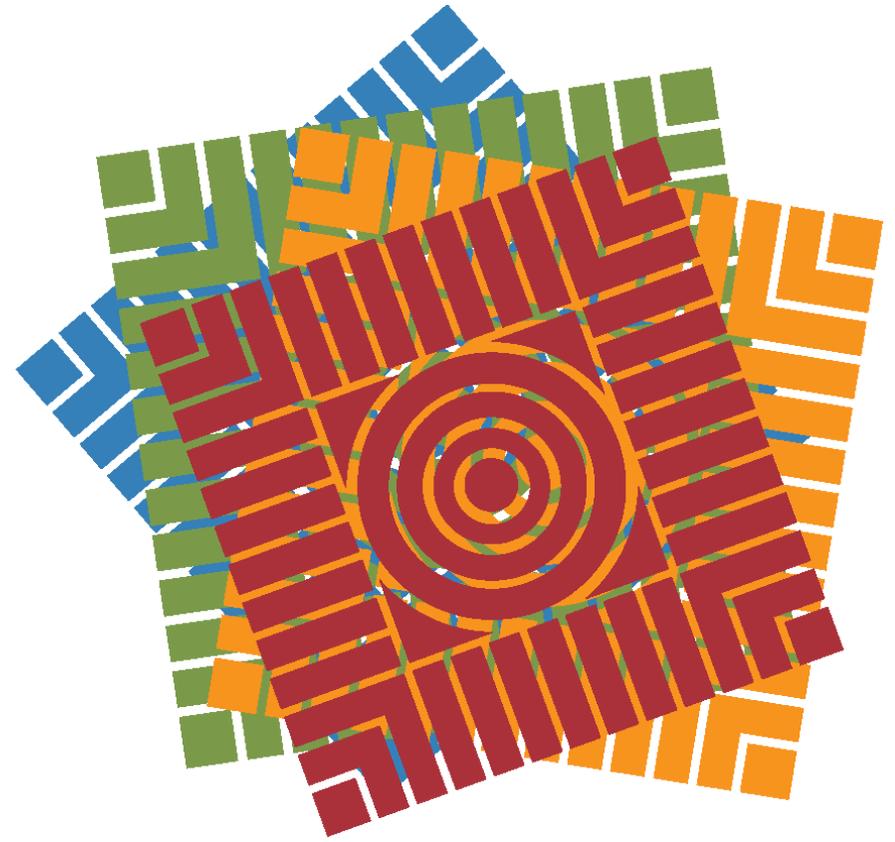


OH DEAR, WE NEED A VOLUNTEER!

Sherry Adams, Program Manager,
NC Main Street Program

Liz Parham, Director,
NC Main Street & Rural Planning
Center



North Carolina
MAIN STREET



Two most common issues:

- Not enough money
- Not enough volunteers

Steps to Creating a Volunteer Management Program

- Recruit
- Train
- Manage
- Celebrate



What
does it
Mean?

VOLUNTEER



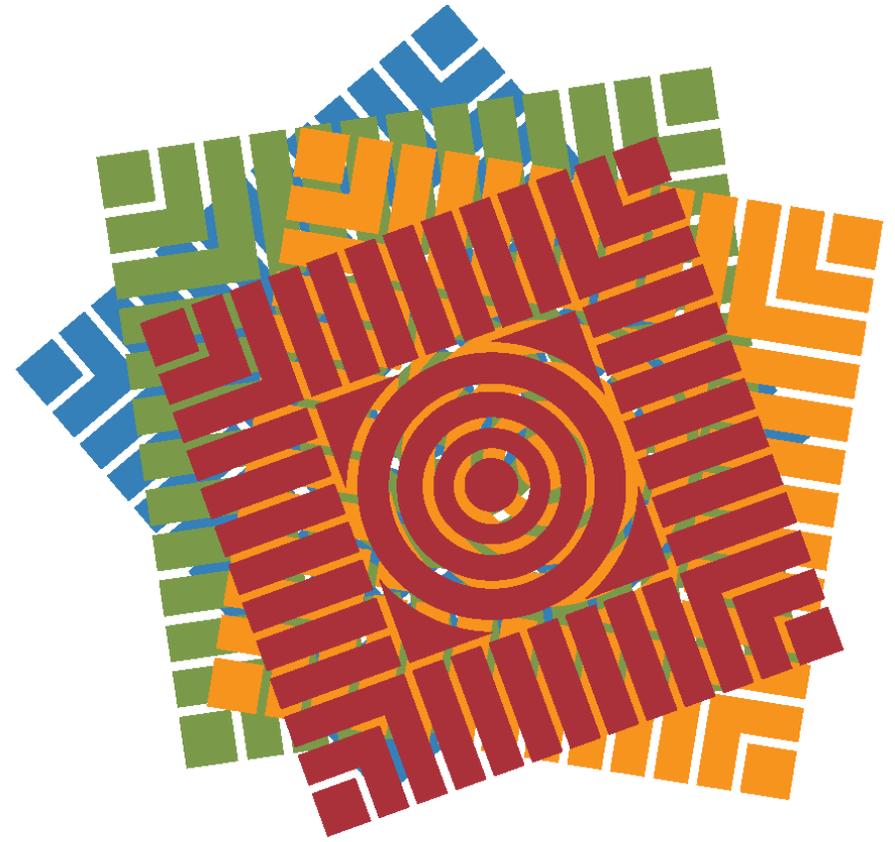
This Photo by Unknown Author is licensed under [CC BY-SA-NC](#)

VOLUNTEERISM

- *The policy or practice of volunteering one's time or talents for charitable, educational or other worthwhile activities, especially in one's community.*



RECRUIT
YOUR
VOLUNTEERS



North Carolina
MAIN STREET

How do you recruit?

- Who can we ask???
- You get an hour off from work each month.
- I promise it won't take much time!
- Free Beer when you volunteer for festivals.
- You get a cool FREE t-shirt.
- You get to wear the Santa costume this year!
- You don't have much to do.



Volunteerism

Empower: to unyoke,
unfetter, authorize,
entitle, permit, allow,
commission, delegate....



**BE A PART
OF WHAT
MAKES
THIS
WORK**

DOWNTOWN
LENOIR^{NC}
TOGETHER
WE CREATE

DowntownLenoirNC.com

Five Points to Consider:

1. Re-evaluate your current volunteer program. Is your volunteer program engaging, appreciative, and meaningful?
2. Identify your volunteer needs. Define your volunteer program so you'll attract people who will enjoy your program.
3. Give current volunteers a role. They are your best recruitment tool.
4. Formalize your job descriptions and desired skills. Think about what your organization could benefit from. Is it good photography? Graphic design? Social media person?
5. Determine your recruitment strategies.



Cultivating a Volunteer/Champion

- Lay the groundwork
- Plant the seed
- Fertilize
- Nurture



We are economic gardeners.



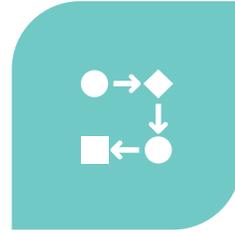
Cultivating a Volunteer/Champion



TRUST



CONNECTION



RELATIONSHIP



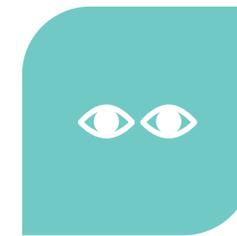
BELIEVE



INSPIRE



SHARE THE
STORY



HAVE A
VISION



LISTEN

Volunteer Management & Development: Start with Tasks

1. Photographer – for events, buildings, etc.
2. Writer – send press releases
3. Social media specialist/FB postings
4. Decorations for annual meeting
5. Surveys
6. Data analysis
7. Ticket collector
8. Manage Beer Garden
9. Manage food vendors
10. Logistics manager
11. Volunteer manager
12. ETC.

Board of Directors Composition Matrix	Name
Field Of Experience	Age
Financial Management	
Fundraising	
Personnel Management	
Public Relations	
Field of Planning	
Education	
Legal Affairs	
Program Development	
Property/Facility Development	
Volunteer Development	
Merchandising	
Promotions	
Media Relations	
Design	
Historic Preservation	
Cultural Development	
Organizational Development	
Tourism	
Influence With	Ethnicity
The Power Group	
Business / Financial	
Ethnic/Minority Community	
Media	
Government / Political	
Education	
Civic Organizations	
Professionals	
Retail Sector	
Service Sector	
Other local Organizations	
Finance Resource Development	Field of expertise
Willingness to Give	
Willingness to Raise Money	
Contribute Services	
Contribute Materials	
Access to Wealth	
Access to Corporations	
Access to Small Business	
Personal Wealth	
Knowledge of Fundraising	
Knowledge of Grant writing	
Age	Influence with specific groups, organizations, etc.
18-29	
30-39	
40-49	
50-65	
66 and over	
Ethnic	Financial Resources
White	
Black	
American Indian	
Hispanic	
Asian	
Other	
Geographic	Geographic area of town
(Fill in the name of your downtown geographic areas below)	
S. Main Area	
N. Main Area	
Street	
Avenue	
Corridor	

Economic Development Strategy: Downtown serves as THE gathering place for the city of Monroe
 Goal: Connect the Downtown businesses with seasonal/annual events.
 Objective: Get 10 businesses to stay open past 5 pm
 ,3 businesses to serve food, and allow off street businesses to move location

Organization Activities/Projects:

Completed ✓	Task	Name of Person Responsible	In-House- Outsource	Cost / Time	Tools	Partners / Assistance	Date To Be completed
Y	Conduct Assessment of all existing public and private "gathering places"	Matt Black	In house	2 months	Meeting Face to Face Email		March
Y	Identify and engage to public and private partners who are willing participants	Matt Black	Both	2 months	Open house- Meeting WOM Breakfast		March

Morgan-Windsor Alley Completed ✓	Task	Name of Person Responsible	In-House- Outsource	Cost / Time	Tools	Partners / Assistance	Date To Be completed
Y	Conduct a survey of all existing public and private "cultural arts facilities and events" in downtown	Brian Pete Matt Ryan	In house	\$200	Online WOM Meetings		February
Y	Identify and engage 20 public and private partners that provide cultural arts activities and facilities	Pete Brian Consultant	Both	\$40,000			Ongoing
Y	Get city council behind the idea as a full package and find financing options	LGC City Council McAdams	outsourced	\$6,000,000 3 years	Multi facet approach		October

Start with the tasks...

