

Licton Springs P-Patch  
**Team Leads Descriptions**  
January 2013

**Project Manager** – Laura Sweany

Act as overall coordinator and team lead supporter through construction (approx. June '13)  
Will provide team leadership as new team leaders come online or teams are unled  
Acts as liason with Dept of Neighborhoods P-Patch staff

**Outreach** – Pennie O'Grady (lead), Adriana, Emma, Liz

Coordinates volunteers to update existing lists of interested people  
Creates comprehensive list of contact info for neighborhood groups, rental properties, etc  
Begins process of contacting identified groups to solicit interest

**Fundraising** – Amy LaZerte (lead), Katie Barndt, Kate Williams, Rich Ellison

Researches potential fundraising ideas  
Creates short presentation for SC detailing cost/benefit analysis of each fundraising proposal  
Organizes authorized fundraising schemes w/volunteer labor as needed  
Creates documentation for final report on income received from each fundraiser

**Site Liason & Materials** – Carol Howe (lead), Joanna, Adriana

Maintains list of approved local vendors for site supplies & services from DON lists  
Arranges for site materials deliveries, volume amounts & payments to vendors  
Coordinates supervisor(s) and paperwork for all site work parties  
Coordinates volunteer supplies & refreshments for all site work parties

**Marketing** – Emma Yip (lead), Laura, Kate

Coordinates creation of text for all marketing materials: brochures, press releases, flyers, etc.  
Oversees materials creation, production & distribution for all marketing materials  
Coordinates social media campaign: Facebook, Twitter, Meetup, local blogs, etc.

**Grant Documentation** – Lindsey Gregerson (lead), Laura

Works with Project Manager to organize expenses & create periodic reports for Matching Fund  
& Levy Grants  
Supervises budget allocation & distribution

**Volunteer Coordination** – Vicki O'Keefe (lead), Emma, Christian

Coordinates current lists of active volunteer labor  
Solicits for labor for each team and each work party  
Works with NSCC volunteer programs to use authorized student volunteers

**Events** - \_\_\_\_\_ (lead), Amy, Lindsey

Creates fun and engaging events to encourage project visibility at NSCC and within community  
Creates short presentation for SC detailing cost/benefit analysis of each event proposal  
Works with Marketing, Fundraising, Outreach, Site & Volunteer team leads to staff event  
Personally supervises each event