

Friends of Euclid Creek

CONSERVATION COMMITTEE

The Conservation Committee is central to FOEC's mission of preserving the natural features of the Euclid Creek and its surrounding areas. Benefits of working on this committee include learning new skills, working outdoors, preserving and restoring the natural landscape, networking with other like-minded people; and, generally, assisting in planning projects that promote stewardship of the watershed.

CHAIRMAN'S TASKS

1. **Communicate goals and objectives** established by the Board to fellow members of the committee.
2. **Recruit new members** to serve on the committee.
3. **Prepare progress reports** for the Board and the President on work done by the committee.
4. **Suggest procedures** to achieve committee objectives.
5. **Supervise** committee members to achieve committee tasks and objectives.
6. **Coordinate** programs with other committees as needed, particularly with the Education committee.

COMMITTEE TASKS

- A. **Develop Stewardship Plan** for each property owned and/or managed by FOEC including:
(a) Dusty Goldenrod Preserve, (b) Hawthorne Preserve, (c) Marcella Road, and
(d) Redstone Run Preserve in collaboration with Euclid Creek Watershed Coordinator, Cuyahoga Soil and Water Conservation District, Northeast Ohio Regional Sewer District, LEAP for Biodiversity and Cleveland Metroparks.

Each plan should include the following at a minimum:

1. clear statement of stewardship goals and objectives,
 2. comprehensive description of the property,
 3. inventory of natural resources on property and adjacent properties,
 4. analysis of quality of natural resources (soil, water, geology, flora, fauna),
 5. relationship of plan to regional plans, eg. LEAP, Cleveland Metroparks
 6. action plan include site cleanups, invasive plant removal, native plant plantings,
 7. monitoring and assessment plans including photographic documentation of stewardship efforts, and
 8. budgets.
- B. **Recruit Volunteers** in collaboration with the Euclid Creek Watershed Coordinator to implement the stewardship plans by:
1. helping plant and maintain demonstration gardens and bioswales,
 2. help with native plant and tree plantings along banks of Euclid Creek,
 3. help with water quality monitoring program,
 4. rain barrel and green cleaning workshops.
- C. **Identify Potential Sites for Future Preservation** and develop criteria for the selection of these sites.
- D. **Assist with Fundraising** activities to carry out stewardship plans and land acquisition in collaboration with the Finance Committee, the Euclid Creek Watershed Coordinator, and other community partners and funding agents

TOTAL ESTIMATED HOURS.....4-5 hrs. Time may vary as needed.

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EDUCATION COMMITTEE

The Education Committee engages the membership by organizing programs and outings throughout the year. It also educates the public about the mission and purpose of FOEC, through outreach to schools and the coordination of a Speakers Bureau. Benefits of serving on this committee include: expanding one's connections to the larger environmental community of Cleveland through interactions with speakers, organizations, schools, and governmental agencies; and, having an impact on the education of FOEC members, the public, and local government officials about environmental issues.

CHAIRMAN'S TASKS

1. **Communicate goals and objectives** established by the Board to fellow members of the committee.
2. **Recruit new members** to serve on the committee.
3. **Prepare progress reports** for the Board and the President on work done by the committee.
4. **Suggest procedures** to achieve committee objectives.
5. **Supervise** committee members to achieve committee tasks and objectives.
6. **Coordinate** between Education committee and other committees involved in the education and programming process.

COMMITTEE TASKS

1. **Programming** - obtain speakers for seasonal membership programs.
 - a. Prepare and maintain the programming calendar to be published in various media, on line and in print. Coordinate programming calendar with the Marketing Committee.
 - b. Arrange for food and refreshments at events where the Board requests.
 - c. Budget- prepare a budget request for the Board for anticipated annual activities.
2. **Outings** - Coordinates arrangements for membership "field trips"
3. **Event Planning** - Prepare and staff tables at "Home Days" and other community events.
4. **Speakers Bureau** - Coordinate Speakers Bureau, with arrangements for FOEC members to make brief talks about the organization to schools, businesses, governmental bodies, etc. Recruit Speakers Bureau volunteers and coordinate their training with the Marketing Committee.
5. **Outreach to Students and Schools** - Contact school officials to arrange for FOEC speakers to come and discuss the role of FOEC in protecting and preserving the lands and waters of the Euclid Creek watershed; arrange for students to participate in FOEC conservation activities.
6. **Scholarship**- Manage the scholarship promotion and award to a deserving young person to encourage and develop the next generation of environmental stewards in our region.
7. **New Projects**- Identify new projects and activities in coordination with the watershed coordinator for members and students to participate in which further the mission of FOEC to enhance stewardship of the watershed and its surrounding area.

