

## Volunteer Position Description: Community Engagement Committee Chair

**Summary:** The Chair of the Community Engagement Committee is responsible for identifying outreach and engagement opportunities throughout the 18 counties GSNEO serves. Examples of opportunities for volunteer engagement could be in the area of Fund Development, Branding, Social Media, Marketing, Advertising, Consulting, Technology Assistance, and Property, in essence, any expertise or connection that brings resources or saves expenses for GSNEO. The committee serves as an intermediary between the community and GSNEO Board of Directors to cultivate meaningful relationships with members of our communities like other non-profits, corporations, foundations, and individuals. All fund development (including events, planned giving options, program support, annual giving, cause related initiatives, and more) to diversify funding and meet the council's budgetary goals falls within this committee's charge. The committee is also responsible for researching and testing new techniques in the area fundraising, marketing, recruitment, branding, and working with staff to employ them as warranted.

**Position Supported By:** CEO and Vice President of Fund Development, other GSNEO staff from Fund Development, Customer Care, Membership Recruitment, and the Girl Experience teams.

### Responsibilities:

- Chair quarterly Zoom meetings.
- Gain high-level knowledge and understanding of the Girl Scout Leadership Experience program and training offered by GSNEO.
- Serve as a community ambassador for the Girl Scout Leadership Experience and identify people and organizations with available resources while helping to recruit new members.
- Identify new and innovative business techniques, organizational or professional expertise, technology, in short, any previously untapped resource that could be helpful to GSNEO.
- Leverage contacts to build collaborative partnerships.
- Assess GSNEO's impact on the community through high-level program analyses like outcome measurement, customer surveys, membership recruitment and retention analysis, advertising effectiveness, fund development success, and offer advice and resources to improve results.

### Marketable Skills and Abilities:

- Motivating groups
- Leveraging contacts
- Communication skills
- Working independently
- Expertise in marketing, fundraising, advertising, special events, sponsorships, or other helpful discipline
- Public Relations & Social Media
- Training & Development
- Team building
- Public speaking

### Position Commitments:

- **Membership & Administration**
  - Positively promote GSNEO's programs, services, and goals to the community-at-large.
  - Maintain current knowledge of the Girl Scout National Program Portfolio, and other GSNEO information as required.
  - Comply with GSUSA Policies, Standards and Guidelines, Volunteer Essentials, Safety Activity Checkpoints, GSNEO Bylaws and GSNEO Volunteer Policies.
- **Tenure/Time:** One-year appointment, option to renew. 6-12 hours annually. Generally, four 60-minute in-person meetings throughout the program year, October through September. Additional meetings, or individual effort as needed or agreed.
- **Required Training:** Girl Scouting 101 or Volunteering for Series & Events, both available online. Additional training provided, if needed.
- By accepting this volunteer position with Girl Scouts of North East Ohio I agree to act in the best interest of GSNEO and to abide by the Girl Scout Promise and Law. I will demonstrate dependability, honesty, credibility, and resourcefulness and a belief in the aims of Girl Scouting. I will respect and maintain the confidentiality of all privileged information related to Girl Scouts, its girl and adult members, volunteers, and staff to which I am exposed while serving as a volunteer.

**The Girl Scout Mission, Promise and Law are shared by every member of Girl Scouting and define the way Girl Scouts agree to act every day toward one another, other people, and the world.**

**Girl Scout Mission:** Girl Scouting builds girls of courage, confidence, and character, who make the world a better place

**Girl Scout Promise:**

On my honor, I will try, to serve God and my country, to help people at all times, and to live by the Girl Scout Law.

**Girl Scout Law:**

I will do my best to be:  
honest and fair, friendly, and helpful,  
considerate and caring, courageous, and strong,  
responsible for what I say and do,  
and to, respect myself and others,  
respect authority, use resources wisely,  
make the world a better place,  
and be a sister to every Girl Scout.