Economic Development Strategy: downtown serve as the centerfold for recreational and cultural amenities
 Goal: Create Downtown Monroe as the centerfold for seasonal/annual events in Union and surrounding area.
 Objective: Get merchants to create brians specifically at enticing retail development.

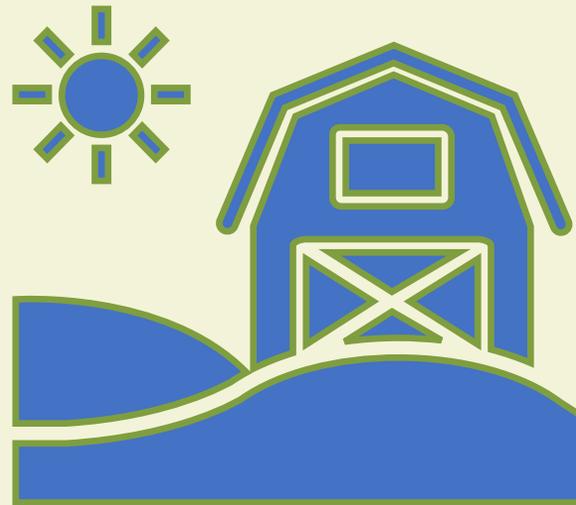
Organization Activities/Projects:

Completed ✓	Task	Name of Person	In-House- Outsource	Cost / Time	Tools	Partners / Assistance	Date To Be completed
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Recruit Committee Members by Strategy

Downtown Laurinburg Economic Implementation Plan 2021-2022				
<p>Economic Positioning Statement: Downtown Laurinburg is a creative environment that is planting seeds for new businesses, growing existing businesses and harvesting the fruits of community entrepreneurship, enhanced by our ethnic diversity, agricultural heritage, storytelling and the arts. Downtown is the location of choice for quality retail, services, and the governmental center for Scotland county.</p>				
<p>Mission: The Laurinburg Downtown Advisory Committee serves to foster the economic development of the downtown within the context of historic preservation.</p>				
<p>Implementation Strategy: Laurinburg uses the National Main Street Center's Four-Point Approach® which includes: organization, promotion, design and economic restructuring to implement a downtown revitalization initiative.</p>				
DOWNTOWN ECONOMIC DEVELOPMENT STRATEGIES	ORGANIZATION	PROMOTION	DESIGN	ECONOMIC VITALITY
<p>Creative environment for planting seeds for new businesses & growing existing businesses.</p> <p>Goal: create an environment where businesses thrive, and people want to gather.</p> <p>Objective: to preserve and enhance the existing downtown assets through creating a synergistic downtown atmosphere and have three successful downtown projects completed by Dec. 2021.</p>	<p>Actions:</p> <ol style="list-style-type: none"> 1. Implement the plan to address the ABC Law by August 2021. 2. Send minimum of three DAC members to trainings and/or NCMS Virtual Conference. 3. Increase the representation of the DAC with at least one new Downtown business member. 	<p>Actions:</p> <ol style="list-style-type: none"> 1. Build on (marketing) plan for the organization and for downtown businesses using items learned from 2020, and implementing the plan by June 2021. 2. Redevelop/Build a quality new Downtown Website by May 2021. 3. Create and implement a marketing plan for EDC, City owned, and private properties by May 2021, generating at minimum 5 inquiries by December 2021. 	<p>Actions:</p> <ol style="list-style-type: none"> 1. Be advocates for the Urban Design/Parking Project & outline amenities the project should include (benches, trash receptacles, recycling, flowers, banners, etc.) 2. Develop a plan to promote available parking in the Downtown area by June 2021. 3. Provide assistance to the City in researching and developing a streetscape design. 	<p>Actions:</p> <ol style="list-style-type: none"> 1. Utilize the Retail Market study to facilitate and nurture three new quality businesses or business expansion in downtown by Dec. 2021. 2. Focus on business retention, while identifying and providing assistance to at least two current businesses by Dec. 2021. 3. Research and develop a plan to protect Historic Assets Downtown by July 2021.
<p>Downtown is location of choice for quality retail, service, and is the governmental center for Scotland County.</p> <p>Goal: Become the first choice for locating quality commercial businesses, services, and retaining governmental services.</p> <p>Objective: Attract more foot traffic to increase 2021 sales by 5% over 2020 and add two new quality businesses downtown in 2021.</p>	<p>Actions:</p> <ol style="list-style-type: none"> 1. Sponsor and hold a Virtual Historic Tax Credit workshop with State Historic Preservation Office in 2021. 2. Analyze/Pursue the feasibility of a new Retail Market Snapshot in a post COVID world. 3. If feasible, have new Retail Market Snapshot by July 2021. 4. Build on and organize the financial structure of the DAC and 501c3. 	<p>Actions:</p> <ol style="list-style-type: none"> 1. Hold three classic cooperative retail promotions by December 2021. 2. Research and implement a plan for a Historic Tour in Downtown Laurinburg by December 2021. 3. Implement at least 3 Sip and Shop events Downtown by December 2021 	<p>Actions:</p> <ol style="list-style-type: none"> 1. Hold annual downtown walkabout assessment. 2. Complete three new visual improvements downtown by December 2021. 3. Partner with St. Andrews to collaborate on at least 3 projects. 	<p>Actions:</p> <ol style="list-style-type: none"> 1. Develop an incentive plan(s) that will yield highest results for downtown during a post COVID world by April 2021. 2. Develop a plan to attract/show private investment utilizing the 501c3 by May 2021, implementing the plan by December 2021. 3. Select up to 5 (more if you can get cooperation) minimum of 3 to track sales for one year to compare to previous year in order to gather on-going sales data. (Beginning 2nd Quarter 2021) 4. Partner with RCC Small Business Center to hold at least

Connecting Partnerships & Economic Development Strategies



- **Strategy:** Largest Farm to Table destination in the region.

- **Committee:** Farm to Table

- **Partners Volunteers:** County Extension Agent (or equivalent), Local/Regional Farmer's Market Representative, Local/Regional Food Producers, etc. Restaurant owners

- **Strategy:** Connecting People to Active Healthy Living

- **Committee:** Healthy Living Committee

- **Partners Volunteers:** Landscape Architect, Local Hospital, County Health Dept., Recreation and Parks (city & county), local privately owned exercise studios, etc.

Example of Skill Sets for Each Strategy

<p>Strategy: Technology Hub for the County – Committee: Tech Hub</p>	<p>Strategy: Multi-Generational Housing Options- Committee: Downtown Housing</p>
<p>Technology Based Business Owners “Tech Geeks”</p>	<p>Architects (including landscape)</p>
<p>Community College Rep.</p>	<p>Preservationists</p>
<p>Strategy: Creative Entrepreneurship w/Entertainment Value – Committee: Entrepreneurship</p>	<p>Strategy: Foster a Family Friendly Environment – Committee: Family Friendly</p>
<p>Retailers/business owners</p>	<p>Parks and Rec. representative</p>
<p>Small Business Center Rep.</p>	<p>Venues that already cater to family</p>
<p>Special Event experience</p>	<p>School System Reps.</p>



Taking a
DEEPER
DIVE into
Recruiting
Volunteers

- Diverse
- Equitable
- Inclusive

Standard II.

Inclusive Leadership and Organizational Capacity

Focus Areas for Standard II:

1. Inclusive Organizational Culture and Diverse Volunteer Engagement
2. Active Board Leadership and Supporting Volunteer Base
3. Professional Staff Management
4. Effective Operational Structure



RECRUITING: Diverse, Equitable, Inclusive

- Diverse: variety of backgrounds and of different genders, racial, ethnic, socioeconomic, cultural backgrounds & various lifestyle, experiences and interests.
- Equitable: Fair
- Inclusive: fostering a sense of value and empowerment

They don't exclude me, but they don't include me.



RECRUITING DIVERSITY? Equitable Diversity



- It creates a larger volunteer pool
- It brings skill variety to your organization
- It can improve community outreach
- It can fulfill your organization's commitment to serving your community
- It helps your team achieve cultural competence
- It can enrich your programming

Building a Diverse Talent Pipeline

1. **Give every board member or recruiting team the tools to recruit equitably.** This may include bringing in a professional to train or have a few people go to training for a “Train the Trainer” type of program.
2. **Build awareness of unconscious biases.** Make people aware of potential bias and encourage them to think more critically about the reasoning behind their decisions.
3. **Ask for help internally and externally to grow your network.** Reach out to groups and have them help you find your talent.



Building a Diverse Talent Pipeline

4. **Reverse engineer your job descriptions to focus on potential over credentials.** Job descriptions are good but consider what you want when they leave. Don't rule out someone just because they don't fit nicely into your expectation box.
5. **Ensure your interview panels accurately represent your organization.** If your organization is struggling with diversity be honest about where you are and tell them that diversity is a struggle.



