

## **Lake Roland Nature Council Civic and Community Outreach Committee Guidelines:**

The Lake Roland Nature Council's Outreach Committee is the first point of contact for anyone with questions or concerns regarding Lake Roland. The Outreach Committee essentially acts as a liaison between the community and the Lake Roland Nature Council providing detailed information about current and future activities.

The Outreach Committee interacts with other council members assisting in

- Fundraising (to include grant writing, direct email solicitation)
- Public Relations (to include developing brochures and marketing materials)
- Developing relationships with local media in order to promote specific park events or disseminate specific park information to the community
- Membership recruitment (to include direct interaction with park visitors, direct email solicitation)
- Recruiting of volunteers and keeping record of volunteer activities. Contacting volunteers regarding their availability, receiving feedbacks on volunteer's experiences, recognizing efforts of volunteers and responding to the inquiries of their volunteers.

Chair: Kurt Davis

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