

PEACE WEEK DELAWARE SC ORG CHART

- Take / draft / distribute SC minutes
- Arrange meeting space
- Support Chair as needed

ADMIN

CHAIR

- Lead SC meetings / generate and sustain momentum
- Develop agenda
- Set expectations for members / Hold members accountable

EVENT RECRUITING

K-12

FUND-RAISING

WEB-MASTER

PROMOTION

PRESS RELATIONS

SOCIAL MEDIA

FINANCE

- Contact prior ES
- Identify new ES
- Recruit ES
- Coordinate with Webmaster and Promotion Lead
- Support ES (e.g., Guidelines, promotional materials, feedback cards, etc.)
- Develop, distribute and analyze responses to ES Survey
- Provide SC with analysis of feedback cards

- Recruit and support K-12 public and private schools as Event Sponsors
- Coordinate with Event Recruiting

- Lead effort to raise funds needed for current year
- Assure donors are thanked in Program, on website, at Press Conference, in Press Release and with letters
- Coordinate with Finance for accurate tracking of financial and in-kind donations

- Maintain current website
- Improve as needed to support attendance
- Coordinate with Event Recruiting to develop on-line event calendar
- Coordinate with Promotion, Press Relations, Social Media on messaging

- Assure effective statewide promotion of events
- Lead for posters, flyers, yard signs, etc.
- Lead for annual event program
- Work with Graphic Designer
- Coordinate with Webmaster, Press Relations, Social Media

- Build relationships with print, radio and TV contacts statewide
- Develop plan for press coverage to start mid-August
- Write and distribute press advisories and releases
- Arrange press conference(s)
- Coordinate with Webmaster, Promotion and Social Media

- Develop multi-platform social media plan to run through at least week after PWD
- Coordinate with Webmaster, Promotion and Press Relations

- Track all expenses and income
- Work with Pacem in Terris to assure accurate accounting
- Coordinate with Fundraising

INDIVIDUAL COMMITTEES WORKING WITH EACH LEAD

LEADS