<https://www.linkedin.com/business/talent/blog/talent-acquisition>

Building a Diverse Talent Pipeline: Additional Recruiting Tips



- Hold informal get togethers at various locations.
- Get five people together that you know and have them invite five others to meet up at one of those informal locations.
- Spread your message.
- Engage universities/colleges even high school clubs and sororities/fraternities.
- **Build a Youth Volunteer Program**
- Reach out to corporations for volunteers.
- Find a Sponsor for your Volunteers (more on this later)



- Talk with people and **listen to them before you pigeonhole** them into a volunteer job that they won't be good at doing.
- Be a volunteer to gain a volunteer (or two).
- Serve alongside your volunteers.
- Learn from your mistakes.
- Create a dedicated Volunteer Management Director- “Department of Fun” or “Culture of Care Committee”

Volunteer Resources: Traditional



**CHERRYVILLE
MAIN STREET
PROGRAM**

Fiscal Year 2017 Annual Report
 July 2016 – June 2017 Activities

Cherryville's Main Street Program is achieving extraordinary results and serves as the model for citizen involvement in our community.
H.L. Beam, Mayor

By the Numbers

5
Number of years to complete Part I of the Land Use + Streetscape Master Plan

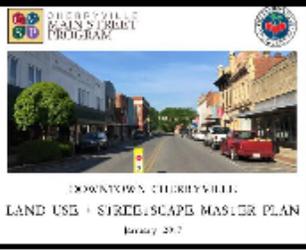
5
Number of façade grant applications received and approved

5
Number of National Register of Historic Places plaques installed on renovated buildings

28
Number of positive periodical articles on CMSP activities either in *The Eagle*, *The Gaston Gazette*, *The Shelby Daily Star* or *Our State*

Program Outlook

The next five years will be critical as Cherryville executes on its **Land Use + Streetscape Master Plan**. Part I of the plan includes replacement of the aging utilities infrastructure throughout the Downtown, improving the appearance and walkability of the streets and sidewalks, construction of the "Rail Trail," building a multi-purpose pavilion and adding trees and plants throughout the Downtown. Once completed, Cherryville will be one of the most inviting and beautiful downtowns in the state -- an ideal small business location.



**CHERRYVILLE
MAIN STREET
PROGRAM**

 DOWNTOWN CHERRYVILLE
 LAND USE + STREETScape MASTER PLAN
 January 2017

 A TWO PART, TEN YEAR MASTER PLAN

CMSP has now completed 3 years of highly successful, robust operations. With National Accreditation for 2016 and 2017, three consecutive years of winning the NC Awards of Excellence, and an NC Champion's Award, CMSP has proven to be a vibrant, action-oriented program for Downtown revitalization.

FY 2017 Cherryville Main Street Program Volunteers

Board of Directors			
Andy West ^{X*} Ben Blackburn ^X Richard Randall ^X	Carroll Carpenter Billy Crews Sandy Dismukes Gary Freeman	Janic Jones David Kiser Heather Mauncy Jill Pucett	
Work Groups			
Organization	Design	Promotion	Economic
Andy West ^{X***} Ben Blackburn ^X Richard Randall ^X Jean Skibo Sherry Bingham Shully Cloninger Mary Beth Tackett Jyma Atwell Rhonda Stephens	Jean Skibo ^{**} Sherry Bingham Jeannic Beam Glenda Burris Doris Davis Paige Green Lacey Todd Marti Wells	Shully Cloninger ^{**} Mary Beth Tackett Hannah Garrett Pam McGinnis John Rudasill Karen West	Jyma Atwell ^{**} Rhonda Stephens Oail Braekett Ann Harralson Janic Jones Andy Thomas

^X Executive Committee member ^{*} CMSP Chairman ^{**} Work Group Chairperson



- Newsletters
- Annual reports
- Annual meetings
- One-on-one invitations
- Written invitation
- Email blasts
- Social Media
- Website
- Newspaper/radio ads –be creative
- Hold a volunteer recruitment event
- Speakers' bureau

Volunteer Resources: Embrace Technology



<http://www.volunteermatch.org>

<http://www.dosomething.org/faq> -this site geared toward 25 yrs. of age or younger engaging them in volunteerism.

<http://createthegood.org>

<https://wheniwork.com/> employee management tool free for up to 75(can be used to manage volunteers)

<https://www.networkforgood.com> – fundraising, donor software management program



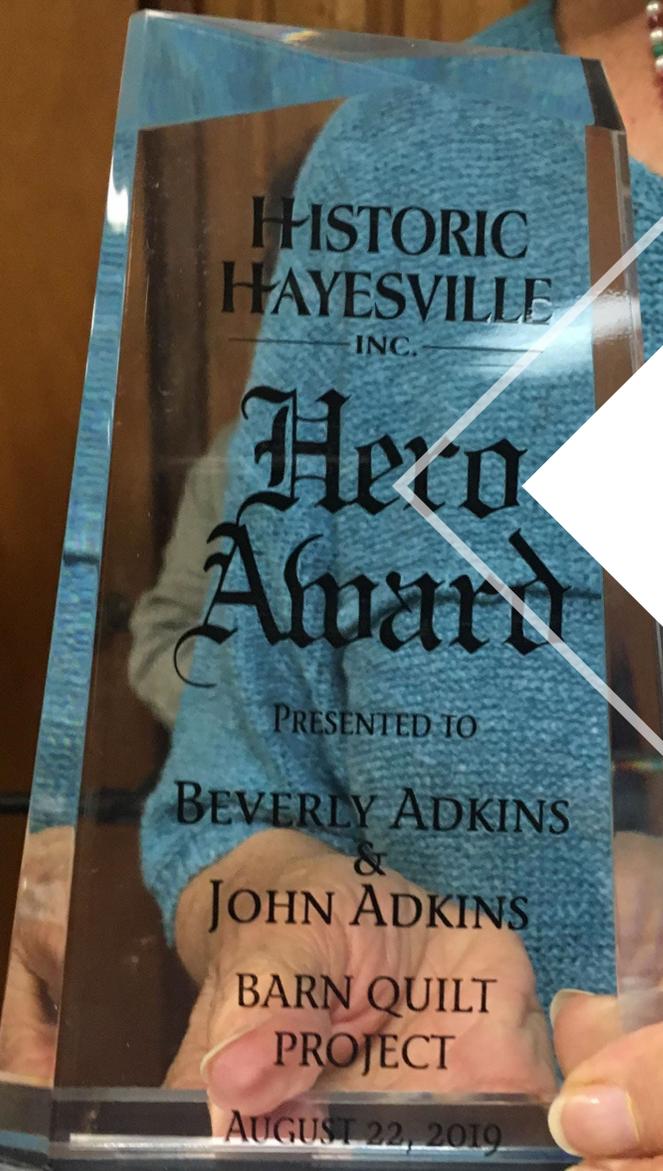
Recruiting Volunteers:

- Recruiting efforts should relate back to the Main Street plan of work.
- Create a volunteer recruitment form.
- Be intentional.
- Identify each activity for which you need volunteers.
- Write committee and volunteer job descriptions.



Recruiting Volunteers:

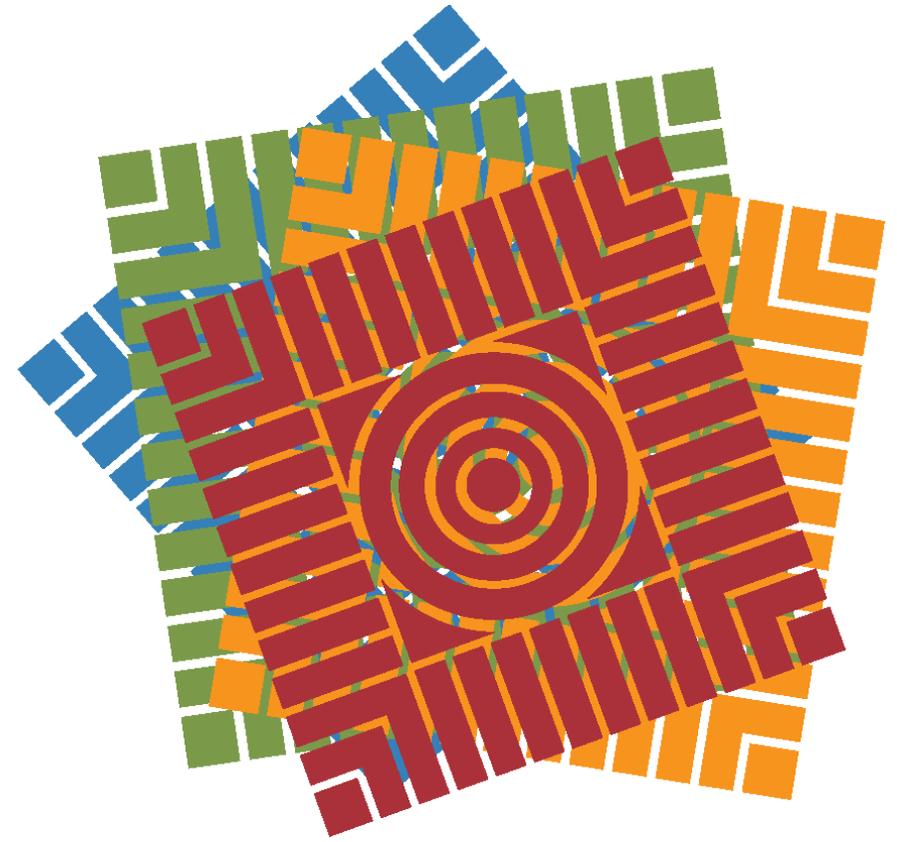
- Estimate the time commitment for each activity.
- Be realistic in estimating time requirement. Consider breaking each activity into more manageable parts.
- Match volunteers to their skill set.
- Ask about past volunteer experiences.
- **Always have in the forefront creating a diverse, equitable and inclusive environment.**



Final point on Recruiting
1. Have Fun.



