

Membership & Communications Chairs
Recommended Roles/Responsibilities
Proposed April 6, 2015

Communications Chair

- Send out e-mails to the neighborhood via Mailchimp. Topics including but aren't limited to:
 - Social events such as the Fall and Spring parties, and Bunco
 - Civic news (e.g., road repaving)
 - (See communication matrix for more explanation of what usually constitutes an official PGC e-mail to members)
- Edit messages for clarity prior to sending to neighborhood
- Post appropriate updates to Facebook
- Partner with Membership Chair and rest of PGC board on membership drive brochure:
 - Content
 - Photos
 - Printing
- Owns PGC directory
 - Content (inputting data from forms)
 - Printing
 - Distribution planning

Membership Chair

- Coordinate membership drive
 - Draft key messages about benefits of membership
 - Create plan to hand out membership brochures and way to pay and/or fill out form online
 - Work in partnership with Communications Chair on membership drive brochure
 - Create plan to divide and conquer on handing out brochures
- Delegate neighbor care to Neighbor Care chair.
 - Neighbor care committee lead responsibilities include:
 - Welcoming new neighbors to the Parkwoods with a welcome letter, small gift and information/collateral.
 - Sending a card to families when they have an illness, death or new baby.
 - Send a modest memorial gift in the instance of a neighbor passing away.
- Find person to help coordinate MealTrains for people with new babies, illnesses or in bereavement situations.
- Lead social event planning and delegate hosting duties to hand-picked or volunteer hosts
 - Spring party
 - Fall party (block party)
- When appropriate, partner with president on responding to neighborhood letters/e-mails