Steering Committee membership requirements and develop systems for tracking & enforcing requirement completion.
- Create opportunities to build & strengthen community culture through the annual retreat, quarterly events, outings, and team-builders.
- Manage day-of volunteers during Plate by Plate event, including recruitment, training, role placement, and support as needed.
- This team consists of (1) Team Development Team Member reporting up to (1) Team Development Manager.

**Leadership Development**

- Create a year-long leadership development program catered to the Steering Committee’s professional and leadership goals.
- Network & develop relationships with Asian-American leaders to invite them as speakers at monthly Steering Committee (as it pertains to the leadership development curriculum).
- Document goals and interests of current Steering Committee members to plan effective workshops during the year.
- Create opportunities for PbPers to enhance leadership skills beyond monthly meetings, such as through workshops, training sessions, and skill-based activities.
- This team consists of (1) Leadership Development Team Member reporting up to (1) Leadership Development Manager.
**Los Angeles Legal Counsel**

- **Qualification**
  - Must have professional legal background.
- **Role**
  - 2 Year Term
  - Liaise between Local Chapter and counterpart Counsels of other Chapters.
  - Oversee Local Chapter legal matters and coordinate with other legal advisors to ensure synchronization across all chapters and the National team.
  - Does not vote on PbP matters but acts as a neutral advisor to the National Steering Committee, Local Steering Committee, and The Board.
  - Report to the General Counsel and The Board, dotted line reporting to the National President.
- **Responsibility**
  - Negotiate on behalf of PbP in all legal matters.
  - Review contracts.
  - Draft language for Agreements.
  - Review all contracts, agreements, and drafted policies and procedures before submission to The Board for Approval.
  - Protect PbP from controversy and inequitable arrangements.
  - Draft internal policies, guidelines, and Board resolutions.
  - File legal documents.
  - Uphold compliances across the organization and acts as enforcers of policies and perform a real-time audit of the National and Local Steering Committees to ensure proper compliance.
FINANCE (CURRENTLY FILLED)

Los Angeles Finance Manager

- **Role**
  - Manage local chapter’s financial records, reporting directly to Chapter President.

- **Responsibility**
  - Set a reasonable budget for the Local Chapter.
  - Set fundraising goals.
  - Oversee Local Chapter finance matters and coordinate with other Finance Directors to ensure synchronization across all chapters and National.
  - Review reimbursement requests for proper compliance and issues reimbursements.
  - Provide accounting reports on a monthly basis.
  - Work with The Bookkeeper to maintain accurate accounting.
  - Ensure chapters are fiscally responsible and maximizing fundraising opportunities.