TRAIN
YOUR
VOLUNTEERS



North Carolina

MAIN STREET

Train Your Volunteers

Put together BOARD member notebooks outlining:

- The history of Main Street & the organization
- Main Street Four-Point Approach
- Policies and procedures of the organization
- Financials
- Calendar of meetings for the year
- Board job descriptions/committee descriptions
- Board agreement
- Board member list and current work plan
- Minutes from the last six months
- IMPLEMENT A NEW BOARD MEMBER ORIENTATION

Communicate With Volunteers

- Build Relationships with volunteers and staff; and with volunteers and volunteers.
- Learn about their passion
- Learn about their skills
- LISTEN to them
- LEARN from them
- DO NOT ASSUME how a volunteer will want to serve the organization.



Train Your Volunteers

Offer

Offer opportunities for additional training.

DO NOT assume

DO NOT assume volunteers will know what to do; training will empower them (and you) for success!

Make

Make Board Members the Committee chairs to help train volunteers.



MAIN STREET APPROACH TOOLKIT



NMSC Volunteer Toolkit On-Line

- <https://www.mainstreet.org/howwecanhelp/resourcecenter>
- Go to Members Area
- Click on Revitalization Toolkits



VOLUNTEER TOOLKIT



BOARD MEMBER'S HANDBOOK

Board Members

Learn the process of running a board, gaining public and private support, recruiting strategic members, and more.

[READ HERE](#)

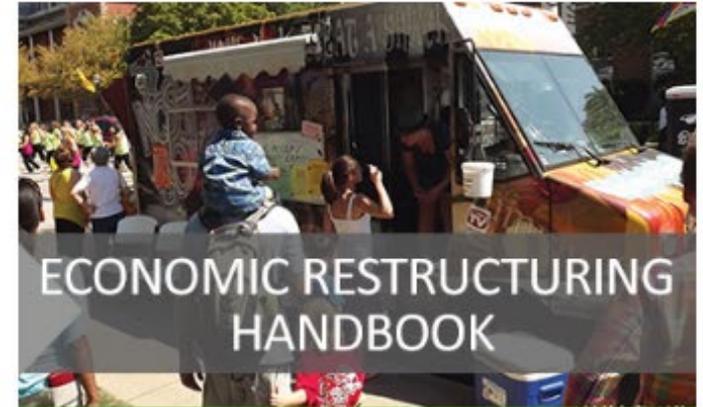


DESIGN COMMITTEE HANDBOOK

Design

Learn how to capitalize on your community's best assets and create an inviting atmosphere through building improvements, and more.

[READ HERE](#)



ECONOMIC RESTRUCTURING HANDBOOK

Economic Restructuring

Learn how to strengthen existing businesses and recruit new ones, encourage investment in through financial incentives, and more.

[READ HERE](#)

Standard V



INDICATOR II: Main Street educates and builds awareness about preservation and cultural assets among stakeholders, public sector, community organizations and residents at large.

Examples of how these are demonstrated include:

- a. Holding education and awareness activities that promote the value of the district's historic fabric and cultural assets throughout the year or at least annually during Preservation Month.
- b. Providing programming and resources for district property and business owners that results in the preservation and rehabilitation of local historic assets.
- c. Attending staff and volunteer trainings provided by the Coordinating program, Main Street America, or other organizations.
- d. Building strong collaborations (e.g., Historic Preservation Commission, Certified Local Government, Historical and Arts entities, etc.) to support tools, ordinances, zoning policies that preserve the district's built and cultural assets.



Training

Communities accepted into the NC Main Street, Small Town Main Street and Downtown Associate Community programs are required to take annual training. Below are the upcoming trainings, sponsored by the NC Main Street & Rural Planning Center.

For those of you, new to Main Street, please review the "NC Main Street Training Requirements" below.

In addition to required trainings, please visit [Leverage NC](#) for webinars that will supply you and your board members with additional education. These webinars will enhance your local program and give you guidance on how to continue to improve your downtown.

** The trainings and meetings on this page are exclusively for state designated programs. If you would like to learn how you can apply to the NC Main Street Program, you can learn more [HERE](#).*

Economic Vitality | NC Main Street (ncmainstreetandplanning.com)

Resources

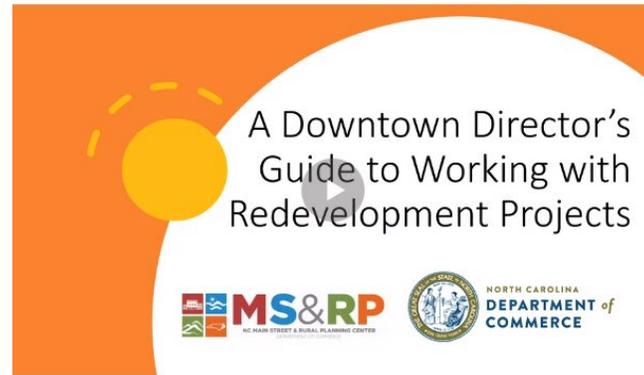
Structure

- Economic Vitality Committee's Roles

Available Resources

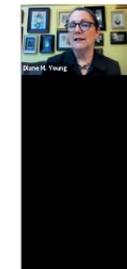
- Carolina Small Business Fund
- Community Food Strategies
- Economic Development Partnership of NC (EDPNC) Business Support
- NC Chamber of Commerce
- NC Restaurant & Lodging Association Business Support
- NC Retail Merchants Association
- NC Small Business Center Network (SBC)
- Restore Your Economy Disaster Preparation and Recovery
- Score Business Support
- Shop NC
- Slow Food - Slow Money NC
- US Economic Development Administration
- US Small Business Administration

Videos



What is "Redevelopment Ready"?

- All data and pertinent information for developers is in one location and immediately accessible.
- A method is in place to document key information obtained from completed projects.
- The downtown/uptown director has a basic understanding of Historic Rehabilitation Tax Credits.



Is Your Downtown Development Ready?



Knowledge Builders



A Community Guide to Business Recruitment



A Community's Guide to Business Retention & Expansion



Affordable Housing and the Intersection with Downtown

Building Block Series



The Historic Preservation Tax Credits

Building Block Series | Part 1



The Secretary of the Interior's Standards for Rehabilitation

Building Block Series | Part 2



The National Register of Historic Places

Building Block Series | Part 3

WEBINAR ARCHIVES

Leverage NC's Webinar Archives is a catalog of recorded educational trainings.

We encourage communities to use these recordings to strengthen their local economy.



Better Community Planning & Economic Development for NC Series



Secrets of Successful Communities



How the Pandemic is Affecting Real Estate and Land Use



Asset Based Economic Development



Responsible Alcohol Seller/Server Program (RASP)

Free Training

The Education Outreach section of the NC ABC Commission conducts responsible alcohol server/seller training programs (RASP) for both on-premise and off-premise business owners/managers/employees at no cost. This hands-on style live class lasts 2 hours and utilizes video, and open discussions to cover the following topics:

- Prevention of sales to underage persons and intoxicated persons
- Acceptable forms of identification and how to spot fake/altered IDs
- Dram shop laws, happy hour laws, hours of sale, and other laws
- How to protect your business, protect the public, and protect yourself

There is an in-person and online version of the NC ABC Commission's training available, as well as

[Home](#) > [Licensing & Cert.](#) > [Pyrotechnics](#) > [Classes for Pyrotechnic License, Fusing & Crowd Manager](#)

Classes for Pyrotechnic License, Fusing & Crowd Manager

Event venue employers, employees, staff and general public only!

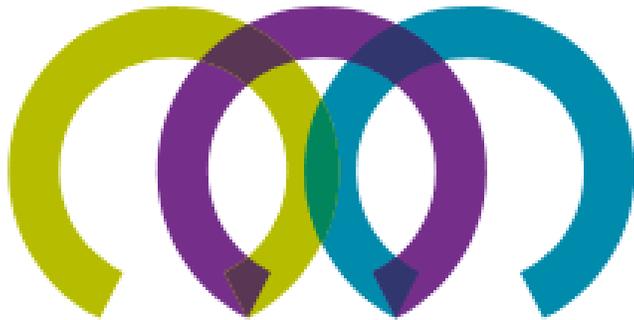
Use the links below to take free online courses to receive a Certificate of Completion as proof of attendance for training purposes.



PARTNERS in TRAINING



North Carolina



Center for Nonprofits



MAIN STREET
AMERICA™

Coordinating Program

NORTH CAROLINA
MAIN STREET



North Carolina
State Historic Preservation Office
Department of Natural and Cultural Resources
Office of Archives and History

The 3 Core Board Member Duties



DUTY OF CARE

Board members should fulfill their roles to the best of their abilities. This means proactively participating and communicating.



DUTY OF LOYALTY

All activities should be done in the best interest of the organization, not in the best interest of individual board members.



DUTY OF OBEDIENCE

The board should follow organizational rules as defined in the nonprofit's governance documents.

Duty of Care

WHAT IS DUTY OF CARE?

