**SWEET PEA COMMITTEE: PUBLIC RELATIONS** **TIMELINE & JOB DESCRIPTION**

**Location:** Home/office

**Assistance:** 6-8 other volunteers (event poster distro, door-hangers, etc.)

**Supplies:** Computer, email, car, and phone, bags for door-hanger info

**Contacts:** Civic groups, businesses, Chamber of Commerce

**On-Going:**

* Track the hours you’ve volunteered monthly; keep your own record to submit to the office at yearend or email your hours when requested by the office
* Handle all Festival press releases; writing, editing, getting Executive Director’s approval, and distribution to media outlets (Executive Director MUST approve all information being seen by the public)
* Publicize availability of application forms, pertinent information regarding activities/events, grants and special projects, and general info regarding Sweet Pea (coordinate with appropriate Committee before creating press release)
* Feed media outlets possible public interest stories surrounding Sweet Pea
* Help Division create a yearly Marketing Plan and implement
* Monitor website and social pages for content updates, errors and ideas for improvements and future posts
* Be an ambassador for the Festival; recruit Festival-time volunteers and potential board member candidates
* Keep Division Coordinator apprised of your progress and include him/her on documents sent to the Exec. Director for review and approval
* Attend Sweet Pea Board meetings when possible
* Review all meeting minutes for accuracy and to keep up with what’s going on if a meeting is missed.

**January:**

* Create a list of upcoming press release needs and timelines – coordinate with all DC’s for input
* Review the budget as prepared by the Executive Director and Finance Committee; offer input before approval by the Board
* Line up Committee members as needed to share in duties
* Submit expense estimate budget to Secretary/Treasurer and Division Coordinator before expenditures begin. Watch for the deadline on this to be given by Secretary/Treasurer each year
* Work with Advertising Committee to put together a plan for paid advertising, publicity, deadlines, and costs. Decide which items are paid advertising vs. handled via press release.
* Contact clubs that have meetings and do volunteer work to inform them of our need for Festival-time volunteers.
* Publicize application available online for Arts & Crafts show (coordinate with the Arts & Crafts Committee)

**February:**

* Send press releases and publicize entry forms available for Poster Contest (coordinate with the Poster Graphics Committee & Social)
* Send press releases and publicize entry forms available for T-shirt Art Contest (coordinate with the T-shirt Design Committee & Social)

**March:**

* Publish information on planting sweet pea seeds, seminar on the topic, and the availability of free seeds at the office (coordinate with Flower Show Committee)

**April:**

* Arrange for Hawthorne (522-6700, Ron Thornton) and Willson Schools’ (522-6042, Jackie, will need to fill out form) reader board signs to be used (see notebook).
* Issue a press release concerning public voting for the annual commemorative button design (coordinate with Merchandising Division Coordinator)
* Research and pursue opportunities for use of other reader board signs around town. (Note: the high school’s reader board doesn’t display public announcements). In 2012, Lewis & Clark and Lube Alley posted on their reader boards.

**May:**

* Publicize application forms available for Grants & Special Projects (check with Grants Committee, this can happen later in the year or not at all depending upon the budget progress)
* Issue a press release announcing Poster Contest winner (coordinate with the Poster Graphics Committee)
* Issue a press release announcing T-shirt Art Contest winner (coordinate with the T-shirt Design Committee)
* Publicize entry forms available for Art Show (coordinate with the Art Show Committee)
* Reserve space for Sweet Pea displays, as appropriate. In 2012 the First Security Bank window was reserved for 2013.
* Contact radio/TV stations to arrange interviews (may include key Sweet Pea personnel, brief them on what general information the interview is about) (coordinate with Advertising and volunteers from the current Sweet Pea Board)
* Arrange for media coverage of Festival and related events, including on the spot interviews with Sweet Pea personnel
* Begin plans for what Publicity Packets will contain and look like
* Help edit the Schedule of Events

**June:**

* Get the US Bank pagoda banners updated with the current year’s dates (Selby’s has been printing new dates on stickers to update the banners- is usually a donation) Contact: Bryce Scala bscala@selbys.com
* Begin thoughts/planning of First Security window decorations and recruitment of volunteers for window decorating.
* Publicize rule sheets available for Flower Show (coordinate with the Flower Show Committee)
* Publicize entry forms available for Parade (coordinate with the Parade Committee)
* Send packets of Sweet Pea information to all local publications in June as soon as the Schedule comes out
* Publicize Lindley Park improvements Sweet Pea will finance (coordinate with the Parks Committee) (This article could include a complete list of Sweet Pea grants given in past and Lindley Park improvements; what Sweet Pea has given to the community)
* Coordinate volunteers to help with event poster and PR packet distribution (should be done around the 4th of July) Check with office if you want to add this request/need to VolunteerLocal

**July:**

* Door knob hangers (thanking the neighborhood directly east of Lindley Park for their cooperation during the Festival) to be edited, reviewed by Executive Director, and printed on bright paper and stuffed into door-hanger bags. Include volunteer call if needed. (if want the paper that already has a hole cut in it for the doorknob, order in June as they often do not have the paper in-stock and will need to order; otherwise may use regular paper, hole punched, and a rubber band through). SOE was included in 2014 – 2017 bags hung from doors with SOE and note – 100 should be printed).
* Confirm radio/TV interviews
* Contact clubs that have meetings and get people signed up to volunteer during first two weeks of July
* Distribute event posters & SOE’s to businesses/organizations. Do ASAP in July!
* Create and arrange displays in spaces reserved, deliver banners to US Bank for hanging in the pagoda, create window display in First Security Bank kiosk
* Put up marquee on the Hawthorne’s reader board (they can’t do it for Sweet Pea)
* Publicize exhibitions (coordinate with the Art Show, Arts & Crafts, Bite of Bozeman, Chalk on the Walk, Flower Show, and Parade Committees)
* Publicize merchandise pre-sales locations (coordinate with the Merchandise Pre-Sales Committee). Merchandise available at locations after July 4th
* Publicize raffle of original poster artwork if applicable (coordinate with Poster Graphics Committee)
* E-mail Schedule of Events to media connections
* Monitor and work with local groups (BoZone, Chamber, etc) to make sure they have accurate information
* next year’s festival
* Confirm use of US Bank pagoda dates for next year’s festival
* Distribute door-knob hangers to the neighborhood directly east of Lindley Park during last week of July

**August:**

* Make social media posts to Facebook and Twitter throughout the Festival or funnel to Social chair
* Volunteer to help a Division at Festival if possible (e.g. Admission, Merchandising)
* Assist with park tear down on Sunday evening, post-Festival if possible
* Submit all individuals and business names that assisted or contributed this year to Executive Director for thank you page on website
* Issue a press release concerning winners of Parade, Flower Show, Children’s Run, and poster raffle
* Work with In-House Graphics and Advertising on annual thank-you ad
* Take down marquee on Hawthorne’s reader board and return to what it was
* Publicize Grants & Special Projects monetary awards (coordinate with the Grants Committee)
* Submit feedback on this year’s events – fill out and return evaluation form distributed from office staff

**August-September:**

* Submit all invoices to the office as they are received. All receipts/personal reimbursements are due by Oct. 2nd

**October-November:**

* Issue a press release announcing the Sweet Pea annual meeting, with emphasis on need for volunteers for following year