The hours required will vary from month to month depending on the number of events being planned and FOEC commitments.

TOTAL ESTIMATED HOURS.....4-5 hours per month.

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MEMBERSHIP COMMITTEE

The Membership Committee is the most essential, basic and indispensable of all FOEC committees. Without it the member-supported work force necessary to complete the mission of the Friends of Euclid Creek is severely disabled if not completely compromised.

CHAIRMAN'S TASKS

- 1. Maintain Membership Roster:** Coordinate with the Treasurer (who has the primary responsibility to maintain the up-to-date membership list) and maintain a membership list and a mailing list of associated people who are not paid members. The list should include: (a) name, (b) mailing address, (c) home phone, (d) cell phone numbers, (e) email address, (f) dues history, (g) volunteer history, (h) knowledge and skills inventory.
- 2. Recruit new members** to serve on the committee.
- 3. Prepare progress reports** for the Board and the President on work done by the committee.
- 5. Suggest better committee procedures** to achieve committee objectives.
- 6. Supervise** committee members to achieve committee tasks and objectives.

COMMITTEE TASKS

- 1. Find Volunteers:**
 - identify members (with the assistance of the Board of Directors) willing and qualified to serve on committees, as committee chairman, project leaders, and/or the Board of Directors,
 - staff greeting table at general membership meetings, prepare, distribute and collect name tags to members and guests (could be rotated among members)
 - assist other committees in identifying members to staff FOEC events.
- 2. Prepare and Distribute New Member Welcoming Kit,** coordinate this with the Marketing committee. Work with Marketing Committee to design a Welcome Kit for new and existing members (including FOEC By-laws).
- 3. Track Membership Renewal Dates** in conjunction with maintaining the membership roster, send out reminder notices, and contribution acknowledgements. Provide systems for pro-rated memberships, and dues structure.
- 4. Recruit New Members** from
 - sign-up sheets from public events including but not limited to public education programs and general membership meetings,
 - sign-up sheets from rain barrel and green clean workshops,
 - current and former board members, committee members and chairmen,
- 6. Refreshments:** coordinate with Education and Marketing to find members who can help with food and refreshments at events as needed.
- 7. Nominating Committee** with input from the Board of Directors, serve as the nominating committee for Board and Officer elections in accordance with FOEC By-laws.
- 8. Maintain Communications with Membership:**
 - phone members who do not have email to inform them of member meetings,
 - coordinate membership and mailing list usage with other committees, while being the single repository for the lists.
- 9. Event sign-ins:** Get people to sign in to FOEC/CSWCD hosted events, and make sure the sign-in sheets get forwarded to the watershed coordinator.

These are on-going tasks of the organization.

TOTAL ESTIMATED HOURS.....5-6 per month.

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MARKETING COMMITTEE

The Marketing Committee is charged with the promotion of the Friends of Euclid Creek through the media both traditional and social, and, promoting the organization by attending events, workshops, and various meetings. Benefits of serving on this committee include: developing new skills in marketing; networking with people, companies, and foundations; contributing time to a good cause (when money is not an easy option); gaining transferrable experiences working for a non-profit.

Chairman's Tasks

1. **Communicate goals and objectives** established by the Board to fellow members of the committee.
2. **Recruit new members** to serve on the committee.
3. **Prepare progress reports** for the Board and the President on work done by the committee.
4. **Suggest procedures** to achieve committee objectives.
5. **Supervise** committee members to achieve committee tasks and objectives.
6. **Coordinate** between the Marketing committee and other committees involved in the marketing process, e.g., fundraising, and education.