- Attend meetings
- Understand the organization
 - Bylaws, laws, and policies
 - Financial statements & audit
 - Risk management
- Strategic direction and accountability to members



Duty of Loyalty

- Comply with Open Public Meetings Act
- Confidentiality of business info
- Conflict of interest
- Inside information

Duty of Obedience

- To the mission and bylaws
- Pay payroll taxes
- Adhere to policies/restrictions of grants/donors
- Not endanger tax status
- Adhere to Federal & State laws



Main Street Boards

1. Main Street Boards govern AND work.
2. Main Street Boards must address the current conditions downtown and be visionary.
3. The Main Street program is driven by the board, not the staff. Staff is there to help the board accomplish its plan.



Main Street Board Responsibilities

1. Depending on your org. structure, hire and oversee the Executive Director/Main Street Director.
2. Come prepared for the board meetings to conduct business; run the nonprofit like a business.
3. Provide proper financial oversight of the organization, and establish financial best



Main Street Board Responsibilities

4. Ensure adequate resources.
5. Ensure legal and ethical integrity and maintain accountability.



Main Street Board Responsibilities

6. Develop the policies and procedures for the organization.
7. Recruit and train a diverse and inclusive board of directors and officers.
8. Recruit diverse committee members and volunteers.



Main Street Board Responsibilities

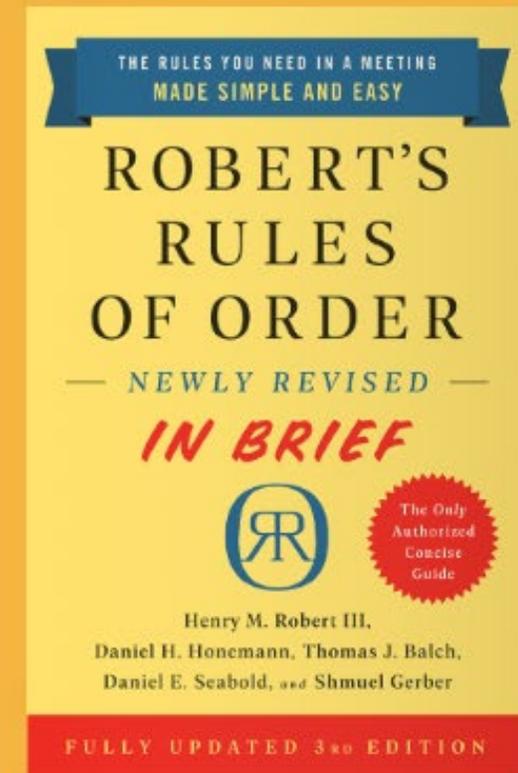
9. Grow the volunteerism and leadership for the organization and downtown.
10. Advocate for the local Main Street program and tell the Main Street story.
11. Support the Main Street Director and evaluate their performance.



The Newly Revised ^{SEP} 3rd Edition In Brief

Robert's Rules of Order Newly Revised is the book on parliamentary procedure, yet those not well versed in that comprehensive manual can find themselves lost—and delayed—while trying to locate the most important rules. The solution? *Robert's Rules of Order Newly Revised In Brief*.

Also now available as an Audiobook at sites like Audible, SoundCloud and others at the retail price of \$24.98.



Main Street Board Tasks

1. Develop and implement the Strategic Economic Development Plan based on Transformation Strategies. Evaluate and adjust the plan annually.
2. Develop the Operations and Programming budgets for the implementation of the plan.
3. Raise and manage the money as needed to implement the plan.



Main Street Board Tasks

4. Serve on a committee/chair a committee.
5. Review the minutes and financials of the organization.



Board Leadership Roles



Chairperson

- Presides at board meetings
- Creates meeting agendas
- Appoints committees and committee chairs
- Serves as the primary contact for the board
- Sets goals and objectives for the board
- Holds members accountable for attending meetings



Vice-Chair

- Prepares to assume the board chair
- Fulfills board chair duties when presiding officer is absent
- Assists the board chair in executing duties
- Serves on committees to learn board operations



Secretary

- Distributes an agenda and relevant documents before meetings
- Prepares official board meeting minutes
- Assures that documents are filed and accessible
- Schedules board meetings
- Holds members



Treasurer

- Reconciles bank accounts and produces financial statements
- Ensures legal forms are filed on time
- Serves as the finance committee chair
- Assists in preparing the annual budget
- Reviews the annual audit and presents it to the board

Board's Role in Managing Staff

Depending on the Org. Structure:

- Search Committee identifies candidate then makes a recommendation to board to hire, reward, and terminate the Executive Director
- Executive Director hires/fires the rest of staff
- Board President is day-to-day supervisor for Executive Director
- *The full Board is not the Executive Director's supervisor.*



Board's Responsibility with Staff

Depending on the Org. Structure:

- Provide a Job Description
- Provide a Personnel Policy
- Provide a Competitive Salary commensurate with experience
- Provide Benefits



SAMPLE BOARD MEETING AGENDA

(Adjust Times Accordingly)

5 minutes Introductions and Welcome

10 minutes Presentations
Educational Learning opportunity Name of Presenter

5 minutes Minutes (Insert Name of Secretary), Secretary

5 minutes Financial Report (Insert Name of Treasurer), Treasurer

5 minutes Work Plan Committee Reports
Economic Vitality Committee (Insert Name of ER Chair), Economic Vitality Chair

5 minutes Design Committee (Insert Name of Design Chair), Design Chair

5 minutes Promotion Committee (Insert Name of Promotion Chair), Promotion Chair

5 minutes Organization Committee (Insert Name of Organization Chair), Organization Chair

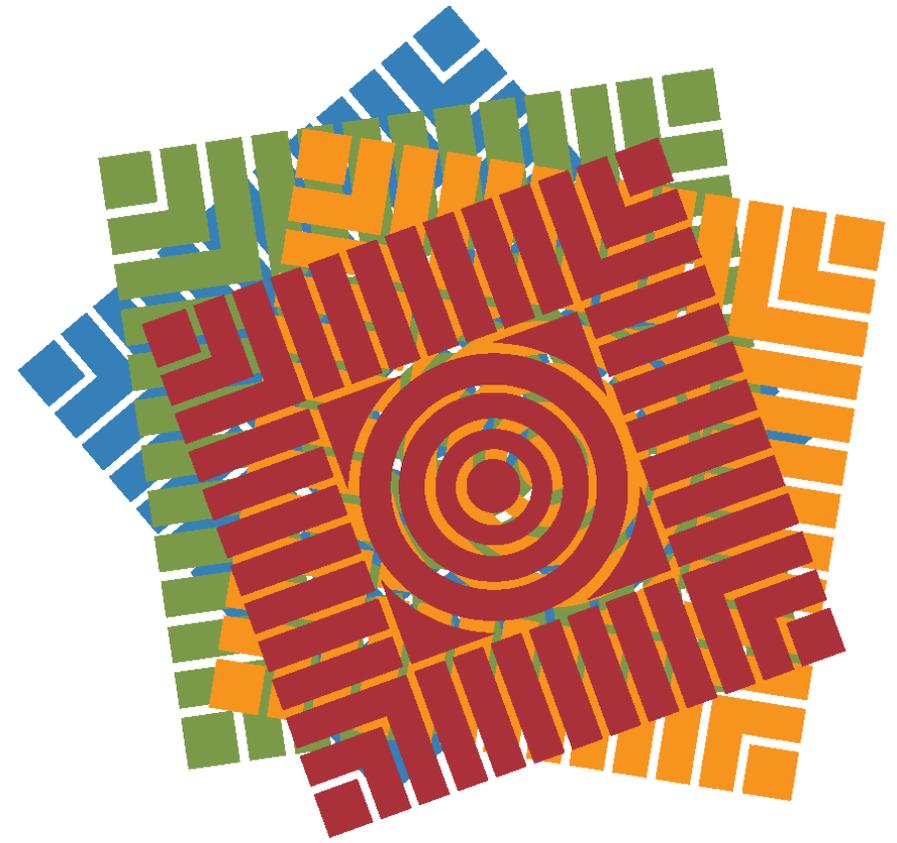
10 minutes Director's Report
Executive Director's Report (Insert Name of Downtown Director), Title

Train Your Volunteers

Put together COMMITTEE member notebooks outlining:

- The history of Main Street & the organization
- Main Street Four-Point Approach
- Explain how decisions are made
- Financials as it relates to the committee
- Calendar of meetings for the year
- Committee descriptions
- Board member list
- Committee member list and current work plan
- IMPLEMENT A NEW COMMITTEE MEMBER ORIENTATION

MANAGE
YOUR
VOLUNTEERS



North Carolina

MAIN STREET

A white sign with a blue border hangs from a chain-link fence. The sign contains the text: "BEFORE YOU COMPLAIN... ...HAVE YOU VOLUNTEERED YET???"

**BEFORE
YOU
COMPLAIN...
...HAVE YOU
VOLUNTEERED
YET???**

Volunteer Management

How do you manage and retain volunteers?

Volunteer Management

- *Train people well enough so they can leave, **treat them well enough so they don't want to,** " Sir Charles Richard Branson, founder of Virgin Records.*



Continue to Share: Mission, Vision & Work Plan!

Be clear on your organization's mission & vision with your volunteers from board members to committee members!

