ILNH Board

ILNH Action Hub

EVENTS

(i.e. educational programs, community gatherings, other gatherings, activities that reach across the divide)

- Establish lead for event
  - Create agenda for meetings
    - Establish planning group
      - refreshments
      - create budget
        - grant money from national?
      - Registration plan (i.e. max # allowed, reg. date end).
        - establish messaging to registrants
          - Initiate online registration with Tech team
        - 2 people checkin at event
        - Work with Tech and Communications teams to create graphic, advertise on mobilize, newsletter and social media
      - create powerpoint if needed
      - decide on program/timing/flow of event (i.e.speaking/speaker plan, breakout groups, handouts, visual aides)
      - Work with Logistics team (ie. tables, fundraising, room layout, signage, volunteer coordination)
      - Advertising/Work with Comms team
      - post venmo qr code, direct to website & bring jugs and collect money at end
      - Create group facilitator plan
- LOGISTICS
  - Rapid response details (off-site/public facing)
    - Permit needs?, directions, Timing of meetups (i.e. for rallies/protests), parking info.
  - Supplies
    - Maintain community gathering supplies
    - Manage local distribution point for postcards, t-shirts, etc
    - storage of ILNH materials
    - Purchase and store event refreshment supplies (ie. napkins, cups, nametags, pens)
  - Venues
    - Obtain venues and work with onsite mgmt for events and mtgs
    - Physical security needs
    - Setup/takedown of events
    - AV needs
    - Work with Tech team for tech needs
    - establish details such as # chairs/tables, fundraising, room layout, signage, volunteer coordination
    - Ensure COI for event
  - Volunteers
    - Establish volunteer needs and communicate to LT. Work with Tech team to send targeted emails to volunteers if needed.
- Rapid Response
  - Push out action (i.e. special emails sent out, rally, protest etc.)

COMMUNICATIONS

- Social media
  - Develop social media strategy (ie. platforms used, rules for posting)
  - keep an eye on Fb, respond to questions
  - accept/vet new Fb members
  - Advertise events
  - Post action alerts
- ACTION ALERTS
  - Identify "hot" action items with National
    - Scan Fb pages, email subscriptions, websites for action items and decide on alerts we'll push on social media and newsletter
    - Identify Rapid Response items in NJ and PA
      - Liaise with other groups for action alert identification and community building
        - League Women Voters, NJ progressive coalition, One NJ7 (slack), Indivisible Bucks etc.
      - Push out action (i.e. post to website, phone calls etc.)
      - Work with writers to push out actions (ie. LTE's or other written responses)
- Newsletter
  - gather content, create targeted email, send out to constituents
    - work with Tech team to create in Every Action and send out to constituents
- Evaluate/ensure online security (i.e. for social media, website)
- Media and Public Relations
  - Maintain media lists
  - Spokesperson to media
  - Issue/write press releases
- Create graphics for advertising events
- Manage team of writers/editors, give writers "assignments"
  - Blog
    - Write blog posts
      - Post blog to website
  - Website
    - update content as needed
      - update content as needed
  - Write for various needs (i.e. blog/newsletter, LTE etc.)

TECH

- Create forms (ie. Google) and spreadsheets as needed
- Mobilize
  - Monitor registration/cancellations
  - Create events
- EveryAction
  - Monitor registrations/cancellations statuses for events
  - Update Every Action database with new user information or changes, troubleshoot email issues, query database with search parameters as needed by LT
  - Create targeted emails to constituents, as needed
  - Create forms
- Zoom
  - Create Zoom meetings as needed
  - Run tech for hybrid meetings
- Tech mgmt
  - Manage technology: licensing, which apps are used. Monitor & reply to info@ email account
  - Planning regarding equipment (ie. wireless needs, messaging platforms)
  - EA database standards/best practices
  - Manage physical technology: conference phone, web camera, projector
- Slack
- Security
  - Ensure/maintain tech security for all platforms in Last Pass (Every Action, website, Zoom, etc.) password vault & access
- Excel
  - Create/maintain/report from spreadsheets as needed for tracking things like tshirts orders
- Google
  - Form creation

NEW MEMBER ONBOARDING

- Send first contact emails or phone calls
- Ask tech to create website form identifying engagement role, obtain feedback on interest through form
- Onboard new vols (all except boots on ground)
  - Assign to established bucket
- Onboard LT vols

Elections

- GOTV
  - Supply postcards and stamps, host postcard parties
  - Canvassing
    - Send lists to minivan
    - Pull lists for canvas from VAN
    - Create script for canvases, work with bobby michaels (van guy at national). liaise with Ntl staff on EveryAction
  - Deep Canvassing
    - Training
  - Phone & text banking
  - Promote good BOE candidates
- Finding Candidates & Endorsements

ADMIN

- Point person for insurance and COIs
- Treasury
  - pay bills, issue reimbursements, maintain quickbooks/balance checkbook, make deposits, file quarterly sales tax returns, run financial statements, provide LT and Board with financial status reports. Manage Grow Grant - monthly reporting to Ntl, ledger entries, expenditure tracking
- Fundraising
- Note taking for meetings
- Maintain/organize ILNH documents in google drive.
- Coalition build/Collaborate with other groups
- Check/respond to ILNH google email account

MERCH

- Identify sale items
  - get LT agreement on messaging, branding, graphic
    - Identify vendor
    - Distribute merch
    - Coordinate with tech team for interest form creation and sale tracking, keep track of sales via spreadsheet
    - Coordinate with Comms team to advertise

Presented with xmind