

LIVE UNITED



BERKSHIRE UNITED WAY

VOLUNTEER OPPORTUNITIES GUIDE BOOK

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I. EXECUTIVE SUMMARY

Berkshire United Way's mission is to improve the quality of life in Berkshire County by mobilizing resources to address community priorities and create sustainable change. Through this objective, Berkshire United Way advances the common good by focusing on early childhood literacy, positive youth development and financial stability – the building blocks for a good quality of life.

Volunteers are a large part of our mission, without whom our work would be impossible. Berkshire United Way offers a variety of volunteer opportunities to those who wish to dedicate some of their time to helping out within our organization and beyond in the Berkshire community.

This guide book outlines the various opportunities to volunteer that we offer, ranging from in-house administrative tasks, to on-the-ground work in the community. Each department and committee is highlighted here. Based on your interest or skill area, feel free to browse through Berkshire United Way's catalog of volunteer opportunities and contact the staff listed at the end of each opportunity description. Listed here are the areas of volunteering:

Board Committee Opportunities:

Opportunities for Board Committees are aligned with volunteer's experience and expertise. Joining a committee means to engage in and participate on a regular basis, fully support the mission, vision and aspiration of BUW, act as ambassador on behalf of BUW, disclose any perceived or potential conflicts of interest and respect the confidentiality of information obtained through service to our committees. *For board committee opportunities: Page 5.*

Community Impact:

Berkshire United Way has adopted the Community Impact investment philosophy which supports organizations and activities that employ nationally recognized best practices and innovative evidence based programs that track and report out measurable progress. To this end, Berkshire United Way has embraced the collective impact approach as a way to achieve community impact because we believe that in today's environment we can only achieve significant, sustainable improvements when we unlock the strengths of the entire community. In Community Impact, volunteers can be a part of the funding and evaluation process for our funded community partners. *For opportunities to volunteer in Community Impact: Page 15.*

Early Childhood Development:

Berkshire United Way is working with the community to improve third grade reading proficiency to 90% by 2020. **Pittsfield Promise**, led by Berkshire United Way, makes the city a charter member in a national movement of local leaders, nonprofits and foundations focusing intently on third-grade reading proficiency. **Chapter One** is a newly formed early literacy initiative in South County that will focus on strategies to engage parents as children's first teachers, and provide children with skills they need to succeed right from the start. Volunteers can assist in organizing activities and events for young children, aid in parent engagement programs and collaborate with other community organizations engaged in the same goal. *For opportunities to volunteer with Pittsfield Promise: Page 8.*

Positive Youth Development:

Berkshire United Way is encouraging youth to make healthy decisions to ensure high school graduation. Through Face the Facts: reduce teen pregnancy and Pittsfield Prevention Partnership, Berkshire United Way leads the efforts to reduce the factors- substance abuse and teen pregnancy- to ensure that high school graduation rates go up. Both coalitions provide the opportunity for volunteers to get involved with planning events, engaging youth, advocating and assisting with coalition activities. *For opportunities to volunteer with Face the Facts: Page 10. For opportunities to volunteer with Pittsfield Prevention Partnership: Page 12.*

Marketing & Communications:

The Marketing and Communications department is responsible for all brand, messaging, collateral, and production processes in the organization. Its overall messaging goal includes driving and growing stakeholder interaction with Berkshire United Way and engagement in our call to action: Give. Advocate. Volunteer. Volunteers supporting the Marketing and Communications department can expect to work in fields of digital marketing, graphic design, content strategy and events planning in collaboration with the Coordinator of Marketing and Communications, the Directors, and the Marketing and Communications committee. *For opportunities to volunteer with Marketing & Communications: Page 17.*

Finance

The Finance Department oversees the processing of all financial transactions to ensure accuracy and completeness of data. This department's responsibilities include capturing donor data and pledges during the annual campaign season and then applying payments to pledges in a timely & accurate fashion. The Volunteers support the department in achieving that mission. *For opportunities to volunteer with Finance: Page 19.*

Development:

The Development department implements the strategies for the attainment of financial resources to support the mission and vision of Berkshire United Way. Working with the Development Team, volunteers will be trained and provided with rewarding challenges related to building relationships and raising funds from Workplace and Individual Campaigns. Volunteers will also assist in the acquisition of In-Kind gifts to help support participation in the Campaigns. Building sustaining relationships with members of our community is key to Berkshire United Way accomplishing its evidence based Community Impact work. *For opportunities to volunteer with Development: Page 20.*

BOARD COMMITTEE OPPORTUNITIES:

Audit Committee:

Work closely with the Chief Executive Officer, oversees the annual audit process to provide a separation of duties from the Finance Committee based on Sarbanes Oxley recommendations. As needed the committee is responsible for bidding out the audit and recommending an audit firm (new auditors engaged 2014 for three years with potential for two-year extension).

Availability: Meetings are held approximately twice a year for 1.5 hours

Compensation: None

Requirements: Experience in the field of finance would be advantageous.

Limits: Number of volunteers needed fluctuates during a given year.

Contact: Bonita Lovison, Executive Assistant, blovison@berkshireunitedway.org or phone, 413-442-6948, ext. 11.

Community Impact Councils:

Work closely with members of the Community Impact staff; there are three community impact councils, one for each Priority Community Issues (PCI) – early childhood literacy, positive youth development and financial stability. The councils agree on a population level goal, provide oversight to the outcomes agreed to with funded partners for each PCI and work with the broad, cross-sector community partners to develop and implement strategies to address the population level goals. Use a collective impact approach to identify a common agenda, use shared data and measures, multiple reinforcing activities, continuous communication and BUW as the “backbone” to facilitate and keep all on track and moving forward. Once funding is in place the councils may participate in reviewing semi-annual reports from funded partners and participate in monitoring visits (fall and winter annually and based on the funded partners list for a given year). Some of the members are active with the initiatives such as the Pittsfield Prevention Partnership, Face the Facts: reduce teen pregnancy, and the Pittsfield Promise which helps to align and integrate strategies.

Availability: Meetings are held quarterly for 1.5 to 2 hours

Compensation: None

Requirements: Experience in the fields of early childhood, positive youth development, and/or financial stability would be advantageous.

Limits: Number of volunteers needed fluctuates during a given year.

Contact: Nancy Stoll, Director of Community Impact, nstoll@berkshireunitedway.org or phone, 413-442-6948, ext. 20.

Finance Committee:

Work closely with Director of Finance and Administration; responsible for organization's assets, including operating budget, building and investments. Reviews monthly financial reports; meets with the investment manager twice a year (more if needed). Determines need for capital expenses, rental renewals, etc. Is responsible for ensuring Finance Policies and Procedures are up to date and adhered to.

Availability: Meetings are held eight times annually (currently) for 1 hour

Compensation: None

Requirements: Experience in the field of finance would be advantageous.

Limits: Number of volunteers needed fluctuates during a given year.

Contact: Bonita Lovison, Executive Assistant, blovison@berkshireunitedway.org or phone, 413-442-6948, ext. 11.

Human Resources Committee:

Work closely with the Chief Executive Officer and Director of Finance and Administration; primary responsibility is to ensure Berkshire United Way is a fair and competitive employers able to recruit and retain top talent. Key responsibilities include updating as needed and implementing a compensation policy, revise salary ranges as needed based on UWW and other relevant compensation data, review benefits and recommend salary adjustment pool for the annual budget. Assist with other tasks as needed, such as ensuring an effective performance review tool and process is in place; review exit interview data and ensure the Human Resources Policies and Procedures manual is up to date and complied with. In 2014 the Human Resources committee bid out and recommended a new company for the 403(b) plan.

Availability: Meetings are held three times annually for one hour.

Compensation: None

Requirements: None but experience in this field would be advantageous.

Limits: Number of volunteers needed fluctuates during a given year.

Contact: Bonita Lovison, Executive Assistant, blovison@berkshireunitedway.org or phone, 413-442-6948, ext. 11.