Clarion Downtown Economic Implementation Plan 2015-2016				
<p>Vision: "Downtown Clarion is the leading regional destination for experiencing the largest collection of farm to table restaurants and craft style breweries in the region. A world class hiking, biking and horse trail system connecting with Jefferson National Historical Park and drawing people downtown to live an active, healthy lifestyle."</p>				
<p>Mission: The Clarion Main Street program exists to guide and facilitate the connections of resources to create a culture that leads downtown growth.</p>				
<p>Implementation Strategy: Clarion is a designated NC Main Street community that uses the National Main Street Center's Four-Point Approach® which includes: organization, promotion, design and economic restructuring to implement a downtown revitalization initiative.</p>				
Economic Development Strategies	ORGANIZATION	PROMOTION	DESIGN	ECONOMIC RESTRUCTURING
<p>Experiencing largest collection of farm to table restaurants and craft style breweries in the region.</p> <p>Goal: Transform 3 vacant buildings into entrepreneurship opportunities that tie back to the local food movement by June 2016.</p> <p>Objective: To grow downtown's businesses that connect to the local food & craft beer movement increasing jobs by 50% over the next 3 years.</p>	<p>Actions:</p> <ol style="list-style-type: none"> 1. Create a partnership between Clarion Community College's Small Business Center and Jackson and Jackson Culinary Institute to provide quarterly learning opportunities downtown for people interested in developing a culinary related business by October 2015. 	<p>Actions:</p> <ol style="list-style-type: none"> 1. Develop a marketing program to educate and promote downtown Clarion as the destination to experience true farm to table foods and craft beer by November 2015. 	<p>Actions:</p> <ol style="list-style-type: none"> 1. Provide 10 building owners with Façade & Interior Improvements project plans by March 2016. 2. Develop & Implement a Community Garden Plan by May 2016. 	<p>Actions:</p> <ol style="list-style-type: none"> 1. Perform a market analysis & identify gaps in the local market & opportunities for growth by September 2015 2. Develop farm to table and craft brewery incentive tools by December 2015 that will assist potential and 2 existing business owners to expand and allow CDDA to recruit 3 new businesses by June 2016.
<p>World Class hiking, biking and horse trail system connecting with National Historical Park.</p> <p>Goal: Connect downtown and the National Park by expanding the existing hiking, biking and trail system by 2 miles by December 2016.</p> <p>Objective: To stimulate 15% more foot traffic for economic benefit of downtown businesses.</p>	<p>Actions:</p> <ol style="list-style-type: none"> 1. Strengthen and/or establish 25 networks between CDDA and local, state and national agencies, neighboring municipalities in order to complete and continue to improve our downtown access and connectivity to the hiking, biking and trail system that connect to the NHP. 	<p>Actions:</p> <ol style="list-style-type: none"> 1. Develop an image and marketing campaign promoting downtown's existing connections to world class hiking, biking and horse trails by June 2016. 2. Develop a Farm to City Cycling Event by July 2016 to increase awareness of existing connectivity and as a fundraiser for future trail projects. 	<p>Actions:</p> <ol style="list-style-type: none"> 1. Develop a plan by January 2016 to improve pedestrian, cycling, equestrian connectivity to downtown. 	<p>Actions:</p> <ol style="list-style-type: none"> 1. Recruit 3 businesses that support hiking, biking and horses by June 2016.
<p>Draw people downtown to live (active, healthy, lifestyle)</p> <p>Goal: Increase residential living by 10% by June 30 2016.</p> <p>Objective: To increase downtown foot traffic by 50 people daily for economic benefit of downtown businesses and health and social benefits of those living downtown.</p>	<p>Actions:</p> <ol style="list-style-type: none"> 1. Identify and network with 10 local, regional and state organizations who have an interest in residential growth and promoting a healthy living lifestyle. 	<p>Actions:</p> <ol style="list-style-type: none"> 1. Sponsor a bi-annual "Tour of Homes" promoting existing and future downtown housing opportunities. 	<p>Actions:</p> <ol style="list-style-type: none"> 1. Improve 3 public and/or private spaces by May 2016 in order to create an atmosphere for socializing and gathering, i.e. downtown Pocket Park, coffee shop, wine bar, etc. 	<p>Actions:</p> <ol style="list-style-type: none"> 1. Develop a plan by March 2016 to sustain and grow a downtown economy that focuses on and supports an active lifestyle.

Volunteer Management & Development:

- Develop a system
 - Application (make sure there are no biases)
 - Interview (depending on the “job” as to formality)
 - Background checks (as appropriate)
 - Trainings

- Appropriately Match Skill Sets

- Include a description of what you’re looking for and be:
 - Clear
 - Concise
 - Descriptive

- Include information on:
 - Commitment expectations
 - Minimum hours



Location	
Volunteer Availability (check all that apply for position)	
<input type="checkbox"/> Volunteer in the office	<input type="checkbox"/> Volunteer from home
<input type="checkbox"/> During business hours (daytime, M-F)	<input type="checkbox"/> Project-Based
<input type="checkbox"/> Flexible	<input type="checkbox"/> On weekends and/or evenings
Volunteer Interests (check all that apply for this position)	
<input type="checkbox"/> Interact directly with clients	<input type="checkbox"/> Apply a specialized skill
<input type="checkbox"/> Teach & train others	<input type="checkbox"/> Prepare community
<input type="checkbox"/> Work with logistics	<input type="checkbox"/> Work with technology
<input type="checkbox"/> Be out in the community	<input type="checkbox"/> Help with special events
<input type="checkbox"/> Offer administrative support	<input type="checkbox"/> Work with government partners
<input type="checkbox"/> Work with numbers/data	<input type="checkbox"/> Place/manage volunteers
Volunteer Benefits (check all that apply for this position)	
<input type="checkbox"/> Meet new people	<input type="checkbox"/> Give back to others
<input type="checkbox"/> Build resume	<input type="checkbox"/> Have fun
<input type="checkbox"/> Learn new skills	<input type="checkbox"/> Explore a career
<input type="checkbox"/> Gain leadership experience	<input type="checkbox"/> Get to know the community
Purpose	•
Key Responsibilities	•
Relationships	•
Qualifications	•
Training	•
Appointed by	•
Reports to or	•

Volunteer Management & Development

- Find out what people know about the organization already
- Consider who can:
 - Be actively involved in planning & implementing
 - Provide needed services or information
 - Provide money or access to money

Volunteer Management & Development Tools

- Committee handbooks
- Committee tech sheets
- Templates
- Website

2023 VOLUNTEER GUIDE



2023 EVENTS

WHITE SQUIRREL WEEKEND

MAY 26TH-28TH
PRESENTED BY DO BULLWINKEL'S
OUTDOORS

ART IS IN THE AIR EN PLEIN AIR FESTIVAL

SEPTEMBER 11TH-16TH
PRESENTED BY THE LUCY CLARK
GALLERY AND STUDIO

HALLOWEENFEST

OCTOBER 28TH
PRESENTED BY BREVARD INSURANCE

2023 PERKS

- 1 Shift (Event Specific Shift Perk + 1 Appreciation Party Invite)
- 2-3 Shifts (Event Specific Shift Perk + 2 Appreciation Party Invites)
- 4+ Shifts (Event Specific Shift Perk + 2 Appreciation Party Invites + Downtown Gift Card)
- For each late shift worked at White Squirrel Weekend volunteers will receive a White Squirrel Weekend event t-shirt.

*All volunteers receive a volunteer t-shirt each year and White Squirrel Weekend Volunteers receive a beverage token (to use after shifts) for each shift worked.

Heart of Brevard has a zero-tolerance policy on discrimination and sexual harassment. Any volunteer who does not comply with the policy will be subject to corrective action up to and including separation from their volunteer position. Any volunteer who feels they have been a victim of discrimination or harassment should report to the event manager or executive director immediately. This volunteer activity takes place on property owned by the City of Brevard and volunteers are providing services without compensation and will not be considered an employee, agent or representative of the City of Brevard or the Heart of Brevard and are not entitled to any benefits of any kind, including, but not limited to, unemployment, workers' compensation or retirement benefits.

SAFETY REGULATIONS

In order for HOB to produce safe and fun events, we must comply with the following regulations. Rules are enforced with a zero-tolerance policy. Volunteers who do not adhere to these rules will not be able to volunteer for events where alcohol is sold or consumed.

Safety is our top priority and in order to be in compliance with Alcohol Beverage Control regulations, volunteers must adhere to the following rules.

- Absolutely no one can take an alcoholic beverage without the exchange of a token or payment.
- One drink per person at a time.
- Wristbands are required for anyone wishing to consume alcohol.
- If you question the age of someone with a wristband, ask for proof of ID.
- No one may consume alcohol behind the serving line.
- No volunteer or employee can consume alcohol during their shift. Volunteers who serve beer/wine cannot consume alcohol prior to their shift.
- Volunteers on shift will be identified by nametag.
- When off shift, you must remove your nametag if you consume alcohol (preferable volunteers will remove their event t-shirt).
- All volunteers who pour beer or wine must complete the RASP (Responsible Alcohol Seller Program) and submit their certificate to HOB.
- It's illegal for anyone under 21 to purchase or possess ANY alcohol.
- No wristband, no alcohol.
- It's illegal for anyone, regardless of age, to aid in the unlawful sale, purchase or possession of alcohol or to fraudulently use ID to obtain alcohol.

Volunteer with Heart of Brevard

Fill Out Our Volunteer Interest Form Below

Learn More About Volunteering at the Heart

Our volunteers are at the HEART of our organization! We rely on support from YOU to help produce fun events for our community. It's fun and rewarding to work at our events and a great way to get involved, make friends and meet new people in the community. Did you know it takes nearly 100 volunteers for White Squirrel Weekend, 75 for our Downtown Clean Up Days and another 40 for Halloweenfest?

That means we have lots of opportunities for you to lend a hand. Volunteers can distribute event posters, pour beer at White Squirrel Weekend, work at the Heart of Brevard information tent and help answer questions about the event, or help with setup and breakdown.

Interested? Fill out our volunteer interest form below. Please note that this form is only for general volunteer interest. For each event we will send out an individual sign up form with specific times and volunteer opportunities.

