



Outreach Committee

Description

The primary responsibility of the Outreach Committee shall be educating and informing the public regarding the mission and purposes of the organization. The composition of the committee is described in the bylaws of Habitat for Humanity of Franklin County. The committee shall elect a chair, meet at least once per month, and keep a record of all activities and decisions.

The work of the committee revolves around four major areas.

1. Public Relations

- Educate and inform the public regarding the mission and purpose of the organization, the need for better and more affordable housing in certain areas, and the steps being taken to meet this need.
- Communicate with the news media regarding routine affiliate activities. (Inquiries from the media regarding issues involving confidential or legal matters should be referred to the Board President.)
- Photograph and/or video record major events of the affiliate, maintain the organization's web presence (web site), and publish a periodic (print and digital) newsletter to be sent to those in the organization's volunteers and supporters database.
- Plan and execute public events to raise awareness about Franklin County Habitat for Humanity. This may include public speaking, booths at fairs, floats in parades, etc.
- Prepare the Annual Report of the affiliate, in conjunction with input from the chairpersons of all other committees and according to best practices established by Habitat for Humanity International, for publication in January of each year.

2. Church Relations

- Plan, schedule, coordinate, and conduct outreach activities and events to raise awareness about this organization with area churches.
- Communicate with churches the needs of the affiliate (e.g., cash and in-kind contributions) and its partner families (prayer, emotional support, etc.).

3. Marketing Materials

- Develop publicity materials (e.g., flyers, email communications, brochures, digital slide shows, etc.) in coordination with the needs of other committees (e.g., the Resource Development Committee) and as requested by the Board of Directors. Said materials must be in compliance with Habitat for Humanity International's brand management requirements as described on <http://my.habitat.org>.

4. Archives

- Maintain the historical archives (e.g., photographs, news clippings, flyers, thank you letters, etc.) of the organization.

Logistics

- Submit a monthly report of activities to the Board of Directors prior to each monthly meeting of the Board of Directors. This report is to include a summary of its efforts to publicize the work and needs of the affiliate as well as any concerns deemed important to bring to the attention of the Board of Directors
- Develop and maintain an annual calendar of events and activities that provide direction and clarity to the committee's efforts.
- Contribute to the organization's Annual Report regarding the success of publicity efforts.
- Submit an annual operating budget to the Board of Directors at its April meeting each year.
- Attend (committee chair) quarterly Committee Chairs' Roundtable meetings.
- Intersect (primarily, but not necessarily exclusively) with the following committee(s) and officer(s):
 - Volunteer Relations (to publicize volunteer needs)
 - Family Selection and Support (to publicize opportunities to become Partner Families)
 - Resource Development (regarding publicity for fund raising events and media presence at said events and needs for cash and in-kind contributions)