Marketing/Communications (part of Development Committee):

Supports Coordinator of Marketing and Communications and organization to ensure the use of consistent messaging about our work. The committee has helped develop an elevator speech, a "sell sheet" and an infographic depicting our work. A key focus is brand consistency between what we are doing with the initiatives (Face the Facts; Pittsfield Promise, Berkshire Youth Development Project and Pittsfield Prevention Partnership and Berkshire United Way's message. Have provided board training on the United Way Brand Platform and engaged in United Way's Storytelling workshop.

Availability: One hour meetings are held based on need by the committee throughout the year

Compensation: None

Requirements: Experience in this field would be advantageous.

Limits: Number of volunteers needed fluctuates during a given year.

Contact: Julie Golin, jgolin@berkshireunitedway.org or phone, 413-442-6948, ext. 13

Development Committee:

Supports the Development team with developing materials and solicitation process and timeline for workplace campaigns and individuals, prospecting potential new donors and workplaces, and managing special events and activities to secure funds for the organization.

Availability: One hour meetings are held 8 times annually (currently).

Compensation: None

Requirements: Experience in this field would be advantageous.

Limits: Number of volunteers needed fluctuates during a given year.

Contact: Erin Breen, EBreen@berkshireunitedway.org or phone, 413-442-6948 ext. 16

II. EARLY CHILDHOOD DEVELOPMENT:

PITTSFIELD PROMISE/CHAPTER ONE VOLUNTEER OPPORTUNITIES:

Agency Goals: The Berkshire United Way's (BUW) mission is to improve the quality of life in Berkshire County by mobilizing resources to address community priorities and create sustainable change, and to make Berkshire County a place of hope and opportunity. BUW has identified two priority issues in early childhood: (1) Arrive to Kindergarten Ready to Learn, and (2) Grade Level Reading. The early childhood initiative, the Pittsfield Promise, has developed a strategic plan to ensure that 90% of our children are reading proficiently by 3rd Grade based on the MCAS scores. The Pittsfield Promise has subcommittee work groups involved in Marketing and Communications, Pre-K to K-12 Alignment, Out of School Time, Asset Based Community Development, and Parent and Family Engagement. Chapter One is forming a strategic plan to also ensure increased reading proficiency for 3rd Graders in South County. The Community Impact Program Manager oversees the work of these subcommittees.

Volunteers will have an opportunity to assist with implementing the various strategies outlined in the strategic plans for the Pittsfield Promise and Chapter One. All activities demonstrate the efforts of many organizations working together for the common goal of ensuring children's success in school and life. Responsibilities include:

Event Planning and Organizing:

- Planning, organizing and attending parent engagement activities:
Availability: time varies.
Compensation: None.
Requirements: None.
Limits: 1-2 volunteers.
- Assist with child programming during parent activities:
Availability: 2 hours.
Compensation: None.
Requirements: None.
Limits: 2 -4 volunteers.
- In collaboration with other agencies, planning and organizing a one-day early childhood event or professional development for early educators:
Availability: time varies.
Compensation: None.
Requirements: None.
Limits: 2 -4 volunteers.
- Assisting with a one-day, early childhood event or professional development for early educators:
Availability: 2 - 3 hours per event.
Compensation: None.

Requirements: None.
Limits: 5-6 volunteers.

- Hosting a company book drive:
Availability: 20 hours per drive.
Compensation: None.
Requirements: None.
Limits: 8 – 10 volunteers.

Attending and documenting quarterly meetings:

Availability: 2 – 4 hours.
Compensation: None.
Requirements: None.
Limits: 1 volunteer.

Tabling:

Tabling events (i.e. 3rd Thursdays):
Availability: 2 hours.
Compensation: None.
Requirements: None.
Limits: 2 volunteers.

Social Media:

Managing Pittsfield Promise Facebook page:
Availability: 2 hours a week.
Requirements: Must be proficient in Facebook.
Compensation: None.
Limits: 1 volunteer.

Monthly submission to Berkshire Family Focus – story highlighting the importance of early childhood:
Availability: 10 hours a month.
Compensation: None.
Requirements: Background in writing preferred but not required.
Limits: 1 volunteer.

