

**Regional Public Relations/Media Coordinator
Capital Region CROP Walks
Expanded Job Description with Timeline**

Summer 2021

Incentives

- ❖ Meet with local walk coordinators to get ideas for incentives and determine level of funding for each incentive (Fall)
- ❖ Design graphic to be used on incentives in coordination with local coordinators (Fall)
- ❖ Get quantities for each incentive from local walk coordinators (December/January)
- ❖ Place order for incentives (late Jan., early Feb) and get check for down payment from treasurer.
- ❖ Arrange for final payment for incentives
- ❖ Invite local walks to pick up T-shirts at Screen Designs(March)
- ❖ Work with Regional CWS/CROP staff and CACC office to determine budget (including incentives) for next year (June)

Corporate Sponsors

- ❖ Send mailing to last year's sponsors requesting sponsorship for new year (September); secure logos if necessary
- ❖ Recruit New Sponsors (September-October) and secure logos if necessary
- ❖ Follow Up Phone Calls/Letters to Corporate Sponsors who have not responded. (Jan-May)
- ❖ Thank You Letters and T-shirts to Corporate Sponsors along with final results. (May-June)

Print Publicity

- ❖ Using new logo and list of previous year's corporate sponsors develop new letterhead for current year (November)
- ❖ Order posters from printer (2021 was Modern Press) (January-February)
- ❖ Distribute posters to local walk coordinators (March)
- ❖ Develop outside "shell" for brochure and distribute to local walk representatives (February)

Press & Media

- ❖ Develop and send Press Release for regional papers (March)
- ❖ Send out Press Release to local walk coordinators and encourage them to distribute to local newspapers or get contact information for local papers and sent directly to them.
- ❖ Promote walk on social media; create & maintain a Capital Region CROP Walks Facebook page

Local Walk Coordinators

- ❖ Maintain Data Base/List of Local Walk Coordinators including name, address, phone, email, etc.
- ❖ With assistance from CWS representative, select "gifts" for walk coordinators /recruiters
- ❖ Coordinate fall planning meeting for incentives and publicity (October -November)
- ❖ Contact each coordinator immediately following walks to obtain results – number of walkers and amount raised (May)
- ❖ Coordinate final reporting and evaluation meeting (June)