Committee Tasks

1. Craft the FOEC brand, consistent with the Strategic Plan's mission and goal of FOEC. Craft the message of FOEC representatives. Obtain approval by the Board.
2. Design communication strategies (containing the brand message) in social media, news media, or advertising, and in free community calendars. This will include: preparing press releases, working with the Watershed Coordinator on FOEC website content, and maintaining the Facebook page and the blog.
3. Maintain the event calendar in coordination with the Watershed Coordinator for publication on the website, blog, Facebook, and other appropriate websites.
4. Work with Treasurer and Board to develop a budget for marketing materials, and media campaigns.
5. Work with Education Committee on producing and keeping up to date promotional brochures and promotional items to be handed out to the public at various events.
6. Recruit members to attend training sessions on the FOEC brand, and coordinate these sessions with the Speakers Bureau volunteers.
7. Work with Membership Committee to identify a standing list of members, preferably Speakers Bureau members, who would be willing to attend events on a regular basis. These members should have attended training sessions on the FOEC brand. Arrange for member volunteers to attend events.
8. Purchase/secure promotional items for the purpose of distributing to the general public to increase brand recognition.
9. Attend the various City Council meetings of the communities located within the watershed on a regular basis to promote FOEC by advising them of our accomplishments/successes.
10. Work with other Committees, particularly Fundraising and Education, on their campaigns to ensure consistency of the FOEC brand and message; and to ensure that marketing materials, and FOEC representatives will be on hand at events as needed.

TOTAL ESTIMATED HOURS.....4-6 hours per month. Time will vary as needed.

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FUNDRAISING COMMITTEE

Fundraising is the on-going process of gathering voluntary contributions of money or other resources, by requesting donations from individuals, businesses, charitable foundations, or governmental agencies.* Benefits of serving on this committee include: developing new skills in finance and marketing; networking with people, companies, and foundations; contributing time to a good cause (when money is not an easy option); gaining transferrable experiences working for a non-profit. *[Wikipedia](#)

CHAIRMAN'S TASKS

1. **Communicate goals and objectives** established by the Board to fellow members of the committee.
2. **Recruit new members** to serve on the committee.
3. **Prepare progress reports** for the Board and the President on work done by the committee.
4. **Suggest procedures** to achieve committee objectives.
5. **Supervise** committee members to achieve committee tasks and objectives.
6. **Coordinate** between the Fundraising committee and other committees involved in the fundraising process, e.g., marketing, membership.

COMMITTEE TASKS

A. General Fundraising

1. Develop Fundraising Targets --Receive "needs" list from the Board; may also make recommendations to the Board of anticipated needs based on budget projections.
2. Develop a Strategy for Meeting the Targets—
 - A. Decide on the campaign format: fundraising event, marketing campaign, grant opportunity, or a combination of campaign methods?
 - B. Identify potential funding sources: companies, individuals, foundations, the public, government agencies?
 - C. Create a budget for the fundraising campaign, if necessary. If the budget exceeds \$500.00, then approval must be granted by the full Board.
 - D. Prepare presentation of request: "why are we asking; what is the need?"
 - E. Assign members to approach donors and make requests.
3. Collection—the member who makes contact, should follow-up to make sure that the donation is received.
4. Disbursement—the Fundraising chairperson should make sure that all pledges are received by the Treasurer, and report to the Board on overall progress.

B. Grant Writing

1. Recruit people willing to write, or learn to write grants—ongoing.
2. Coordinate with other committees and the Watershed Coordinator on matching project needs with potential grantors; determine that grant prerequisites are met, or can be met.
3. Prepare documents and financial statements to be ready to go when grant opportunities appear. Write proposals as needed.
4. Set deadlines: determine grant deadlines, make sure the grant can be reviewed by the fundraising committee and the full Board in time to make the grant deadlines (when possible).

Probably a minimum of 5 hrs. per month when a campaign is in progress, more as needed.
TOTAL ESTIMATED HOURS.....4-6 hours per month.