

# Elgin Choral Union Volunteer Opportunities

## Financial Development/fundraising

### Project:

- Creation of strategic annual individual fund giving plan
- Board training/coaching on “the ask”
- Assistance in approaching to top 20 internal prospects (including planned giving/estate giving)
- Research on current non-singing donors
- Research on Elgin area corporate giving, corporate match and foundations

**Skills needed:** Experience in annual fund campaigns, donor cultivation and general fundraising; individual and/or business contacts in Elgin/Fox River Valley a benefit

**Time Commitment:** Could be broken into multiple one-off projects of approximately 4-10 hours or one long-term 3-12 month project of approximately 2-6 hours a week

**Outcome/goal:** Creation of tools/plans to be utilized by board members and Executive director to increase unearned revenue streams by \$4-6000 within 12 months; cultivation of non-singing/new volunteers and potential future board members;

**Support and supervision:** Report to President and Vice President of the Board and Executive Director, support from volunteer committee members

## Accountant/Bookkeeper

### Project:

- Can be off-site (computer and internet access required), but some on-site work will be required
- Processing bi-monthly payroll
- Account receivable and payable entry into Quickbooks
- Monthly reconciliation and report generation

**Skills needed:** Accountant or book-keeping experience preferred, but tasks can be taught to a detail-oriented individual; knowledge of Quickbooks a benefit

**Time Commitment:** Approximately 2-5 hours per week

**Outcome/goal:** Provide administrative accounting support on a short-term basis; cultivation of future Finance committee member(s)

**Support and supervision:** Reports to Treasurer, Board of Director with support provided by committee volunteer and Executive Director

## Board of Directors

The ECU Board of Directors is seeking individuals with skills in finance, marketing, accounting, communications, or fundraising to serve a three year term. Are you interested in having a more active voice in an administrative decision making process? Is your strength in getting things done, being a positive change agent, or managing individuals? Are you a supporter of the arts, a choral music enthusiast or a community business leader? Apply today or by February 23, 2010. Applications can be found at <http://www.ElginChoralUnion.org>. Contact Jennifer Bolino, Executive Director, at 847-214-7513 or email [jbolino@elgin.edu](mailto:jbolino@elgin.edu) with questions or recommendations.

## Group Sales/Marketing

### Project:

- Development and implementation of group ticket sales promotional efforts for May 23 and 25, 2010 concerts
- Off-site or on-site work
- Research and develop potential contact group lists: Elgin area church choirs, Russian Orthodox churches; Russian social clubs/groups, Elgin area active senior citizen groups
- Activity may include creation of publicity/group sales letter/flier/packet mailing, creation of church bulletin newsletter invitation, follow-up phone calls, ticket sales facilitation

**Skills:** Good communication and interpersonal skills, organized, self-starter; marketing/sales background preferred

**Time commitment:** One-time project; to begin immediately/March 1, approximately 2-6 hours for 3-4 weeks tapering off in April with follow-up of 2-4 hours a week from end of April until 3<sup>rd</sup> week of May.

**Outcome/goal:** Create and launch a promotional program to generate \$3000+ in new ticket income and 200+ tickets for May 23/25 concerts; develop new targeted audiences; cultivate non-singing volunteers

**Support and supervision:** Additional volunteer support and interns may be available, report to Executive Director

## Public Relations

### Project:

- Creation of May concert press releases and media pitches
- Off-site or on-site work
- Activity may include creation of press pitch letters and packets, media calls, general press mailing/email blast, facilitation of media requests/interviews
- Development of Russian media list

**Skills:** Public relations/media relations experience; strong writer; knowledge of music a benefit, but not required

**Time commitment:** One-time project; to begin immediately/March 1, approximately 2-6 hours for 3-4 weeks with follow-up of 2-4 hours a week from end of April until 3<sup>rd</sup> week of May.

**Outcome/goal:** Provide publicity support for upcoming May concert; one advance article in Fox River Valley or major Chicago publication; cultivation of non-singing volunteers and potential board members

**Support and supervision:** Concert program notes, past press releases and organizational information available for background information; general email media list and area media guide available; reports to Executive Director

## Webmaster

### Project:

- Redesign of website to attract younger demographic and better visually represent who/what we are
- Off-site or on-site work
- Update current website to include member only log-on page; better access/visibility of YouTube, Facebook accounts, quick survey/Constant Contact links, creating templates for easy end-user updating

**Skills:** Web design experience; ability to communicate with non-web-savvy end-users;

**Time commitment:** One-time project; 10-20 hours

**Outcome/goal:** Update visual/overall impression of website; provide easier update access/clean-up coding; add members only section; better utilize online giving options

**Support and supervision:** Reports to Executive Director; printed materials and content available

### **Administration/General Office**

**Project:** Provide general office support including creation of donor communications and weekly rehearsal newsletter creation/update

**Skills:** Good communication skills; familiarity with MS office products a benefit; independent, self-starter; strong customer service/interpersonal skills

**Time commitment:** 2-10 hours a week during regular office hours (M-F; 9-5pm)

**Outcome/goal:** Provide administrative office support on a short-term basis

**Support and supervision:** Willing to provide training, reports to Executive Director

### **Market Research**

#### **Project:**

- Plan and implement audience surveys, demographic analysis and interviews of primary constituencies to collect psychographic/VAL data
- Off-site with some on-site work

**Skills:** Market research experience, good communication and interpersonal skills, organized, self-starter

**Time commitment:** One-time project; to begin at mutually agreeable time in Spring/summer

**Outcome/goal:** Compiled demographic and psychographic data on primary and secondary constituencies to be utilized for strategic organizational planning

**Support and supervision:** Report to/work with ECU volunteer marketing professional, additional interns and volunteers support may be available

### **Branding & Merchandising**

#### **Project:**

- Utilizing market research information, plan and implement marketing identity campaign
- Primarily off-site meeting based work

**Skills:** Marketing and project management experience

**Time commitment:** One-time project; to begin at mutually agreeable time in late 2010 or 2011

**Outcome/goal:** Increase public awareness of ECU to develop new earned and unearned revenue streams

**Support and supervision:** Report to/work with ECU volunteer marketing professional, additional interns and volunteers support may be available

### **Organizational and Financial Development Presentation**

#### **Project:**

- Create multi-purpose visual presentation(s) and support materials about ECU to be utilized in board development/recruitment, corporate solicitations, and marketing/community outreach
- Computer with Microsoft PowerPoint required
- Primarily off-site meeting based work

**Skills:** Marketing and project management experience; self-starter; strong communication skills

**Time commitment:** One-time project; to begin at mutually agreeable time in late Spring/Summer 2010

**Outcome/goal:** Create materials to be utilized by a wide-variety of ECU volunteers to build public awareness of ECU; recruit new volunteers/board members; outreach to service/social organizations such as the Rotary Club, Lion's Club or area chamber of commerce's; cultivate new performance opportunities at area festivals, libraries and service organizations.

**Support and supervision:** Work with ECU committee board chairs, report to Chair of Governance, additional interns and volunteers support may be available