



2021 New Leaf Garden Blitz Planning Team Opportunities

Sign up to volunteer [here!](#)

Communications Team

Volunteers in this department will work with team leader, Maryssa Paulsen
gbgardenblitz@gmail.com; (920) 322-5489

New Leaf Website

- Ensure New Leaf's website is up to date with current information including events, volunteer needs, media, and resources
 - This includes New Leaf, Garden Blitz, and NEW Food Forum information

New Leaf Media

(newspaper, television, radio, press)

- Update our current press kit
- Utilize a communications template and update routinely
- Connect with local news media for TV and radio features
- Craft press releases for events and volunteer needs, and send to our media contacts, which including community calendars, local news sources, and local volunteer resource centers
 - Keep this list updated and organized

New Leaf Social Media

- Maintain our Facebook, Instagram, and Twitter accounts
- Create a content schedule for each platform using our social media

procedures

- Respond to inquiries on social media using our social media procedures

Blitz Narrative Project

- Gather stories from gardeners, volunteers, and mentors
- Create a media-based narrative that reflects the importance of New Leaf Garden Blitz in our community
- This could be an addition to our monthly newsletter, a routine content piece to our social media accounts, a documentary or video shared with the community and local media sources

Blitz Constant Contact

- Maintain Gmail account
- Forward queries to correct parties
- Send communications out to our planning team
- Work with Jill to add information and creative content in monthly newsletter

Flyer and Poster Distribution

- Work with our designer, Tami Cornette, to develop marketing materials
- Print flyers and posters
- Keep an inventory of flyers and postcards and make sure team members have them (this includes online inventory - in Google Drive, for example)
- Distribute flyers and posters using our **distribution list**

Blitz Photographer

- Capture photos of volunteers and new garden owners
 - Create a schedule for where you plan to photograph each day
- Send media to communications coordinator

Volunteer Team

Volunteers in this department will work with team leader, Maryssa Paulsen
gbgardenblitz@gmail.com; (920) 322-5489

Recruit Volunteers

- Recruit, interview and place applicants for volunteer work
- Work with local resource centers and agencies to publicize opportunities for volunteers
 - These include but are certainly not limited to: Brown County Volunteer Center, Brown County United Way, Green Bay Botanical Garden, local schools and colleges, our partners and affiliates
- Develop and maintain relationships with other volunteer organizations within the area

Volunteer Registration

- Conduct volunteer sign-in
- Assure all necessary documents are signed
 - COVID guidelines, minor permission slip, liability waivers
- Distribute name tags, t-shirts, gas vouchers
- Assign volunteers to correct team

Liability Coordinator

- Ensure all volunteers have signed liability forms
- Ensure that we have liability insurance coverage for all volunteers and property
- Collect driver's licence and insurance

Pep Rally Coordinator

- Prepare a pep rally for each day of the Blitz

Blitz After-Party Coordinator

- Determine and make arrangements for the party location
- Solicit food for Blitz event (daily) and for the after party
- Set up party location; organize team to clean up afterward

Team Assignment

- Assign team leaders
- Assign 4 to 6 volunteers per team
 - Box building team (Wednesday, Thursday & Friday)
 - Soil teams (Friday, Saturday, and Sunday)
 - Delivery teams
- Work with scheduler to assign trucks per shift and team

Logistics Team

Volunteers in this department will work with team leader, Jennifer Classon

- jrclasson@yahoo.com; (347) 678-2618

Equipment Manager

- Organize the equipment needed for the Blitz and ensure that there is adequate supplies for the event
 - Wheelbarrows, shovels, drills, etc.
- Make sure teams have what they need before they leave the Blitz meeting site
- Keep track of materials, who has them, and ensure materials are returned to the correct owner

Materials Management and Purchasing

- Purchase and keep track of: lumber, soil, screws

Scheduling

- Assign trucks to routes
- Work with volunteer deployment to assign teams to truck

Deployment (Day Of)

- Send trucks and their teams to routes; trucks and routes depend on the size and number of boxes they can take
- Keep track of control sheets to know which are received boxes and soil
- Keep in contact with each team; know which teams are where at all times

Resource Development Team

Volunteers in this department will work with team leader, Kim Diaz
kimr.diaz@gmail.com; (920) 600-4413

Garden Box Sales Manager

- Work with website manager to develop the sales of boxes
- Send the weekly report of box sales and maintain the database of garden box purchases
- Work with New Leaf Foods on the receipt of any sale of boxes via a check in the mail, add to database
- Ensure we have all information for all deliveries
- Help with customer service of the boxes to ensure customer satisfaction
- Assist with the development of sales materials and promotion of sales to ensure that we reach our sales goals
- Assist with developing a list of events and activities to sell boxes in the community

- Develop a sales plan with Blitz team
- Keep track of sale dates and receipts
- Develop a survey to track customer satisfaction
- Handle customer complaints

Grant Writer

- Write grants
- Develop a list of upcoming grants
- Be knowledgeable of our non-profit organization and tax exempt status
- Develop a list of area businesses, foundations, and individual donations and grants

Donation and Sponsorship Coordinator

- Solicit in-kind and monetary donations from area businesses and individuals
- Develop a donations campaign
- Develop a list of area businesses, foundations, and individual donations and grants
- Apply for sponsorships with area businesses
- Be knowledgeable of our non-profit organization and tax exempt status

Outreach and Low Income/Subsidized Garden Manager

- Maintain a wait list of individuals interested in subsidized gardens
- Develop outreach with local organizations for low-income individuals to receive reduced fee boxes
- Maintain a database of individuals receiving boxes, including a location for delivery
- Follow up on receipt of payment

Garden Mentors

Garden mentors will work with team leader, Margaret Franchino
browncountycommunitygardens@gmail.com; (920) 391-4660

Sign up to become a mentor gardener [here!](#)

Garden Mentors

- Complete mentorship training
- Establish a positive relationship with your mentee, and meet monthly throughout the growing season