



Marketing Committee Members

Description:

The Marketing Committee will assume the responsibility of executing a calendar-based marketing strategy clearly communicating and promoting Marcus Garvey mission in the community.

Responsibilities:

- ^ Actively engage in a specific aspect of the overall marketing strategy as identified by the teams below.
- ^ Team leaders, and those who are willing/able, will attend the monthly Marketing Committee meetings to stay abreast of what's happening within the organization and within the various teams.
- ^ Actively build relationships and explore opportunities for in-kind donations of printing and other marketing related services.
- ^ Develop and monitor the budget for marketing initiatives.
- ^ Maintain marketing materials that are current, relevant, and consistent in design, message, and branding.
- ^ Update the social networking site daily.
- ^ Monitor the website and update, including content, calendar items, video clips, and on-going photos.
- ^ Work with Newsletter, Community Services, Special Events and Fundraiser committees to implement Marcus Garvey branding.

Team Member:

Public Relations Team (Working in conjunction with the Executive Director (Linda Saunders))

- ^ Produce press releases for events (to announce in advance or after an event)
- ^ Maintain a list of media contacts and proactively reach out to various media for coming events.
- ^ Constantly update the local media's calendars of events.
- ^ Reach out to news editors (Radio, TV, Web & Paper) with specific story ideas.
- ^ Compile data on Marcus Garvey outcomes, impact, and success.

Photography & Videography Team

- ^ Photograph projects, special events, dedications, staff, and others on an on-going basis providing a steady stream of pictures for newsletters, email blasts, marketing materials, social networking sites, and the website.
- ^ Proactively photograph and send photos to the office.

Social Networking Team

- ^ Continuously update Marcus Garvey social networking sites (Facebook, Twitter, LinkedIn) to reach a broad audience of potential volunteers, families, alumni and donors.
- ^ Post news, event reminders and success stories.
- ^ Upload pictures, photos, and compelling stories to spike user interest, feedback, and participation.

Skills:

- ^ Friendly personality
- ^ Belief in the mission of Marcus Garvey
- ^ Any marketing ideas



Committee/Lead Parent Application

Contact Information

Name	
Street Address	
City ST ZIP Code	
Home Phone	
Work Phone	
E-Mail Address	

Availability

During which hours are you available for committee assignments?

- Weekday mornings Weekend mornings
 Weekday afternoons Weekend afternoons
 Weekday evenings Weekend evenings

Interests

Tell us in which areas you are interested in volunteering

- Administration
 Classroom Lead Parent
 Special Events
 Fundraising
 Marketing
 Father's of Garvey
 Newsletter
 Mother's of Garvey

Special Skills or Qualifications

Summarize special skills and qualifications you have acquired from employment, previous volunteer/committee work, or through other activities, including hobbies or sports.

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Previous Volunteer /Committee Experience

Summarize your previous volunteer /committee experience.

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Person to Notify in Case of Emergency

Name	
Street Address	
City ST ZIP Code	
Home Phone	
Work Phone	
E-Mail Address	

Agreement and Signature

By submitting this application, I affirm that the facts set forth in it are true and complete. I understand that if I am accepted as a volunteer, any false statements, omissions, or other misrepresentations made by me on this application may result in my immediate dismissal. I understand as a committee member I must attend at least 75% of the meeting .

Name (printed)	
Signature	
Date	

Our Policy

It is the policy of this organization to provide equal opportunities without regard to race, color, religion, national origin, gender, sexual preference, age, or disability.

Thank you for completing this application form and for your interest in volunteering with us.