

# JOSIAHKIDS

THE SCHOOL OF YOUNG LEADERS

## Who We Are

JosiahKids is a nontraditional young leadership school committed to the mission of raising the next generation of service-minded leaders. From September through May, on the first and third Saturdays of the month, JosiahKids hosts a myriad of educational classes and events that include quality guest speakers, community service events, panel discussions, educational workshops, and leadership classes in a faith-based environment for young people between the ages of seven and seventeen.

## Our Committee

The Philanthropy & Marketing Committee is comprised of board members, and can include staff, alumni, current students, or other volunteers. The Philanthropy Committee's function is to provide valuable input for developing the annual fundraising plans and engaging the entire board in fundraising. The Philanthropy Committee also seeks out opportunities for gaining corporate sponsors, philanthropists, large and/or repeat (monthly) donors, grants, and endowments, as well as other ways of generating funds for the organization. Working hand in hand with the Philanthropy Committee, the Marketing Committee creates and supports efforts to generate awareness of the good work the organization does by promoting marketing campaigns, events, providing input to advertising efforts and supporting communications through all media outlets, especially social media. Both committees align and support the JosiahKids vision.

## Key Qualities

- ♥ can communicate effectively and enthusiastically about the organization's mission
- ♥ are knowledgeable about the organization and its community and constituencies
- ♥ have good people skills and engaging personalities
- ♥ are comfortable talking about money and finances with others

- ♥ committee members should be committed to making a meaningful personal contribution to the organization
- ♥ have access to individual, corporate, or foundation resources
- ♥ radiate confidence and trust
- ♥ have fundraising and/or marketing experience

## **What We Do**

Responsibilities include but are not limited to the following:

- ♥ Identify fundraising sources (grants, corporate matching gifts, giving campaigns, etc) and develop an annual plan to generate funds
- ♥ Develop and maintain an Annual Promotion/Marketing Communications Calendar to include all of JosiahKids events and the communication medium to be used (i.e. social media, “elevator pitch” video, website updates, flyers, publications, etc.).
- ♥ Periodically review current marketing materials\* to Identify Gaps and/or Updates needed. (\*materials may include: a published article, information scripts/elevator pitch, flyers, videos, etc.)
- ♥ Educate, empower, and equip the organization by discovering best practices in other organizations that may be replicated in JosiahKids
- ♥ Lead Thank-A-Thon – Annual donor appreciation campaign
- ♥ BE a JosiahKids Brand Ambassador by increasing awareness and prominence of JosiahKids to your circle of influence (family, friends, church, work, and other organizations) using various platforms. Sometimes this is just as simple as reposting JosiahKids’ communications on social media (Instagram, LinkedIn, Twitter, etc.)
- ♥ Attend monthly meetings and one JosiahKids in-person event per year

## **The Opportunity**

- ♥ To serve an organization dedicated to creating our future leaders
- ♥ Impact change on large scale
- ♥ Provide areas of expertise
- ♥ Hone leadership skills
- ♥ Build your network
- ♥ Become a future board member