For Pittsfield Promise opportunities, contact Karen Vogel: kvogel@berkshireunitedway.org or phone, 413-442-6948 ext. 22

For Chapter One opportunities, contact Amy Taylor: ataylor@berkshireunitedway.org or phone, 413-442-6948 ext. 37

III. POSITIVE YOUTH DEVELOPMENT:

FACE THE FACTS (FTF): REDUCE TEEN PREGNANCY VOLUNTEER OPPORTUNITIES:

Face the Facts-reduce teen pregnancy -- including Berkshire United Way and representatives from business, education, health care and local social service agencies – works to prevent teen pregnancy in Berkshire County! The goal of the coalition is: by 2020, reduce teen births by 50% among Berkshire County 15-19 year olds. It will do this by focusing on access to reproductive healthcare, sex education, public awareness and building youth aspirations.

Event Planning and Organizing:

Attending FTF Meetings:

Availability: every-other-month at 3 pm October 23 at Reid Middle School, December 18, Feb. 26, April 16, June 11, Location TBD

Compensation: None.

Requirements: Background in teen pregnancy prevention preferred but not required.

Limits: None.

Helping coordinate focus groups:

Availability: meet 3 to 4 times a year, 1.5 hours each, time and location to be determined.

Compensation: None.

Requirements: Background in teen pregnancy prevention preferred but not required.

Limits: None.

General planning opportunities:

- Giving us feedback on marketing materials
- Helping us build connections between providers and the schools
- Presenting at school committee hearings
- Helping us identify challenges to promoting the use of LARC methods; and identify solutions
- Joining an event planning committee
- Hosting a parent sex-ed group
- Helping distribute posters and flyers throughout Berkshire County.

Advocacy:

- Advocating for condom distribution (in schools, at community agencies): we are having an advocacy training on October 23, and will make a presentation plan after that.
- Advocating for sexual health clinics in the schools
- Contributing to community conversation events
- Displaying Face the Facts posters and wallet cards

Fundraising:

- Fundraising for the initiative

For Face the Facts opportunities, contact Nataly Garzon: ngarzon@berkshireunitedway.org or phone, 413-442-6948 ext. 15

PITTSFIELD PREVENTION PARTNERSHIP (PPP) VOLUNTEER OPPORTUNITIES:

The PPP's vision is to achieve prevention through partnership. The mission is to unite the community to create a healthy environment for positive youth development by reducing and preventing youth substance use. Activities include events, seminars, in-school education and awareness programs, community activities, and much more.

Alcohol Purchase Survey:

Mystery shoppers will enter liquor stores, bars and restaurants to take a survey of whether clerks or servers are checking identification. The goal of the mystery shopper should be to make a clerk or server think twice about checking for identification. Each shopper will enter approximately 10-20 establishments.

Availability: Wednesday/Thursday evenings from 4:30-7:30pm, once every few months.

Compensation: \$50.00 stipend will be mailed to you after the event.

Requirements: Mystery shoppers must be at least 21 years of age, & no older than 23.

Limits: 10 shoppers.

Drivers will transport two mystery shoppers each to approximately 10-15 liquor establishments.

Availability: Wednesday/Thursday evenings from 4:30- 7:30pm, once every few months.

Compensation: \$20.00 Target gift card will be giving at the event.

Requirements: mystery shoppers must be at least 21 years of age, & have a license and car.

Limits: 5 drivers.

Shoulder Taps:

Shoulder- Tap surveys measure the willingness of complete stranger to purchase alcohol for a minor. A police officer, along with PPP adult advisor, accompanies shoulder tappers to reassure their safety, as well as the confidence of retailers that no laws are being broken on their premises. Tappers will be asking strangers if they would buy them alcohol.

Availability: Wednesday/Thursday/Friday evenings from 5-7pm, once every few months.

Compensation: \$20.00 Target gift card for shoulder tappers.

Requirements: shoulder tappers must at least 18 years older, but no older than 19.

Limits: 10 tappers.

Sticker Shock:

The stickers read: "Hey You!! It is ILLEGAL to provide alcohol for people under 21!! Youth help stick these colorful and informative stickers on bottles in liquor stores- a simple but fun way to spread awareness and remind adults to prevent underage drinking!

Availability: Monday-Friday afternoons from 12:30-2:30pm, once every few months.

Compensation: none
Requirements: anyone can do this!
Limits: 20 volunteers.