[Fill Out Our Volunteer Interest Form](#)

Group Volunteer Opportunities

Group volunteer opportunities for businesses and nonprofits are also available. Email us at info@brevardnc.org

Tell Me About the Perks!

We LOVE to show our volunteer appreciation and celebrate those of you who spend your time and energy creating a vibrant downtown. Volunteers receive special perks for each shift. In addition to the end of year celebration, we know how hard our volunteers work, we've come up with a Perks Package to reward you for your time and energy. Perks include volunteer t-shirts, event t-shirts, invites to our annual volunteer appreciation party and more!

Volunteer Training Resources

Volunteer Orientation (2023 Dates TBA)

Our volunteer orientation, held in the spring, is not to be missed. You'll get to meet other volunteers while learning about Heart of Brevard's mission and volunteer roles. Dates for 2023's orientation will be announced soon.

Responsible Alcohol Serving Program

All volunteers who serve alcohol must complete this training. [Click here for instructions](#) prior to taking the training.

Once you've reviewed the instructions, [click here to take the RASP Training](#).

Please submit your certificate to info@brevardnc.org.



Volunteer Information



Call for Volunteers!

Volunteers are an integral part of the vitality of the City of Oxford and DOEDC activities, special events, and overall administration. WE NEED YOU! Currently, there are several volunteering positions open in administrative and special event capacities. Do you need school volunteer hours, want to learn more behind the scenes, want to gain professional experience, or just want to get out of the house for an hour, then come volunteer with us! All positions, along with descriptions and requirements, can be found on our [Volunteer Match page.](#)

Current Open Volunteer Positions:

Position Name	Department	Volunteers Needed
City of Oxford/DOEDC Volunteer	Executive/DOEDC	5
Engineering Administrative Volunteer	Engineering	1
Administrative Volunteer(s)	Multiple	3
Event Volunteer (Hot Sauce Festival)	Special Event	50

City Events

Farmer's Markets

NC Rapid Recovery &
Business Resources

Small Business
Development

Video Gallery

Volunteer Information

DOEDC Website

Sculpture Trail



Other Website Examples:



Downtown Volunteer Opportunities

About Downtown
Raleigh Alliance

[Downtown Volunteer Opportunities](#) | [About Downtown Raleigh](#) | [About](#) | [Downtown Raleigh, NC](#)

[Volunteer](#) | [City of Hendersonville, NC](#) | [Official Website \(hendersonvillenc.gov\)](#)

[Volunteer - Concord Downtown](#)



- Economic Development Implementation Plan -

Economic Positioning/Vision:

Mission:

Implementation Strategy: _____ is a designated NC Main Street community. The _____ has charged with the administration of the Main Street program at the local level. The agency uses the Main Street America™ model of establishing economic development strategies and applying the Main Street Four-Point Approach® to downtown revitalization: Organization, Promotion, Design and Economic Vitality, to implement a plan that achieves measurable results.

DOWNTOWN ECONOMIC DEVELOPMENT STRATEGIES	ORGANIZATION	PROMOTION	DESIGN	ECONOMIC VITALITY
Economic Development Strategy: Goal: Objectives:	Action: 1. (Measurable) 2.	Action: 1. 2.	Action: 1. 2.	Action: 1. 2.
Economic Development Strategy: Goal: Objectives:	Action: 1. 2.	Action: 1. 2.	Action: 1. 2.	Action: 1. 2.
Economic Development Strategy: Goal: Objectives:	Action: 1. 2.	Action: 1. 2.	Action: 1. 2.	Action: 1. 2.

Management
Tools
Includes
Templates

A Template for Organizing Tasks

Organization

Economic Development Strategy: Downtown serves as THE gathering place for the city of Monroe
 Goal: Connect the Downtown businesses with seasonal/annual events.
 Objective: Get 10 businesses to stay open past 5 pm
 ,3 businesses to serve food, and allow off street businesses to move location

Organization Activities/Projects:

Completed ✓	Task	Name of Person Responsible	In-House- Outsource	Cost / Time	Tools	Partners / Assistance	Date To Be completed
Y	Conduct Assessment of all existing public and private "gathering places"	Matt Black	In house	2 months	Meeting Face to Face Email		March
Y	Identify and engage to public and private partners who are willing participants	Matt Black	Both	2 months	Open house- Meeting WOM Breakfast		March

Morgan-Windsor Alley Completed ✓	Task	Name of Person Responsible	In-House- Outsource	Cost / Time	Tools	Partners / Assistance	Date To Be completed
Y	Conduct a survey of all existing public and private "cultural arts facilities and events" in downtown	Brian Pete Matt Ryan	In house	\$200	Online WOM Meetings		February
Y	Identify and engage 20 public and private partners that provide cultural arts activities and facilities	Pete Brian Consultant	Both	\$40,000			Ongoing
Y	Get city council behind the idea as a full package and find financing options	LGC City Council McAdams	outsourced	\$6,000,000 3 years	Multi facet approach		October

Economic Development Strategy: downtown serve as the centerfold for recreational and cultural amenities
 Goal: Create Downtown Monroe as the centerfold for seasonal/annual events in Union and surrounding area.
 Objective: Get merchants to create events specifically at enticing retail development.

Organization Activities/Projects:

Completed ✓	Task	Name of Person Responsible	In-House- Outsource	Cost / Time	Tools	Partners / Assistance	Date To Be completed
-------------	------	----------------------------	---------------------	-------------	-------	-----------------------	----------------------

Create Management Tools:

- Communication Tools
- Contact Management Tools
 - Data Base
- Volunteer Recruiting Tools
 - Call to Action
 - On-line forms



AARP SC is Coming to the Upstate

AARP SC is planning some great events and activities for Upstate members. Join AARP South Carolina as a volunteer for some great opportunities and self-fulfilling.

The calendar for the upcoming months is starting to take shape and your help is needed. Fill out the [interest form](#) and a member of the AARP South Carolina team will reach out to you.

[INTEREST FORM](#)



Getty Images

Community Team

Community Engagement Team – be a part of the steering group to help plan and implement community events.

[LEARN MORE](#)



Getty Images

Events Volunteer

Community Event Volunteer – Spend some time working events and representing AARP SC at community events, festivals, Movie Grown Ups, and fraud presentations.

[LEARN MORE](#)

Greenville Volunteer Interest Form

Get involved with AARP SC in Greenville

1. I would like to volunteer with AARP SC - check the options that apply

- Main Street Friday's in Greenville (select Friday's downtown with music and entertainment)
- Upstate Warrior Solution - AARP SC will have a presence at this one stop Veteran's service center to be a Veteran to help
- Movies for Grown Up - help check movie goes in and answer questions
- Advocacy Issue Team - contact state and federal officials on issues important to older residents
- Fraud Fighter - work at shred events and present public presentations
- Community Engagement Team - help set the schedule for events and programs
- 2024 Presidential Primary Volunteer - track candidates as they visit the area.

2. Time of day good for a training and a get together

- Morning
- Lunch
- Afternoon
- Evening

3. Name



The complete online tool for managing your volunteers.

[Sign up now!](#)

Volunteer Management

Volunteer Recruiting & Screening

Volunteer Database

Volunteer Scheduling

Volunteer Reporting

Group Tracking

Volunteer Application Forms

VicNet

VicTouch

Multi-Site Capabilities

Messaging Volunteers

VicDocs

Volunteer Tracking Software

Track all of your volunteer information with a comprehensive volunteer tracking database. With Volgistics' volunteer tracking capabilities you can keep detailed records for each of your volunteers, allowing you to track everything from hours and tasks to contact information and skill sets.

Volgistics' volunteer tracking system is able to retain information regarding your volunteers with precision and efficiency, keeping it all in a user-friendly interface that's simple to use and customize.

With these functionalities, your organization can easily track and organize volunteers and their activities. On top of all this, your organization can get any support it needs from Volgistics' [video tutorials](#) and our free dedicated support team.

Volunteer Personnel Management

Groups

Track, schedule, and report on groups of volunteers without having to create records for each individual member of the group. Choose to allow the group leader to manage the group online.

[Read More About Groups](#)

Flags & Types

Live Demo

Schedule a live one-on-one session or watch

Volunteer Management Tools

Google and you shall find!

Award Winning Example

Lenoir: Be a Part of What Makes This Work Volunteer Development Program

- Growing Volunteers and Partners was worthy enough for Downtown Lenoir. They put \$3500 in their budget and Tourism Development gave \$3000. Total: \$7500.
- Included building volunteer development program in their plan of work
- Invested in their volunteers by developing a volunteer training and recognition program.
- Grew from 24 volunteers to 124 in two years.

TOGETHER WE CREATE

A GREAT PLACE



“WE
love being part
of downtown.
Volunteering is
simply our way of
giving back to this
great place.”



“WE
are a community of makers, and
we are creating a great place.”



Volunteer Sponsorship Program



Find a sponsor for your volunteer program.

- Develop a **plan** for all the things that you would like to do to build a volunteer program.
- Develop a **budget** to implement the plan.
- Make a list of all of the **reasons why** people want to volunteer downtown.
- **“Sell it”** to a sponsor just as you would sell a special event sponsorship.
- Put the sponsor’s name on all the volunteer t-shirts and awards **promote their participation** in volunteer events and more.

