

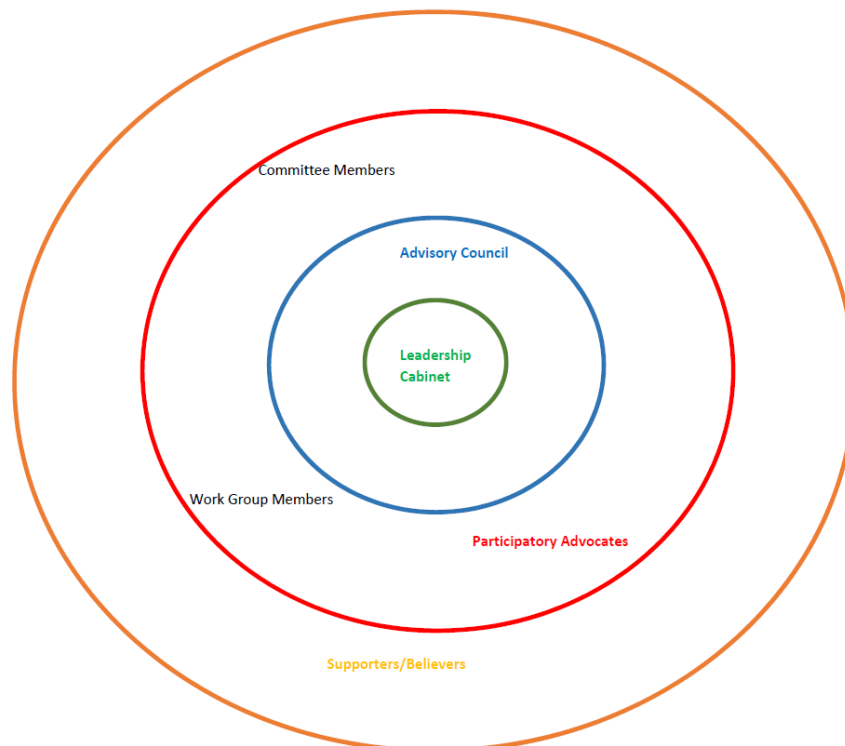


Opportunities for Involvement

Revised January 2018

Our Vision for Volunteer Engagement Opportunities

- We strive to offer opportunities for volunteer involvement that are significantly varied and diverse, thus allowing for short- and long-term participation by a wide variety of individuals based on their level of interest in our work.
- Volunteers will be able to move easily in and out of roles as their interest is piqued. This contemporary model of association work allows for many spokes and recognizes the modulation of time availability for individuals.
- The design of our volunteer groups will be flexible, thus being nimble as the work and initiatives fluctuate to adapt to emerging information.
- We recognize that in order to achieve our goals, we need a vast multitude of supporters and advocates; however, they can and will be along a fluctuating continuum of commitment and connection to us. For example:



Leadership Cabinet

- Informs and helps shape the vision for Seed Your Future.
- Provides strategic oversight to the advancement of Seed Your Future.
- Serves as visible spokespersons and fundraisers.
- Financially supports Seed Your Future.
- Introduces Seed Your Future to key civic and corporate leaders.
- Hosts meetings and events to introduce influencers, decision makers, and potential supporters to Seed Your Future.
- Provides guidance and ideas on the marketing, outreach, and philanthropy plans.
- Creates new opportunities for the advancement of horticulture and Seed Your Future across the U.S.

Advisory Council

- Provides input to the Leadership Cabinet and Executive Director to inform and influence the direction of the initiative.
- Helps to connect the initiative to key industry, professional, education and government circles in the U.S.
- Introduces the initiative to potential new partners.
- Serves as advocates for Seed Your Future's goals.
- Helps to advance the communications, education, advocacy and outreach activities of the initiative.

Committees and Work Groups

Work Groups are intended to be short-term and focused on a specific project or task.

Committees are intended to be more long-term groups — 12 months or more.

Education Committee:

- Participate in the development of the education plan(s) of action.
- Provide input to the development of educational materials.
- Evaluate impact and success; suggest adjustments.

Outreach Committee:

- Serve as an advocate for Seed Your Future and the promotion of horticulture. This may include talking to groups, spreading our messages through social media and other avenues, and recruiting others to serve as advocates.
- Assist in the development of outreach plans to schools (middle, high, and colleges/universities) and other appropriate educational and out-of-school-time organizations (*e.g.*, homeschooling groups, 4-H, juvenile justice programs, etc.)
- Assist in recruiting testimonials from those in the industry attesting to the value, importance and enjoyment of their specific field of horticulture work. Collaborates with the Video Work Group on this project.

Public Relations and Marketing Committee

- Oversee development and implementation of a Marketing Plan, including identifying potential markets, their needs, how to meet those needs with products/services/programs, and how to promote/sell the programs.
- Participate in the development of a public relations plan of action, including strategies for communication with the press.
- Participate in the development of the Seed Your Future brand strategy.
- Participate in the development of materials and collateral to support the brand and initiatives.
- Provides guidance to select Work Groups (*e.g.*, Social Media Work Group, Website Work Group, Video Work Group).

Partnerships Committee

- Participate in the development of appropriate guidelines for partnerships.
- Participate in the development of lists of potential partnering organizations.
- Monitor partnerships.



Public Policy Committee:

- Monitor state and federal legislation, regulations, and committee conversations and mandates associated with agriculture (specifically horticulture), education, and jobs creation. Provide recommendations to the Leadership Cabinet, Advisory Council and Executive Director as warranted.
- Advocate for horticulture and horticultural careers at state and federal levels.

Resource Development Committee:

- Participate in the development of plans for the ongoing attainment of the funds needed to pursue Seed Your Future's initiatives (*e.g.*, crowd-sourced funding).
- Help develop lists of potential financial supporters and granting organizations.
- Participate in potential donor/grantor cultivation as appropriate.
- Help prepare information to pursue grants.
- Participate in asking for funding support as appropriate.

Youth Engagement Committee:

- Assist in the development of plans of action to engage young people in horticulture as a hobby and or career.
- Help cultivate and recruit young people to assist in the work of Seed Your Future, and to serve as advocates.

Work Groups

Audit Work Group

- While Seed Your Future is under the fiscal agent of the American Society of Horticultural Science (and thus not subject to an annual stand-alone audit), this group will perform annual oversight and report to the Leadership Cabinet.
- Timing will be based on the fiscal year of ASHS.

Evaluation Work Group

- Once Education and Marketing plans launch, this task group will review and provide sound evaluation of products/services/programs; including, outcomes, goals, data, analysis and resulting adjustments.
- Make recommendations for adjustments to staff and/or the Leadership Cabinet.

Research Work Group:

- Participate in developing the organization's research agenda and strategy.
- Participate in selecting research consultants as warranted.
- Participate in developing the charge to consultants.
- Participate in assimilating the results of any research initiative.
- Make recommendations based on research findings.

Social Media Work Group:

- Assist in the development of an initial social media strategy(ies) for Seed Your Future.
- Assist in the development of a content calendar.
- Assist in analyzing the reach of SYF's social media channels.
- Work Group forms again periodically.

