



## **Gardeneers Pollinator Network**

Gardeneers will encourage young and rising professionals to share resources, time, and talent to provide leadership and raise funds to support the Gardeneers organization and mission. **The Pollinator Network's objective is to support the overall mission and activities of Gardeneers by acting as ambassadors for the organization, introducing Gardeneers to new potential supporters and volunteers, and raising funds via events and social media targeted at their networks.** The chance to serve on the Pollinator Network is an excellent professional development opportunity and can also provide a pipeline to membership on the Host Committee for the garden party and the Board of Directors.

Help us build toward our goal of 100 members!

## **Members Expectations**

- Active participation: Members are expected to actively participate in group activities, attend meetings regularly, and contribute to discussions. (While meeting attendance is optional for non chair members, it is highly encouraged) ;
- Volunteer at at least 5 hours on an annual basis at your assigned Garden Site or other Gardeneers Volunteer Events;
- Attend and invite guests to two fundraising events: the Annual Garden Party and other Gardeneers fundraising events (cooking demos, etc.).
- Participate in one committee of the Auxiliary Board and serve on ad-hoc committee as necessary (this is optional, highly encouraged);
- Creativity: Members are encouraged to think creatively and contribute new ideas to the group in an effort to fundraise and raise awareness;
- Become familiar with Gardeneers overall resource needs;
- Increase awareness about Gardeneers' work to the community and potential donors;
- Establish relationships with other young professional/ auxiliary boards; and
- Financially support Gardeneers in a manner of a \$20 give/ get a month. This amount can be from an out of pocket donation, corporate sponsorship, ticket sales, etc.
- Professionalism: Members are expected to maintain a professional attitude and behavior both within the group and in their professional lives.
- Networking: Members are encouraged to network and connect with other professionals in their field.
- Skill development: Members are expected to take advantage of opportunities to learn and develop new skills that will benefit their careers.
- Commitment: Members are expected to commit to the group and its goals, and to follow through on any responsibilities they have been assigned.
- Respect: Members are expected to treat each other with respect and professionalism, and to listen to and consider differing opinions.
- Leadership: Members are encouraged to take on leadership roles within the group and to help guide its direction.

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- Community involvement: Members are encouraged to get involved in the community and to use their professional skills to benefit others.

### **Volunteer Event Expectations**

- Complete 5 workday or community volunteer hours
- Attend two Gardeneers organized Fundraising events
- Dress appropriately for weather and outdoor work when in the garden
- If volunteer group is corporate, network with other young professionals
- Create a rapport with garden educators, ask about ways to help or needs that space may have.

**Looking for other ways to make a deeper connection with our work? Here are some committee ideas that small groups with the Pollinator Network can form.**

### **Social Media Committee**

The Social Media Committee is responsible for assisting the organization with generating engaging and consistent social media presence to promote Gardeneers across multiple platforms. Content should be centered around education and spreading awareness.

- Familiarize oneself with the development department efforts to create social media campaigns;
- Work with staff liaison to generate new social media content that incorporates a series of topics that are reflected in Gardeneers pillars (self care, sustainable agricultural practices, poc inspirational pieces, etc).
- Promoting local nonprofits and Gardeneers community partner organizations doing similar work;
- Support fundraising and volunteer events through social media promotions; and
- Work with staff liaison to ensure auxiliary board marketing materials are aligned with Gardeneers brand; and

### **Fundraising and Marketing Committee**

The Fundraising and Marketing Committee is responsible for overseeing the fundraising done by the Auxiliary Board and promoting its events, campaigns, news and activities.

- Familiarize oneself with the development department efforts to raise funds;
- Work with staff liaison to establish a fundraising plan that incorporates a series of appropriate vehicles such as events, direct mailing, crowdfunding, and evaluating gardeneers merch ideas;
- Support fundraising events through planning, social media promotions, ticket sales, and attendance;
- Work with staff liaison to ensure auxiliary board marketing materials are aligned with Gardeneers brand; and
- Utilize social media to promote Gardeneers.

### **Community Partnership and Volunteer Committee**

The Community Partnership and Volunteer Committee is responsible for assisting the organization with community involvement, engaging and recruiting volunteers for various activities.

- Assist in the recruitment of volunteers for auxiliary board targeted community days and events;
- Communicate with Gardeneers staff to identify school and garden needs;
- Identify community groups that may be interested in providing volunteers;
- Participate in a majority of the schedule community; and
- Accompany Gardeneers staff to volunteer recruitment meetings and tabling events as needed.

### **Governance Committee:**

The Governance Committee will consist of members who will help recruit, onboard new members and conduct performance evaluations for current members through a systemic process, and will report to the board for a vote.

The Recruitment process is:

- Member directs interested member to website registration;
- Committee reaches out to potential new members (PNM) to set up phone calls to explore interest; and goes over Gardeneers expectations.
- If PNM is still interested, Member invites PNM to an event (either fundraiser or Ericson Community Volunteer Day) to meet rest of Pollinator Network Members.
- Governance Committee reports on all new PNM during the following quarterly board meeting and members vote on PNM's membership to the board.

### **Evaluation Process:**

- Board chairs evaluate current members performance according to expectations and passes on to committee;
- Committee will identify low performing board members for probation;
- Committee reaches out to current probationary members (CPM) to go over expectations and create an improvement plan.
- Committee (or 1 member) will meet monthly with CPM to check progress and if needed, recommend member for early termination; and
- Governance Committee evaluates CPM performance at the end of the probationary period (or earlier if recommended) during the following quarterly board meeting and members vote on revoking CPM's membership to board.

**The Gift of Talent:**

Being a part of this young professional group is also an opportunity to volunteer your talents. With our organization and your peers. If you provide a service or have a skill that you think would be beneficial to Gardeneers, Let us know! We are always looking for ways to grow our capacity. Not sure if you do? We've got you covered! Below we have listed some of the most common ways that people volunteer:

- Social Media Management
- Product Creation or Production
- Event Planning
- Content Creation
- Legal Services
- Chef Experience
- Marketing Strategy Experience

**Auxiliary Board Chairs:**

The Auxiliary Board Chairs will consist of 4 members, who are in charge of conducting quarterly meetings, reviewing the goals of the organization and Pollinator Network. In addition reviewing and dispersing information provided by Gardeneers. This group of individuals should look for ways to support through upcoming fundraising efforts and guide the larger group through ways to get involved. This group is in charge of Pollinator Network reporting of hours completed per individual member and to keep track of event attendance for the pollinator network. Any additional event ideas that this group think would be beneficial for fundraising or networking will need to be presented to Gardeneers and voted on. All ideas are welcome!

*Failure to meet expectation will result in a 6 month probationary period where your membership in the Pollination Network will be reevaluated (See Evaluation Process section for more details).*