Rx Round-UP:

Two days out of the year are to collecting and disposing of unused, unwanted or expired medications that are left lying around the home. We're always in need of volunteer- medical personnel or otherwise to help manage the drop off locations in north, central and south Berkshire Counties. The next RX round- up will be on April 25th, 2015 both between 10am-2pm

Availability: 4/25/15. 9:30 am- 2:30pm.

Compensation: None.

Requirements: adult, health background preferred but not necessary.

Limits: 25 volunteers.

Locations:

North Berkshire County: Adams Police Station, North Adams Police Station, Berkshire Mall food court

Central Berkshire County: Dalton CRA, Lee Ambulance Service, Lenox Town Hall, CHP Neighborhood Health Center

South Berkshire County: Great Barrington Police Station, Egremont Police Station/Town Hall, Stockbridge Police Station/Town Hall, West Stockbridge Police Station/ Town Hall

411 in the 413 Youth Conference:

Do you have any special talents? Want to share your knowledge and skills with Berkshire youth? Then this annual conference is what you need! We welcome anyone to lead a workshop at the next 411 in the 413 conference being held on April 16th, 2015.

Availability: 4/16/15, morning and afternoon workshop slots are available; 1 hour in length.

Compensation: None.

Requirements: Proposal for workshop.

Limits: None.

Third Thursdays:

From the month of May till October of every summer, the PPP has its own table at Third Thursdays. We appreciate any help setting up, and cleaning up, as well as manning the table. We have tons of free giveaways and even a raffle prize for those who fill our parent survey!

Availability: May-October, 2015, 4:3-7:30pm.

Compensation: Free PPP Shirt.

Requirements: None- anyone can help!

Limits: 5 volunteers.

Social Media:

Are you tech savvy? Do you love blogging? Then, great! The PPP would love to have volunteers help us out with our online visibility. We have a Facebook, Twitter, Tumblr and Instagram that all need your creative touch!

Availability: Anytime, can be done from home.

Compensation: None

Requirements: Computer literate, able to use Facebook/Twitter/Tumblr

Limits: 5 volunteers.

Administrative Support/ Survey and Data Collection:

Is crunching numbers your thing? Do Excel, PowerPoint and Survey Monkey excite you?

We are looking for volunteers to help out with data entry and administering surveys- a great way to help out and also gain some technical skill to put on your resume.

Availability: 1-2 hours, Mon-Fri.

Compensation: None.

Requirements: Computer literate, able to use Word, Excel, Survey Monkey, Power Point.

Limits: 5 volunteers.

For Pittsfield Prevention Partnership opportunities, contact Nancy Stoll at:

nstoll@berkshireunitedway.org or phone: 413-442-6948 ext. 20

IV. COMMUNITY IMPACT VOLUNTEER OPPORTUNITIES:

Request for Proposal Reviewers:

Read between 4-6 applications related to our 3 priority community issues: Early Childhood Literacy, Positive Youth Development, and/or Financial Stability. Complete an evaluation using our online data management system (ODM). Proposal reviewers attend an initial training that provides an overview of our work and demonstration of the Proposal Reviewer Interface on our application database. After evaluating proposals on the ODM, reviewers attend 2 meetings to discuss the strengths and areas of improvement of each proposal and to make investment recommendations. Occurs during winter/spring

Availability/Time Commitments:

Two-hour training

1-2 hour team meeting

1-2 hour full group meeting

Approximately 2 hours to review each assigned proposal (if assigned 6 proposals, commitment would be 12 hours) –volunteer can review proposals outside of office on web based application database

Compensation: None.

Requirements: Must be computer literate.

Limits: None.

Request for Proposal Financial Reviewers:

Review Agency Budget, Program Budget, Form 990, Audit and internal management letter if applicable for applicants in Early Childhood Literacy, Positive Youth Development, or Financial Stability. Complete an Excel spreadsheet and evaluation form on our online data management system. Will occur during spring

Availability: Able to review financial documents outside of office, varies based on reviewer

Compensation: None.

Requirements: Must be proficient in Microsoft Excel.

Limits: None.