VALUE OF A VOLUNTEER

independentsector.org/resource/value-of-volunteer-time/

Value of a Volunteer: \$29.95

North Carolina: \$27.63

Total Volunteer Hours 2022 NC	Dollar Value	Tryon, NC Population	Volunteer Hours in 2022	Dollar Value	Savings of:
103,277	\$2,853,544	1,565	3,500	\$96,705	\$61.79pp

Summarizing:

4-Point Approach to Developing & Managing Volunteer Program

Sponsor

- Find a sponsor for your volunteer program

Recruit & Create

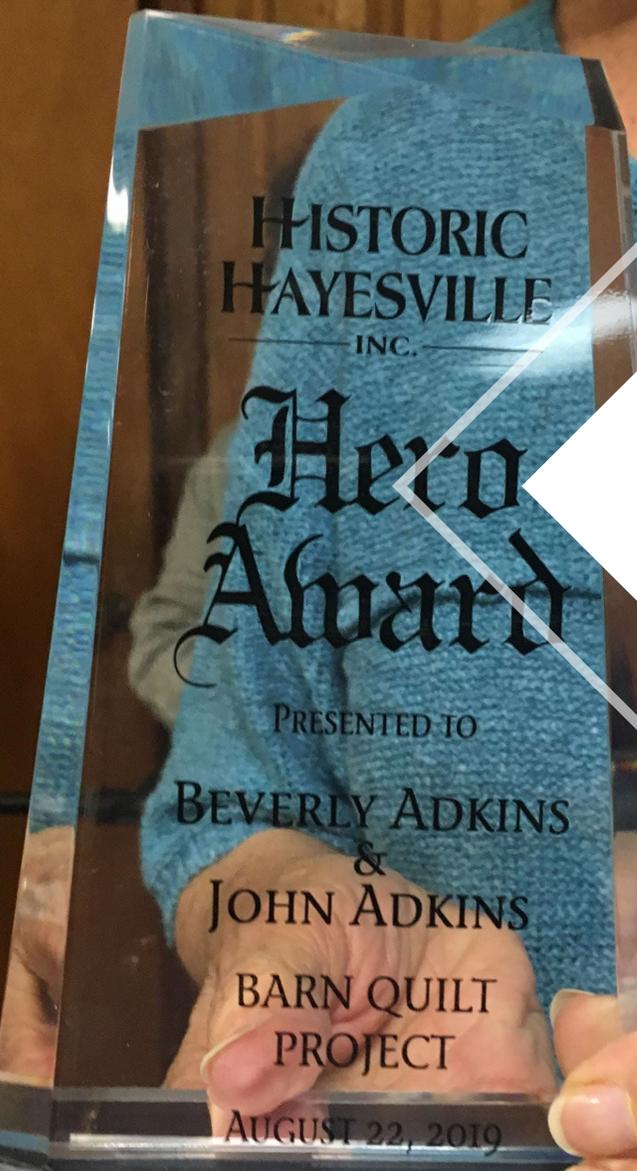
- Start with a good work plan – and plan the needs of the volunteers
- A Volunteer Coordinator position/team

Retain

- Make your volunteers happy
- Give them meaningful work
- Train them on their roles & responsibilities
- Build an environment that encourages ownership/empowerment
- Build a program worth volunteering for – offer value – they volunteer

Recognize

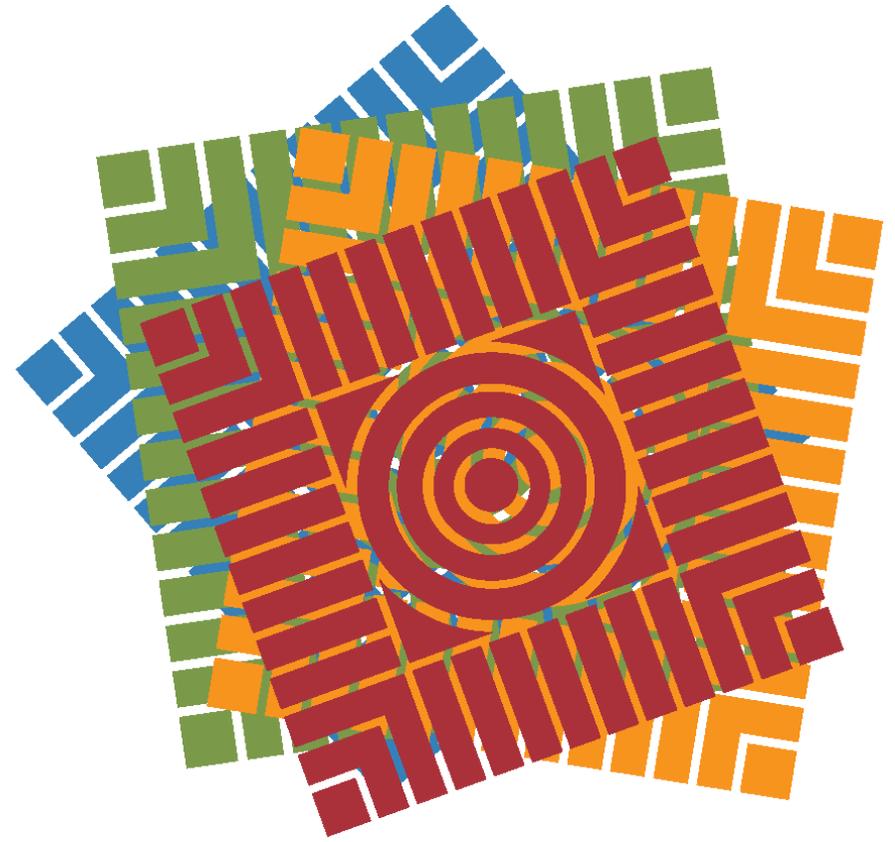
- Be creative in showing appreciation



1. Have Fun.
YES – this is a duplicate, but it's worth repeating!



CELEBRATE
YOUR
VOLUNTEERS



North Carolina
MAIN STREET

CHEERS FOR VOLUNTEERS

Appreciation Event



- EVERY volunteer needs to feel appreciated.
- Develop ways to recognize and celebrate long-term volunteers.

Volunteers



- Give volunteers an opportunity to offer feedback.
- Personally, thanking and publicly thanking are equally important.

Use social media to post immediate thanks and recognition.

TIME TO CELEBRATE

**ROBIN
GARTLAND**

Thank you for being an awesome team member!





GOLDSBORO
BE MORE DO MORE SEYMOUR
North Carolina





Board Member of the Year



Make It a Black-Tie Affair



Give Volunteers a Gift to be PROUD of



Roll Out The
Red Carpet



But Don't
Forget to Also
Have FUN



Main Street Champions

National
Volunteer
Appreciation
Week

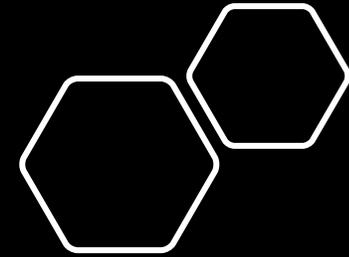
April 16-22,
2023



April is National Volunteer Month



Celebrating
People
in Action





And ALWAYS say thank you!

In Summary



- Develop a Comprehensive Volunteer PROGRAM
- RECRUIT from the task level up
- Develop volunteer opportunities around economic development (transformation strategies)
- Incorporate Diversity, Equity and Inclusion
- Build a relationship with your volunteers

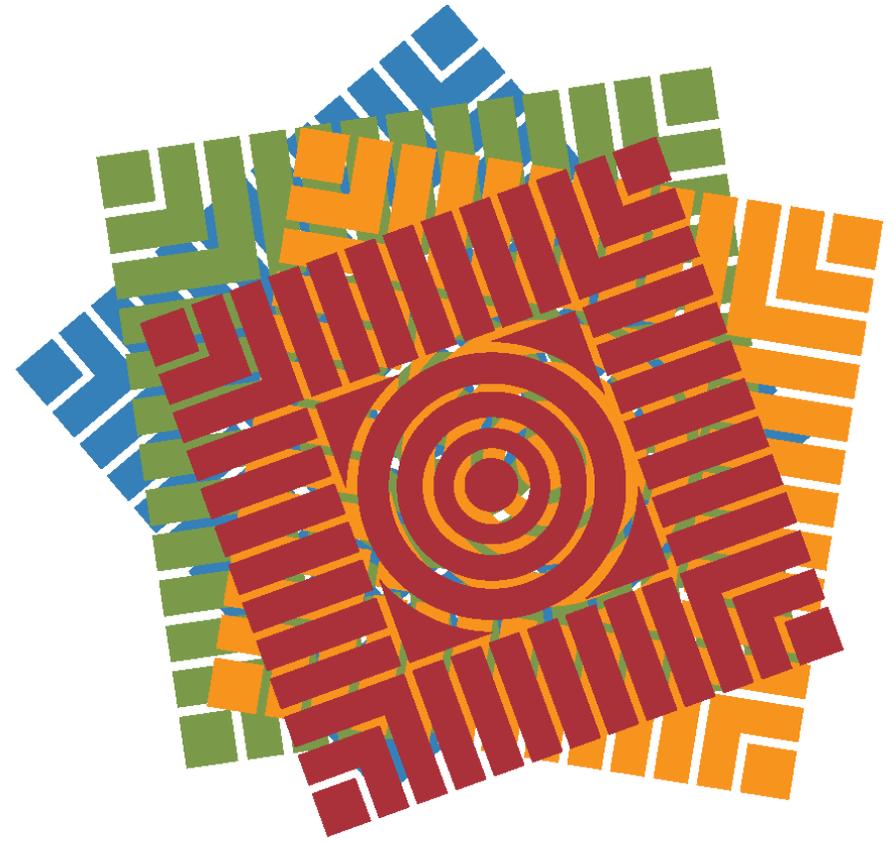


Questions?

THANK YOU!

sadams@commerce.nc.gov

lparham@commerce.nc.gov



North Carolina

MAIN STREET