



# 2018 LA STEERING COMMITTEE APPLICATION GUIDE

## APPLICATION PROCESS

All returning and new members must complete the online Steering Committee application. If you have any questions or comments, please email [volunteer.la@projectbyproject.org](mailto:volunteer.la@projectbyproject.org)

Visit the online application trust

at: <http://projectbyproject.org/local-chapters/los-angeles/join-us/>

## ABOUT PROJECT BY PROJECT

Project by Project is a 100% volunteer-run 501(c)(3) non-profit national organization. We have 3 chapters across the nation: Los Angeles, New York and San Francisco.

### **Who We Are**

Project by Project exists for two reasons:

1. To foster a community of like-minded, philanthropic Asian Americans and continue to develop them as leaders.
2. To use our members to develop innovative solutions and applying them to serve nonprofits in our local communities.

### **How We Do It**

Leveraging the human capital of Project by Project's members, chapters tailor a year-long campaign to support a local nonprofit partner's public awareness, community outreach, and fundraising efforts.

- **Public Awareness** | Project by Project believes that empowerment cannot occur without an increased level of consciousness. The organization strives to educate and bring awareness to issues that impact the Asian American community.
- **Community Outreach** | Our projects are designed in cooperation with our beneficiary partners, in direct response to community needs and range from one-day activities to ongoing service commitments. Through their efforts, members develop their skills that they can then apply into other aspects of their professional and personal lives.

- **Fundraising** | To fundraise money for our beneficiary partner, we hold our signature Plate by Plate tasting event where 100% of net proceeds are remitted to our partner.

## **MEMBERSHIP REQUIREMENTS**

Project by Project is a 100% volunteer-run organization and depends heavily on its members to plan and execute our plans for the year. All members are expected to:

- Commit to a full term from January to December of a single year.
- Time commitment: 10-20 hours per month.
- Demonstrate commitment in philanthropy or volunteer work.
- Be an ambassador, supporter, and asker on behalf of Project by Project to the community.
- Attend all monthly Steering Committee meetings and mandatory events. Missing more than three mandatory events without pre-approved excuse from director or president may be cause for dismissal.
- Participate in team meetings and/or conference calls.
- Attend at least one beneficiary partner event.
- Check your Project by Project email at least twice a week and respond to messages directed to you in a timely manner.
- Help publicize and encourage friend participation in all Project by Project events through your social media channels and personal network.
- Commit to selling a minimum of 2 tickets to chapter's Plate by Plate Annual Tasting Benefit.
- Attend and volunteer at all Project by Project events, including but not limited to Annual Retreat, Mixers, and Plate by Plate.
- Annual Membership Dues: \$20

## **TEAM DESCRIPTIONS**

Project by Project strives to provide volunteering and community service opportunities for individuals at all levels of commitment and flexibility. We are open to all individuals willing to donate their time, energy, and skills to Project by Project or our partner organization.

Volunteers are the lifeblood of Project by Project. We are committed to zero-budget fundraising and a 100% volunteer staff to maximize returns to our non-profit beneficiary partners. All volunteers choose a team (or teams) to join in order to help Project by Project's efforts for the year.

### **Operations Team**

The Operations team acts as the gears that make Project by Project run smoothly.

- Operations manages chapter logistics, IT, historical, and organization duties. The team also maintains organization policies, e-mail infrastructure, data storage, and chapter equipment/supplies.
- Operations team members work directly with all other teams to provide logistical support, and also interfaces directly with the National Operations Director to keep abreast of Project by Project policies and to develop innovative solutions for infrastructural challenge and maintains chapter adherence to national strategies and goals.

## **Outreach Team**

The Outreach team is the main liaison between Project by Project and other community-based organizations on the local level.

- Outreach oversees and manages local campaigns and relationships with beneficiary partners (both current and past) and ensures adherence to Project by Project's policies regarding the partner.
- The team is responsible for further garnering awareness through collaborative efforts, promoting public awareness and providing education for the partner's cause.

## **Marketing Team**

The Marketing Team develops marketing strategies for the local team on all initiatives, including publicity campaigns and promotional strategies.

- Marketing is responsible for producing all local chapter marketing collateral, info packets, flyers, invitations, correspondence, email, newsletters, and graphics.
- The team creates innovative ways to highlight Project by Project and the Beneficiary Partner in social media in order to increase attendance at events and maximize ticket sales.
- Marketing also manages photography and videography at events.

## **Events Team**

The Events team oversees the planning and execution of all public events held by the Los Angeles Chapter throughout the year. The team ensures the chapter's adherence to national goals and themes for events.

- Events team is primarily responsible for the planning and execution of "Plate by Plate," our Annual Tasting Benefit fundraising event.
- The team coordinates and executes the event through the following tasks: venue selection, budget planning, vendor/restaurant/participant selection and coordination, set-up, rentals, supplies, and the creation of production materials.
- Team members also maintain relationships with past participants and may book entertainment and invite notable public figures.
- Team members collaborates with the Fundraising Team regarding silent auction and VIP gifts, and to garner revenue generating initiatives.
- Events team also plans and executes the production of all Project by Project mixers throughout the year.

## **Fundraising Team**

The Fundraising team is responsible for all revenue generating initiatives via local outreach to corporations, individuals, and public entities.

- Fundraising maintains records and databases of all contacts, relationship logs, and inputs the data into the national database.
- The team solicits and manages relationships with local corporate entities and secures cash sponsors, underwriters, in-kind donors, and other synergistic corporate partnerships. The team also leverages community, corporate and political relationships for Project by Project opportunities.

## **Volunteer Management Team**

The Volunteer Management team serves as the Human Resources division of Project by Project.

- The team focuses on enriching the Project by Project experience for our Steering Committee members by organizing team building events and instituting leadership development programs.
- The team ensures that members are fulfilling requirements and active participation to maintain Steering Committee status for the year.
- Responsibilities include: implementing the volunteer recruiting process, ensure chapter adherence to Project by Project staffing policies, managing database of volunteers, maintain constant communication with volunteers, implement team-building and leadership development programs, and oversee all volunteer events and meetings.
- The team goal is to help our volunteers learn new professional skills and make new connections during their time with Project by Project.