Monitoring Visit Monitors:

Visit a funded partner along with a BUW staff and BUW board member. The purpose of each visit is to help Berkshire United Way gain perspective on the program's execution in the community and to insure that items in the funded partner contract are being met. Agency personnel should be prepared to demonstrate that the programs and services are being implemented and that program performance data and outcomes are being tracked as outlined in the application. Occurs every summer and every fall- October - December

Availability: 1.5 hours per visit, occurs at funded partner location.

Compensation: None.

Requirements: Must have access to transportation.

Limits: None.

Outcome Reviewers:

Assist BUW staff in reviewing funded partner performance level outcomes, demographics, and program budget semiannually (reports due every January 31st and July 31st). Use the online data management (ODM) to create an Outcomes Evaluation form stating whether partners are meeting their projections and/or are impactful on participants. Reviewers may also submit any follow up questions for funded partners to provide clarification on the data.

Availability: varies- volunteer can review reports outside of office

Compensation: None.

Requirements: None.

Limits: None.

Asset Based Community Development (ABCD) Learning Community:

The community meets at least 3 times per year to discuss the tools necessary to effectively implement the principles of ABCD in work and life. Organizations learn to identify their assets and develop strategies to achieve greater impact by effectively engaging clients as co-producers of our community well-being. Neighborhood residents learn how to engage their neighbors and effectively use their gifts and passions to get what their community needs. BUW convenes meetings with interested community members and agencies to assess implementation of ABCD and share best practices and to provide technical assistance as necessary.

Availability: Meetings are held at least 3 times per year for 1.5 to 2 hours

Compensation: None.

Requirements: None.

Limits: None.

For Community Impact opportunities, please contact Nancy Stoll: nstoll@berkshireunitedway.org or phone, 413-442-6948 ext. 20 or Julie Singley: jsingley@berkshireunitedway.org or 413-442-6948 ext. 32

V. MARKETING & COMMUNICATIONS OPPORTUNITIES

Marketing/Communication Internship:

Key Projects:

1. Design collateral for Berkshire United Way (production)
 - a. Use Photoshop and InDesign to design invitations for upcoming events
 - b. Assist in Community Impact production needs
 - c. Assist in Development production needs, including print and electronic campaign collateral

2. Maintain and analyze Berkshire United Way Social Media platforms and digital marketing medium
 - a. Post on behalf of Berkshire United Way to Twitter, Facebook and the website
 - b. Assist with E-newsletter creation, editing, distributing and analysis
 - c. Track and analyze analytics using the Management Information System

3. Assist in Event logistics
 - a. Help coordinate and plan Restaurant Week w/ Events committee
 - b. Design Events Venue List through extensive research
 - c. Help with regular event logistics, including planning, organizing and designing where applicable

4. Assist with focus group planning and execution
 - a. Help secure location, AV equipment, food
 - b. Work to organize focus groups – secure participants via various out reach methods and promotion
 - c. Assist with creation of questions, analyze BUW Brand Research Survey

Berkshire United Way Staff the Intern will interact with:

- Coordinator of Marketing and Communications
- President and CEO
- Vice President of Development
- Development Manager
- Vice President of Community Impact
- Ad Hoc Marketing/Communications Committee (currently made up of volunteers from General Dynamics, Berkshire Life and Berkshire Community College)

Availability: 8:30am-4:30pm (office hours), at least one day of the week. The day of the week to be worked is flexible based upon the Intern's personal schedule and the availability of the Coordinator of Marketing and Communications.

Compensation: None- unpaid internship.

Requirements: The Berkshire United Way Marketing/Communications Internship requires the following knowledge, experience and abilities:

- Graphic design skills, especially proficiency with InDesign and Photoshop software
- Social media skills including proficiency using Facebook, Twitter, Hootsuite, Blogging, and Constant Contact.
- Digital marketing mediums, including analytics.
- Involvement with the planning and execution of community and donor events, including researching venues and handling logistics.

Limits: None.

For Marketing & Communication opportunities, please contact Julie Golin:
jgolin@berkshireunitedway.org or phone, 413-442-6948

VI. FINANCE VOLUNTEER OPPORTUNITIES

Technology Support:

Work closely with the Donor Database Specialist to ensure that electronic pledge and payment details are accurately entered into Andar, our tracking database. Investigates issues and partners with Finance & Development departments to implement solutions. Assists our Technology Committee as needed to enhance Berkshire United Way's IT systems.

