



2018 SF STEERING COMMITTEE APPLICATION GUIDE

Hi there! We're so excited that you're interested in joining Project by Project San Francisco's 2018 Steering Committee.

Here's what you can expect from this guide:

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If you have any questions or comments, please email volunteer.sf@projectbyproject.org.



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ABOUT PROJECT BY PROJECT

Project by Project (PbP) is...

- a 100% volunteer-run 501(c)(3) national nonprofit
- the organizer of **Plate by Plate**, the Asian American Pacific Islander (AAPI) community's oldest annual tasting benefit
- 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**.

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 our skills 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 our beneficiary partner, we hold our signature Plate by Plate tasting event and donate all net ticket proceeds to them. We are committed to zero-budget fundraising and a 100% volunteer staff to maximize returns to our non-profit beneficiary partners.



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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 LA.
- 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 in 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 the second Tuesday of the month). Directors must also attend a monthly Director's meeting.
- Volunteer at 2 or more partner events.
- Missing more than 3 mandatory events without pre-approved excuse from Director or President may be cause for dismissal.
- Sell at least 2 tickets to our annual tasting event, Plate by Plate Annual.
- Annual Membership Dues: \$20



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DESCRIPTION OF ROLES

We strive to provide volunteering and community service opportunities at all levels of commitment and flexibility. You may apply as a team member (description not listed), which will support a manager in their role.

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, mail coordination, storage, and chapter equipment/supplies maintenance.
- 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 and the National Operations Director on team activities, accomplishments, lessons learned, and best practices.
- In the absence of the Local Chapter President, assume presidential duties in managing team agenda and decision-making.
- Build a team tasked with IT, documentation, and general operational duties.

Manager of Knowledge Management

- Hold all local PbP knowledge and manage accessibility of internal PbP data.
- Create our data management strategy.
- Organize and maintain chapter databases of critical contacts, chapter calendar, spreadsheets
- Develop knowledge sharing templates and guides.
- Act as primary secretary for all steering committee meetings and records meeting minutes.

Manager of Information Technology

- Maintain and identify immediate and future IT needs by creating a vision for technology management.
- Manage PbP web presence.
- Manage email accounts and group mailing list.
- Present tutorials to team on how to use PbP IT properties such as Google Docs and website updates.
- Coordinate with Marketing team to updates social media profiles.
- Coordinate audio and visual needs at events.



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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 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.

Manager of Event Production

- Research and communicate with potential Plate by Plate venues. Serve as main point of contact with 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 accurate log of all important event information and resources.

Manager of 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.



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Manager of 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.

FUNDRAISING TEAM

Director of Fundraising Development

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.
- Work with Events and Marketing Team to roll out local fundraising initiatives.
- Maintain and update fundraising contacts
- Responsible for year-end report to be presented to Local President and the National Fundraising Director on team activities, accomplishments, lessons learned, and best practices.
- Build a team focused on lead generation, donor engagement and sales.

Manager of Corporate Relations

- Solicit and manage relationships with local corporate entities.
- Secure cash sponsors, underwriters, in-kind donors and other synergistic corporate partnerships.
- Work with national fundraising development team on local component of any sponsorship strategies.
- Leverage community, corporate and political relationships for PbP opportunities.
- Responsible for planning Corporate Sponsor Appreciation Event.



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Manager of Employee Affinity Groups and Matching Grants

- Identify companies with Asian American affinity groups and engage employees into PbP activities.
- Enlist PbP as a vetted non-profit for companies to funnel employees seeking volunteer opportunities.
- Solicit sponsorship dollars and donations from Employee Affinity Group budgets.
- Encourage PbP volunteers to donate to PbP and have their companies match their donations.
- Identify companies that have matching grant programs and engage their employees.

Manager of Auction Donations

- Coordinate live, silent and online auction.
- Solicit auction and gift bag items for all events.
- Ensure adherence to auction donor and bidder guidelines.
- Create solicitation materials.
- Maintain and update a master database of targets.
- Maintain and update 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.
- Coordinate auction displays with Event Team.

VOLUNTEER RELATIONS 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.



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- 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.

Manager of Team Development

- Strategize and build culture for local team.
- Plan bonding activities for team building and burn-out relief.
- Manage volunteers during Plate by Plate.

Manager of Leadership Development

- Create a year-long leadership development program catered to the Steering Committee.
- Document goals and interests of current Steering Committee members to plan effective workshops during the year.
- Seek opportunities for PbPers to enhance leadership skills through workshops, inviting guest speakers, training sessions, and skill-based activities.
- Manage volunteers during Plate by Plate

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.
- 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 SF



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Manager of Campaign Partner Relations

- Head partner selection search - 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 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.

Manager of Past Partner Relations

- Engage past partners in current activities without overshadowing current 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.
- Provide PbPers with volunteer opportunities with Past Partners and updates team on past partner activities.
- Communicate past partner mission and values within the community to Local SC and volunteers.
- Must be knowledgeable about past campaigns with PbP.

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.

- Create marketing strategy for the year.
- Oversee/manage production and use of all collateral, info packets, flyers, invitations, correspondence, email, newsletters, and graphics
- Ensure adherence to national marketing guidelines.
- Work with Manager of Publicity to coordinate publicity campaigns on PR and promo strategies.
- Plan and execute strategies to increase attendance at events and maximize ticket sales.
- Seek new marketing avenues through new media.
- 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.



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Manager of Publicity & Promotions

- Develop copy for promotions across all channels.
- Maintain and update media outlet contacts.
- Forge promotional partnerships year-round.
- Create innovative ways to highlight PbP and Beneficiary Partner in the media.
- Promote all PbP activities to increase attendance and ticket sales.
- Apply for awards and recognitions on behalf of PbP.
- Must be strategic and diligent in outreach and follow ups.

Manager of Design Production

- Design image assets to brand PbP and its activities.
- Design marketing material such as event invitations, emails, brochures, program books, decorations, signage, and point of sale displays.
- Design Plate by Plate program book and insert, working closely with events team.
- Must be proficient in Adobe Photoshop and InDesign, as well as standard design best practice.

Manager of Communications & Multimedia

- Plan, edit, upload, and deploy emails and social media communications.
- Manage photography, videography and other means of capturing all chapter events and activities.
- Compile content, archive, and upload unto all PbP platforms for viewing and presentation.