

Title: Community Engagement Committee

Description: A volunteer role designed to draw from the experience of committee members who share a commitment to Prescott Farm's mission of awakening appreciation for nature and concern for the environment in the greater Lakes Region community. Committee members facilitate community engagement and the work of Prescott Farm's development staff by helping to build relationships between Prescott Farm and individuals and businesses in the community and by contributing their time, energy, and skills. Volunteer committee members support Prescott Farm's fundraising efforts in support of our environmental education programs.

Commitment: 2 years

- **Schedule:** to be determined. Monthly meetings will be scheduled for the same time and the same day of each month based on the schedules of committee members. Meetings will be remote/Zoom for the duration of COVID-19.
- Initial two-hour orientation to Prescott Farm; monthly committee meetings of 1-2 hours; ongoing ambassadorship and outreach within the community estimated at 5 hours per month; additional volunteer special projects may require additional time.

Tasks & Responsibilities

- Introduce others to Prescott Farm by inviting them to tour the property or participate in the programs offered
- Identify and share potential donors and business partners for Prescott Farm
- Identify and solicit opportunities for public outreach to service clubs, churches, or other programs
- Identify future committee members with connections and convictions for fundraising
- Speak about the motivation behind your own giving/involvement with Prescott Farm
- Request financial support from community members or businesses
- Thank donors for recent gifts by engaging in conversation about why they give or how they became involved with Prescott Farm
- Host gatherings in your home, business, or at Prescott Farm in partnership with Prescott Farm staff to introduce the organization to a wider circle
- Write personal notes to include in Prescott Farm letters to constituents you know
- Committee members may be asked to act as liaison to and serve as a volunteer on the Prescott Farm Board of Directors
- Contribute financially to the organization's annual fund, scholarship fund, or capital campaign at a level that is comfortable for them. This is a best practice in the field of fundraising and development - it demonstrates commitment to the organization and is essential to successful donor recruitment.

Qualifications

- Enthusiasm for nature and support of Prescott Farm's mission
- Enjoy working as part of a team
- Strong written and verbal communication skills
- Demonstrate strong interpersonal skills with an interest in bringing people together
- Comfort with a fundamental guiding principle of the committee which holds that fundraising and development efforts offer community members an opportunity to contribute in a meaningful way to the work of Prescott Farm

- Must have access to and be able to send and receive email
- Preferred Qualifications
 - Other computer skills
 - Prior fundraising and development experience

Training

- Orientation: Attend Discovery Tour to get an initial orientation to the property and overview of our programs followed by a meeting with the Executive Director and/or a member of the Community Engagement Committee.
- Learn to develop talking points that effectively demonstrate your knowledge of and enthusiasm for Prescott Farm's programs
- Marketing materials to support solicitation efforts
- Updates through Prescott Farm's quarterly board and committee newsletter which highlights stories about our programs, constituents, staff, volunteers, and donors
- Training and online access to our constituent database for use in stewarding relationships and facilitating communication with the Prescott Farm staff
- Complimentary invitations to select public programs throughout the year

Worksite: Meetings will be held at Prescott Farm in the Samuel P. Pardoe Education Center or the historic 1883 Barn*. Staff will do our best to accommodate committee members who wish to attend a meeting via online meeting or conference call if needed.

**Please Note: All meetings will be remote via Zoom meeting for the duration of COVID-19 pandemic.*

Special Projects: Every effort will be made to pair committee members' interests and skills to their role on the committee. Additional special projects may include collaborating with event planning, helping with the coordination of mailings such as our annual appeal, data entry, reviewing and editing grant applications, and/or participation in development planning on an annual basis.

Staff Liaison: The Community Engagement committee is coordinated by the Development & Communications Director, Phoebe VanScoy-Giessler.

Team Leader/Board Liaison: The Community Engagement committee is chaired by a member of the Board of Directors for Prescott Conservancy, Inc. The current committee chair is Bruce Pardoe, Board President.