

Position Name

Committee Member GivingTuesday Waterloo Region

Program/Event Name

GivingTuesday Waterloo Region

Volunteer Impact Statement

GivingTuesday Waterloo Region (www.givingtuesdaywr.ca) is the civic GivingTuesday movement for our community. It is part of the international GivingTuesday movement (www.givingtuesday.ca). GivingTuesday follows Black Friday and Cyber Monday as a day to kick off the “giving season.” We began in 2015 and our mission has been to increase awareness of the charities and non-profits in Waterloo Region and to encourage philanthropy in all forms throughout the year. Giving can be in many forms: financial donations, volunteering, donating blood, becoming an organ donor, adopting a pet, etc.

Committee members of GivingTuesday Waterloo Region will plan the activities of the movement for 2017 and provide stewardship of the movement into the future.

Position Description

Committee members will be responsible for building on what the movement has achieved in 2015 and 2016 to improve upon general community awareness of the movement and all the charities and non-profit organizations involved.

Committee members will attend meetings as required and assist the Chair (or Co-Chairs) as mutually agreed. The following types of volunteers will be required:

Administrative – assisting with scheduling meetings, communicating with committee members and local charities and non-profits, taking minutes and keeping records.

Event Planning – Planning and executing events related to GivingTuesday Waterloo Region as necessary.

Social Media – A large part of the campaign is conducted on social media. We have Facebook, Twitter and Instagram accounts and would like to look into a Snapchat account.

Content Writer – www.givingtuesdaywr.ca includes a blog where the committee should share stories of philanthropy and giving. Content is required for the website and for social media. Media releases may also be required.

The committee will develop a plan for the year that might include events, social media campaigns, media releases, changes and updates to www.givingtuesdaywr.ca, etc. They will work with COPP Marketing + Design who have generously donated the website and who will create new content for the site and our social media channels in cooperation with the committee.

Working Conditions

GivingTuesday Waterloo Region is not an organization. It is a movement. There is no physical headquarters and no funds to manage. The Chair (or Co-Chairs) will determine how their committee works and where, delegating as necessary and appropriate to other volunteers.

Training Details

We will work with volunteers based on their existing skills. There may be training opportunities along the way through the national GivingTuesday movement.