Availability: Weekly availability for 3-4 hours per session, 1-3 days per week.

Compensation: None.

Requirements: Information Technology experience, especially in information management systems

Limits: Number of volunteers needed fluctuates during a given year.

Contact: Jennifer Coscia, Director of Finance & Administration, ebreen@berkshireunitedway.org or phone, 413-442-6948, ext. 16

VII. DEVELOPMENT VOLUNTEER OPPORTUNITIES:

Assemble Campaign Materials for Workplace Campaigns:

Assemble a variety of preprinted materials into binders or attach via paper clip.

Availability: Flexible hours during the months of August and September. Ideally 4 hours per week.

Compensation: None.

Requirements: Ability to sit for periods of time and assemble materials.

Limits: 1 or 2 volunteers required. Do not need to overlap.

Contact: Jonah Sykes, Development Manager, jsykes@berkshireunitedway.org or phone 413-442-6948.

Creative Design for Special Events:

Work closely with the Development Team to plan, design and implement invitation materials and other collateral for Special Events.

Availability: Flexible hours throughout the year depending upon calendar of Special Events.

Compensation: None.

Requirements: Experience in the field of Graphic Design and Communications would be advantageous.

Limits: 1 volunteer.

Contact: Julie Golin, Coordinator of Marketing and Communications, jgolin@berkshireunitedway.org or phone, 413-442-6948 ext. 13.

Employee Campaign Coordinator:

The Employee Campaign Coordinator (ECC) is responsible for managing the annual Berkshire United Way (BUW) Workplace Giving Campaign within his/her company and plays a critical role in the success of the campaign. The ideal candidate is well-liked, energetic, civic-minded, and philanthropic. A familiarity with and commitment to BUW's focus on Early Childhood Education, Positive Youth Development, Financial Stability, are also great attributes to consider.

With the Assistance of Berkshire United Way Staff, the Employee Campaign Coordinator will:

- Enlist the support of the CEO.
- Recruit a campaign team to assist.
- Attend BUW training or meet one-on-one with a BUW staff member.
- Develop strategies and set a goal based on last year's efforts and this year's workplace environment.
- Hold employee group meetings. Use the meetings and other communications as a way to educate colleagues about BUW.
- Run a special solicitation for those who are, or have the potential to be, leadership donors (\$1,000 or more annually).

- Wrap up the campaign and report results within your company and to United Way staff no later than the first week of December.
- Say “thank you” to anyone who contributed to the campaign and those who help coordinate it.
- Implement a New Hires program and consider including information about United Way in your new employee orientation.

Availability: Fall season or during specific Workplace Giving Campaign.

Compensation: None.

Requirements: Enthusiastic support for Berkshire United Way and the community, ability to mobilize co-workers, and strong organizational skills

Limits: At least 1-2 volunteers per workplace

Contact: Jonah Sykes, Development Manager, jsykes@berkshireunitedway.org or phone 413-442-6948.

In Kind Donation Solicitation:

Working with the Development Team, contact current and prospective organizations for donations of In Kind gifts to be used to facilitate Workplace Campaigns. Contact with businesses will be via phone and potentially in person appropriately. Ability to do some internet research of prospective businesses would be beneficial. Travel required.

Availability: Flexible hours in May, June, and July.

Compensation: None; mileage reimbursement for local travel.

Requirements: Prior Sales or Commercial experience a plus. Access to a car for face to face solicitations is preferred but not required.

Limits: 1 or 2 volunteers required. Do not need to overlap.

Contact: Jonah Sykes, Development Manager, jsykes@berkshireunitedway.org or phone 413-442-6948.

New Workplace Campaign Development:

Working closely with the Development Team, develop a list of potential organizations to contact in person. Work with the organization to establish the potential of hosting a Workplace Campaign in the Fall. Local travel required.

Availability: Flexible hours in January – October.

Compensation: None; mileage reimbursement for travel.

Requirements: Prior Sales or Commercial experience a plus. Access to a car for face to face meetings with the organizations is preferred.

