Western Region Coordinator Positions

Description of Tasks/Expectations

General Notes:

**Coordinators may form committees and/or delegate tasks as s/he sees fit.*
**Regular communication with committee members, e.g. email, phone, in-person or online meetings, and follow-up on delegated tasks are general expectations.*
**Representatives will perform tasks as determined (and agreed upon) by the coordinator.*
**Committees can be comprised of representatives and independent volunteers.*
**Listed tasks are not necessarily expected every year, but over the course of time.*

Community Outreach Coordinator (cooperative)
Broad Scope: Oversee events targeting the pro-life community to educate on pro-life issues, raise awareness, develop partnership, and broaden our base.

- Schedule four (4) community-wide events each calendar year—one (1) every quarter.
- Vary foci—education/training, fellowship, networking, prayer, youth, etc.
- Book, set up, and clean up venue for each event.
- Determine speaker and/or event activity for each event.
- Create evening's itinerary.
- Determine menu, if applicable.
- Communicate advertising needs to Marketing Coordinator.
- Communicate audio-visual needs to Media Coordinator.
- Communicate billing, registration, and supply needs to Office Coordinator.
- Communicate any volunteer needs to Volunteer Coordinator.
- Fill any requests for a church speaking visit.

Content Coordinator (communicative)
Broad Scope: Research content related to life issues to be incorporated into curriculum, newsletters, social media, teaching, and outreach.

- Review content for relevance and analyze for accuracy before submitting for use.
- Proofread and edit any final product before posting, printing, or sending.
- Maintain resource file of content topics and specific articles, etc.
- Write a bi-monthly newsletter.
- Oversee and implement Year-End Appeal.
- Update curriculum regularly.
- Share content with Media and Marketing Coordinators, as needed.
- Print materials, as needed, for ongoing and future projects.

Fundraising Event Coordinator (financial)
Broad Scope: Oversee and implement annual fund-raising campaigns. e.g. banquet, golf-tournament, luncheon (?), ladies event, pickleball tournament (☺), other.

- Determine which events will be held during any given calendar year.
- Create target lists for guests, participants, donors, and sponsors.
- Book venues.
- Book speakers, singers, etc.
- Plan menu, if needed.
- Plan event activities, as needed.
- Create event itinerary and assign roles.
- Communicate advertising/marketing needs to Marketing Coordinator.
- Determine audio-visual needs and communicate with Media Coordinator.
- Communicate correspondence, record-keeping, registration, and billing needs to Office Coordinator.
- Partner with Office Coordinator on Carnation Sale and Year-End Appeal.

Legislative Outreach Coordinator (political)
Broad Scope: Act as a liaison between the State office and the Western Region to raise public awareness and action on current legislative initiatives.

- Plan targeted canvassing events, as needed.
- Acquire necessary/relevant materials to distribute.
- Acquire or develop specific talking points for each piece of legislation.
- Acquire or develop user-friendly and relevant petition forms (booths, door-to-door).
- Communicate lobbying opportunities as they arise.
- Share printing needs with Office Coordinator.
- Share volunteer needs with Volunteer Coordinator.

Marketing Coordinator (creative)
Broad Scope: Create marketing campaigns for all outreach initiatives and Western Region events—community, fund-raising, legislative, and public.

- Determine target audience for each Western Region event.
- Create advertising for each event in a variety of formats.
- Devise ongoing strategies to reach new groups and broaden impact on existing groups.
- Create outreach materials, in a variety of formats, for one new-target initiative each year.
- Share advertising, marketing, and outreach materials with Media Coordinator.

Media Coordinator (technical)
Broad Scope: Disseminate content and campaigns via all media outlets and formats and oversee multi-media needs at Western Region events.

- Create 2 social media accounts for the Western Region (*one-off task*).
- Send out 2 bi-monthly newsletters via email blast.
- Update Website regularly.
- Post content on social media sites regularly.
- Post marketing/advertising materials on website and social media sites regularly.
- Assign photographer for all major Western Region Events.
- Upload photos to website and social media.
- Oversee audio-visual components at community, outreach, and fund-raising events.

Office Coordinator (organizational)
Broad Scope: Manage all clerical and administrative office responsibilities, including billing, correspondence, donations, paperwork, public relations, and record-keeping.

- Answer calls and return messages.
- Deposit donations, checks, and cash, as needed.
- Edit paperwork, as needed.
- File paperwork, as needed.
- Go through mail, daily, and send, as needed.
- Manage accounts payable and receivable.
- Order office supplies, as needed.
- Plan monthly board meetings.
- Prep and mail monthly newsletter.
- Read, respond to, and send email daily.
- Record all donations.
- Restock inventory of literature, merchandise, supplies, and signs, as needed.
- Send thank you emails, postcards, cards, as needed.
- Stock inventory of booth literature, merchandise, supplies, and signs.
- Oversee and implement annual Carnation Sale.

Prayer Coordinator (spiritual)
Broad Scope: Coordinate regular prayer for pro-life issues and communicate timely and relevant needs to all prayer partners.

- Maintain prayer partner group email.
- Provide prayer requests to prayer partner group as they arise.
- Send sample prayers (original or acquired) once a month.
- Partner with Community Outreach Coordinator on any prayer events.

Public Outreach Coordinator (social)

Broad Scope: Coordinate events for the general public to raise awareness and provide accurate information on pro-life issues.

- Schedule and Register for booth spaces at area festivals, conferences, etc.
- Research new events that we could join.
- Submit applications and payment requests to Office Coordinator.
- Work with Legislative Coordinator on a canvassing event during an election year.
- Create an educational canvassing event during a non-election year.
- Submit any ideas for mass mailings to Marketing Coordinator.
- Partner with Marketing Coordinator on a billboard campaign.
- Create a minority-targeted initiative.

Volunteer Coordinator (motivational)

Broad Scope: Recruit, maintain, and mobilize pro-life volunteers to work Western Region events throughout the year.

- Accept volunteer applications and keep on file.
- Reach out to new volunteers to welcome them and determine their pro-life stance.
- Maintain volunteer email group.
- Communicate with volunteers regularly to update them on current events and gauge any changes in their availability and/or areas of interest.
- Provide talking points, as needed, regarding messaging and outreach initiatives.
- Refer any questions on messaging to Content Coordinator.
- Staff booth events (reach out to board members first).
- Staff community events, if requested by event planner (& not filled by board members).
- Staff fundraising events, if requested by event planner (& not filled by board members).
- Staff legislative events, if requested by event planner (& not filled by board members).
- Staff outreach events, if requested by event planner (& not filled by board members).
- Reach out regularly to show appreciation for their service.