



Committee Role Opportunities

Marketing Committee

Led by the Marketing Committee Chair, the Marketing Committee works to complete the strategies and tactics outlined in the Marketing Plan in collaboration with the Program, Fund Development, and Volunteer Chairs to market campaigns and reach organization goals using internal and external communication channels.

- **Social Media** - Develop and schedule social media content for Facebook & Instagram following marketing plan's social strategy. Responded to engagement comments and questions via posts and direct messages. Content direction provided by the Marketing Committee Chair.
- **Graphic Design** - Design program event logos, flyers, posters, web images, social media graphics, and signage. Designs created with Canva Pro account, which is an easy drag and drop online software with templates. Learn and adhere to brand guidelines, as well as print ready guidelines. Content direction provided by the Marketing Committee Chair.
- **Public Relations** - Write press releases to pitch to local media outlets to get coverage. Secure accompanying photography. Content direction provided by the Marketing Committee Chair
- **Email Communications** - Create email content for monthly Connect News and E-Blasts promoting specific offerings. Use Wix platform templates for easy drag & drop. Content direction provided by the Marketing Committee Chair.
- **Website (Wix) Management** - Maintain and edit the ChildrenConnect website on the Wix platform. Update information pages as needed and create new programming events. Content direction provided by the Marketing Committee Chair.
- **Silent Auction Baskets** - Discover local silent auction opportunities benefiting child-centric organizations (elementary schools, pre-k programs, child focused

non-profits). Connect with organizers for timelines. Prepare auction baskets with onsite materials and deliver baskets. Direction from Marketing Committee Chair.

- **Community Tabling** - Attend local tabling events to promote ChildrenConnect opportunities to the community. Set up 2 tables, information & craft table for a predetermined activity. Recommend 2 people for each tabling event. Common events include, Market Day on the Square, Ready, Set LINC, Summer Newnan Nights, Spirits & Spice Festival. Direction from Marketing Committee Chair.
- **Advertising (Digital & Print)** - Primarily focus on digital ad creation and monitoring on Google Adwords, utilizing non-profit grant of \$10,000 per month. Potentially develop Facebook ads and print ads depending on funding. Direction from Marketing Committee Chair.

Program Committee

Led by the Program Committee Chair, the program committee works to design, develop and implement year-round programming for 1-12 year olds, centered around specific Program Focus Areas outlined in the ChildrenConnect Strategic Plan. Offerings range from free community events, drop-in crafts & programs included with museum admission, to additional fee workshops & camps, as well as program partnerships.

- **Program Coordinator (STAFF)** - Onsite museum staff overseeing day-to-day programming and facilities. Manages volunteers onsite assisting in program delivery.
- **Drop-In Crafts** - Designs and gathers items for weekly drop-in crafts with age group targets. Receives content direction from Program Committee Chair & collaborates with Program Coordinator for implementation.
- **Hours & Clubs** - Assist Program Coordinator in development and implementation of weekly programming. Hours are included with museum admission, using on hand materials for cost effective activities (i.e Lego Hour, Engineer Hour, Little STEM Hour). Clubs have a small supply fee in addition to admission to create a more complex takeaway piece (i.e. Creators Club, Builders Club).
- **Camps** - Assist Program Coordinator in development and implementation of camps offered during school breaks (i.e. winter break, spring break and summer Kid'venture Camp).

- **Exhibits** - Research, design and develop new interactive exhibits in alignment with strategic plan. Direction from Program Committee Chair.
- **Toy Library** - Maintain the members-only Toy Library by ensuring toys are operating, replenish inventory, sanitize returned toys.

Fund Development Committee

Led by the Fund Development Chair, the Fund Development Committee works to raise funds to support specific program initiatives, facility improvements, or overall operations through strategies outlined in the Strategic Plan.

- **Grant Writing** - Research appropriate grant opportunities and timelines, and write applications with support and guidance from the Fund Development Chair.
- **Sponsorships** - Solicit sponsorships for specific ChildrenConnect opportunities with support and guidance from the Fund Development Chair. (i.e. exhibits, community events, programs, capital improvements).
- **Fundraisers** - Develop, design and implement fundraiser(s) that fit within the Strategic Plan with support and guidance from the Fund Development Chair.
- **Annual Giving Campaign** - Develop annual campaign and support materials with support and guidance from Fund Development Chair. Collaborate with the Marketing Committee to implement.

Volunteer Committee

Led by the Volunteer Coordinator, the Volunteer Committee works to connect with local volunteer talent to encourage participation with ChildrenConnect and match them with volunteer opportunities.

- **Recruitment** - Connect with local organizations to reach possible volunteers, speak at gatherings, and distribute materials (i.e. middle school & highschool community service groups, UWG, West Georgia Tech, boy scouts & girl scouts etc.) Receive direction from Volunteer Coordinator.
- **Volunteer Opportunities** - Gather volunteer opportunity details to create Sign-up genius pages, link to the ChildrenConnect website and promote on Volunteer Facebook Page. Receive direction from Volunteer Coordinator.
- **Training & Appreciation** - Meet with incoming volunteers to train them about the organization and the facility, as well as share instruction for their specific duties. Develop ways to recognize and thank our volunteers. Receive direction

from Volunteer Coordinator.

Facilities Committee

Led by the Facilities Committee Chair, the Facilities Committee works to ensure properly working order of the building, manages maintenance vendors and takes part in any special projects that impact the building.

Are You Interested in a Committee Role?

Whether you have experience already in a role or are looking to gain experience through practice and portfolio building, we would love to work with you in one of these volunteer committee roles.

Get Started by Completing this [Volunteer Interest Form >](#)