



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.



Organizational Transformation Strategy:

We activate the downtown district through placemaking and business support to make it the preferred destination for Stevenson area residents to spend time.

Outreach Committee Overview:

Outreach is crucial to the success of Stevenson Downtown Association, ensuring adequate human capital and financial resources are available to implement projects and activities to revitalize Downtown Stevenson.

Outreach Goal:

Enhance the capacity and effectiveness of our organization by building awareness of our work and expanding local participation in volunteer opportunities.

Outreach Committee Strategies:

- Build public awareness of our organization's work and impact.
- Recruit and engage volunteers to amplify our staff capacity and committee projects.
- Offer recreational community-building opportunities to volunteers.
- Formalize subcommittees within the four points of Main Street.
- Expand our capacity by applying for grants and recruiting additional participants in the Main Street Tax Credit Incentive Program.

Individual Committee Member Job Elements:

- Attends 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