

# Volunteer Opportunities

Please email [icumobiletc.ed@gmail.com](mailto:icumobiletc.ed@gmail.com) for a volunteer application.

## PUBLIC RELATIONS/MARKETING

### 1. Design Posters

- a. ED will work alongside volunteer providing instructions about purpose of posters, branding and logo images, and templates (if needed).
- b. Email posters to ED for approval before printing and distribution

### 2. Distribute Posters

- a. Create list of businesses, churches, stores, schools, and other organizations (esp. other charity organizations which serve a similar population) to distribute posters
  - i. Email list to ED for approval and record keeping before distribution
- b. Ask for permission when necessary before hanging up posters
- c. Whenever possible, make a connection with the business or store owner/organization leader/church or school secretary when hanging up posters. Offer them a brief summary about Image Clear Ultrasound and what services we offer to the community. Find out what services they offer (if they offer services) or how they serve the community. Build a relationship—they may be a valuable resource for Image Clear Ultrasound when referring clients.
  - i. Record summary of connections made and report to ED

### 3. Video Designer

- a. Film and edit videos for fundraisers and promotion (i.e. for baby bottle campaign, banquets, etc.)
  - i. Contact ED to learn about video purpose and information to be included
  - ii. Update ED of progress weekly
  - iii. Share final video with ED

## FUNDRAISING

### 1. Baby Bottle Campaign

- a. Baby bottles are filled with change, checks, or cash and returned at a designated time and location
- b. Baby bottles usually distributed at churches, but other organizations (i.e. Boy Scout troops, clubs, teams, schools, etc.) are great as well!
- c. Ask for approval at desired distribution location and find out how many baby bottles are needed
- d. Inform ED of number of bottles needed; plan time and place to pick them up
- e. Volunteer is the spokesperson for our organization
  - i. Share flyer provided by ED to group describing our organization
  - ii. Explain the baby bottle procedure (write down name and email/phone number (if applicable) of each person who takes a bottle; they will fill with change, checks or cash; state location and date [approx. 3 weeks later] for bottle return; cross name off list when bottle is returned.)
  - iii. Personally (or with helpers) hand out baby bottles if in appropriate setting (i.e. school classroom—to encourage participation from those who may not grab a bottle on the way out the door). For churches, it may be best to inform congregation of where they can pick up the bottles after the service.

- iv. Write down name and email/phone number of people those who took a baby bottle. Contact information may vary depending on setting.
- v. Contact people who have not returned bottles at designated time.
- f. Sort bottle contents into money, change, and checks for easy deposit
- g. Schedule time with ED to return sorted change/checks/cash with the emptied bottles

## **2. Fundraiser Assistant**

- a. Help brainstorm ideas for a fundraiser or help with pre-determined fundraiser
- b. Work alongside ED or fundraiser coordinator, assisting as needed
- c. Areas needing assistance may include but are not limited to the following:
  - i. Finding and confirming location to host fundraiser
  - ii. Creating list of necessary supplies (i.e. food, decorations, donation forms, silent auction items, etc.) and services (i.e. speaker, musicians, caterers, etc.)
  - iii. Identifying and contacting resources (when possible, seek out businesses [usually small, privately owned] which may donate items or services; inform them about our organization and the services that we offer to the community and ask if willing to donate or offer discount)
  - iv. Creating and sending out invitations to previous donors, churches, etc.
  - v. Creating and distributing flyers; other marketing as needed
  - vi. Carrying out fundraiser (buying supplies, setting up, hosting event, tearing down)
  - vii. Sending thank you cards to those who donated items, volunteered time, provided services, donated money at fundraiser, etc.

## **3. Fundraiser Coordinator**

- a. Work with fundraiser assistant(s) to brainstorm fundraiser ideas and receive approval from ED to begin the planning process
- b. Provide frequent progress reports to ED
- c. Allocate responsibilities to fundraiser assistant(s); find additional volunteers as needed (ED will help with locating volunteer fundraiser assistants if needed)
- d. Areas to oversee and help carry out include but are not limited to the following:
  - i. Finding and confirming location to host fundraiser
  - ii. Creating list of necessary supplies (i.e. food, decorations, donation forms, silent auction items, etc.) and services (i.e. speaker, musicians, caterers, etc.)
  - iii. Identifying and contacting resources (when possible, seek out businesses [usually small, privately owned] which may donate items or services; inform them about our organization and the services that we offer to the community and ask if willing to donate or offer discount)
  - iv. Creating and sending out invitations to previous donors, churches, etc.
  - v. Creating and distributing flyers; other marketing as needed
  - vi. Carrying out fundraiser (buying supplies, setting up, hosting event, tearing down)
  - vii. Sending thank you cards to those who donated items, volunteered time, provided services, donated money at fundraiser, etc.
- e. Frequently receive updates from fundraiser assistant(s), ensuring that all responsibilities are completely according to the designated time frame