



www.twc-detroit.org

Outreach Chairperson

Position Description

Type of Position	Board	Commitment Length	1 Year
Continuous Recovery	1 Year	Time Commitment	Moderate

Role of the Outreach Chairperson

The Outreach Chairperson is responsible for getting the word out to those who might benefit from the services of TWC. This includes professional organizations such as Affirmations and Substance Abuse Counselors. Creativity in communication continues to build our TWC community.

Essential Functions

- Announce each fundraising event at local 12 Step meetings.
- Coordinate others to announce fundraising events at geographically adjacent 12 Step meetings.
- Use creative means to get the word out on TWC events such as text messaging.
- Prepare a letter for professional outreach.
- Mail merge and facilitate a professional outreach mailing.

Talents Needed for Success

- Confident interpersonal skills.
- Proficient in Microsoft Word and Excel.
- Ability to discern appropriate target professional organizations for outreach.
- Networking skills preferred.

TWC Purpose (taken from the TWC bylaws)

The purpose for which the corporation is organized is solely for charitable and educational purposes as described in Section 501 (c) (3) of the Internal Revenue Code of 1954 (as amended or corresponding provisions of any future United States Internal Revenue Code), especially relating to the education of gay, lesbian, bisexual, transgender and allied communities on substance abuse issues.



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Discrimination policy (taken from TWC bylaws, Article VI – Public Policy)

This corporation, in its dealing with clients, applications, employees and organizations will in no way discriminate against any individual or group of individuals because of race, creed, color, sex, sexual orientation, gender identity or expression, disability, religion, national origin, age, height, weight, veteran status, marital status or political affiliation.



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Timeline

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Timing	Task / Item
Every Meeting	<ul style="list-style-type: none"> Attend every committee meeting to keep in touch with the conference theme as it evolves. Update group on progress. Let the group know of any needs you may have as you approach the conference.

Timing	Task / Item
Every Event	<ul style="list-style-type: none"> Announce upcoming TWC events during the special interest announcement section of 12 Step meetings. Coordinate delivery of flyers to local 12 Step meetings via committee members in attendance at each TWC meeting. Communicate with key individuals in adjacent locations to print flyers from the website and help spread the word. Use creative communication techniques such as a multi-group cell phone text message to those who might be interested in attending events.

Timing	Task / Item
August thru December	<ul style="list-style-type: none"> Call people on Professional Outreach Contact List to verify contact information and interest in being on the list. Use GLBT guides and web sources to search for information on missing organizations that would benefit from our organization. Continually update and develop contact list.
For November Meeting	<ul style="list-style-type: none"> Present draft letter to be sent to Professional Organizations for Board approval. Let Desktop Publishing Chairperson know how many newsletters you will need for your mailing Mailing includes: letters, newsletter and registration form.
By January Meeting	<ul style="list-style-type: none"> Mail merge letters and sign them for delivery. Stuff and mail letter, newsletter and registration form.