Limits: 1 or 2 volunteers desired. Do not need to overlap.

Contact: Jonah Sykes, Development Manager, jsykes@berkshireunitedway.org or phone 413-442-6948.

Development Summer Internship:

Work on 3 or 4 varied projects related to data analysis, secondary and primary research, and benchmarking with the goal of increasing the potential for donations in the Workplace Campaigns.

Availability: 20 - 24 hours per week, late June – mid August.

Compensation: None

Requirements: Student who is looking to gain practical community experience prior to entering college, or a student looking to utilize their applied skills while in college. Use of computer including Windows Office software (excel, word, PowerPoint) necessary to complete the projects.

Limits: 1 Volunteer.

Contact: Erin Breen, Donor Database Specialist, ebreen@berkshireunitedway.org or phone 413-442-6948.

Workplace Campaign Executive:

The Workplace Campaign Executive (WCE) is a “loaned” individual who becomes an extension of the full time Berkshire United Way (BUW) Staff. The WCE promotes and leads the implementation of annual Berkshire United Way Workplace Campaigns. The duration of this assignment is mid-August – December 12, 2014, with a commitment of 15-20 hours per week plus training of 3 days in August. Primary responsibility is concentrated on managing effective employee Workplace Campaigns within businesses and organizations throughout Central and Southern Berkshire County; resulting in enhanced employee giving campaigns to achieve maximum results for the benefit of BUW’s funded program recipients. Each WCE supports 20 – 40 workplace giving campaigns to achieve maximum results. The sponsoring company continues to pay the employee’s salary and benefits, allowing BUW to minimize operating costs while maximizing our impact on the community.

Availability: 15 – 20 hours per week starting in late August – December 12.

Compensation: None

Requirements:

- Excellent client service for identifying expectations, prioritizing requirements and offering practical solutions.
- Community/service-oriented, highly professional, with confident people skills.
- Motivated to work effectively and takes initiative in a diverse environment with an adaptive communication style.
- Strong written, verbal communication skills; excellent presentation skills.
- Ability to work with teams or independently.
- Effectively manages workload and meets deadlines.
- Represents BUW professionally; maintains client confidentiality at all times.
- Proficient in MS Word, PowerPoint, Excel, Outlook, and web-based research. Able to learn basic donor database entry.
- Valid driver’s license, reliable automobile, and auto insurance coverage. Ability to travel locally 30 – 50% of time.
- Able to work 15-20 hours per week, including occasional early morning and evening commitments. .
- Able to lift up to 25 pounds and to walk, sit and stand for extended periods.

- High school diploma or equivalent; Bachelor's degree preferred. 1-3 years' work experience or equivalent combination of higher education and internship experience.
- Detail-oriented and highly organized. Basic math ability (percentages, statistics) required.
- Sales experience and bi-lingual (Spanish) a plus.

Limits: 5 Volunteers desired.

Contact: Jonah Sykes, Development Manager, jsykes@berkshireunitedway.org or phone 413-442-6948.

Administrative Mailings, Data Entry, other Projects:

Working with the Development Team, complete special projects as they materialize throughout the year. Mostly administrative tasks.

Availability: Flexible hours in throughout the year appropriately.

Compensation: None

Requirements: Prior Administrative experience ideal and comfort using a computer helpful, but not necessary.

Limits: 1 or 2 volunteers desired. Do not need to overlap.

Contact: Erin Breen, Donor Database Specialist, ebreen@berkshireunitedway.org or phone 413-442-6948.

Support for Special Community Events:

Working with the Development Team, assist in the organization and logistics of recruiting Funded Partner and Community Volunteers regarding the Letter Carriers Food Drive (April, May), Josh Billings RunAground (July – September), and other Special Events such as Days of Action (throughout the year).

Availability: Flexible hours in throughout the year appropriately.

Compensation: None

Requirements: Prior Administrative experience ideal and comfort using a computer helpful, but not necessary.

Limits: 1 or 2 volunteers desired. Do not need to overlap.

Contact: Jonah Sykes, Development Manager, jsykes@berkshireunitedway.org or phone 413-442-6948.