

Description of Asha for Education NYC/NJ Roles

OPERATIONS	2
Operations Coordination	2
New Members Team	2
Treasury	2
Asha Representative Committee (ARC)	3
Asha Advisory Council (AAC)	3
10 Year Campaign	3
WEB	3
Web Coordination	3
Maintenance	3
Database	3
New Initiatives	4
PROJECTS	4
Projects Coordination	4
Custodianship	4
Support A Child (SAC)	4
New Projects	4
Projects Pages	4
Awareness	4
Internship Program	5
Research Initiatives	5
FUNDRAISING	5
Fundraising Coordination	5
Events	5
Marathon Program	5
Work An Hour (WAH)	5
Donor Relations	6
United Way Campaign	6
Grants & Corporate Partnerships	6
PUBLICITY	6
Publicity Coordination	6
Materials	6
Press Relations & Media	6
Newsletter	7
Booths	7
Merchandise	7

OPERATIONS

Operations Coordination

- Chapter Coordinator
 - Lead setting goals for Chapter and keeping track of progress throughout year.
 - Ensure proper communication between Operations, Projects, Fundraising, Web and Publicity groups.
 - Track progress of tasks to be completed by groups in Operations.
 - Organize Chapter-wide meetings by preparing agendas and leading discussions.
 - Connect members with resources and information as needed.
 - Lead in publishing Annual Report with a team.
 - Liaison with Asha-wide Coordination Group.
 - Maintain and organize files in Chapter Yahoo-group and Datastore, as well as hard-copy items.

New Members Team

- New Members Contact
 - Add new members to relevant Yahoo-groups
 - When contacted by people interested in volunteering, provide information on Asha and our Chapter.
 - Ensure that the New Member's packet is up-to-date.
 - For each meeting, ensure availability of New Member's packets.
- Buddy Program Coordinator
 - Recruit current volunteers to be mentors (Big Buddies)
 - Match Big Buddies with new volunteers (Little Buddies)
 - Check-up on existing buddies and re-match if needed
- Mentor
 - Mentor new members by periodically contacting them and responding to their questions and needs.

Treasury

- Treasurer
 - Process donations received:
 - Add details of incoming checks to the database
 - Deposit checks
 - Send receipts to donors
 - Maintain event-specific financials:
 - Payments to artists, facilities and other costs
 - Keep track of tickets, donations and sponsors
 - Ensure availability of change at the event
 - Overall financials
 - Disburse funds to projects, roughly every 6 months.
 - Maintain Chapter's financial records.
 - Periodically convey financial status to Chapter, roughly every quarter.
 - Ensure, with others, that the chapter mailbox every 2 weeks.
 - Work with Asha-wide Treasury to provide statements for IRS filing when needed.
- Marathon Accounts Manager
 - Maintain financials for the Marathon Program
 - Payments to the coach, for t-shirts and supplies
 - Keep track of total amount raised by each runner, through online donations, checks and cash donations
 - Ensure that runners are reimbursed for expenses
 - Periodically convey financial status of program to Chapter
- Data Manager
 - Aid with analysis of donor data, in conjunction with the Donor Relations Team

Asha Representative Committee (ARC)

- Chapter Representative
 - Convey all decisions made by the ARC to the Chapter
 - Conduct votes at the Chapter to be submitted to the ARC when an Asha-wide vote is mandated
 - Submit Chapter proposals to the ARC

Asha Advisory Council (AAC)

- AAC Contact
 - Main point of contact for the AAC
 - Periodically update the AAC on Chapter activities and events
 - Organize AAC meetings, approximately every quarter
 - Ensure that feedback from the AAC is communicated to the Chapter
 - Collate feedback from the Chapter on AAC recommendations and ensure that follow-up occurs where possible

10 Year Campaign

- Campaign Manager
 - Ensure that a team is formed to coordinate each 10 year event
 - Work with the Web Team to keep the 10 year website up-to-date
 - Organize a donation drive to pay for the costs of printing the 10th year newsletter
 - Ensure that the 10th year newsletter is mailed to donors, that copies are brought to meetings and handed out at booths

WEB

Web Coordination

- Web Coordinator
 - Lead setting of goals for the Web Team.
 - Coordinate web development for the Chapter:
 - Work with the Fundraising and Publicity Teams to create and maintain event-specific web pages.
 - Ensure that information on the website is kept current.
 - Set up web-enabled transactions (for example, credit card processing and merchandising).
 - Maintain and organize files in Web Yahoo-group and Datastore, as well as hard-copy items.
 - Liaison with Asha-wide Web Group.

Maintenance

- Maintenance Manager
 - Keep information current on pages: About Asha, Our Projects, Get Involved, Events, Resources, Contact Us, Front Page (including News and Events).
 - Work with the Operations, Funds, Projects and Publicity Teams to update Chapter-specific information on the website.
- Minutes Manager
 - Ensure that meeting minutes and dates of upcoming meetings are posted online.

Database

- Database Manager
 - Continue design and development of the Chapter database.
 - Provide data to those individuals working on tasks that require information from the database.
 - Request data that can be entered into the database from these individuals at end of tasks.
 - Coordinate with others to perform entry and cleanup of data as needed.
 - Work towards a web-enabled interface to update and maintain the database.

New Initiatives

- Programmer
 - Create automated programs based on specific project or event needs
- Designer
 - Create graphics and help with design

PROJECTS

Projects Coordination

- Projects Coordinator
 - Lead setting of goals for Projects Team.
 - Keep track of status of tasks to be completed by groups in Projects.
 - Communicate with groups in Operations, Fundraising, Web and Publicity to discuss and coordinate activities.
 - Connect members with resources and information as needed.
 - Ensure that projects pages are up-to-date.
 - Organize Projects meetings by preparing agendas and leading discussions.
 - Maintain and organize files in Projects Yahoo-group and Datastore, as well as hard-copy items.
 - Liaison with Asha-wide Projects Group.

Custodianship

- Project Custodian
 - Communicate with Project to understand status. Relate information to Projects Team.
 - Provide connection to resources and/or contacts as needed by Project.
 - Help determine funding required from Chapter.
 - Monitor by ensuring periodic site visits and receipt of reports.
 - Update information in central Asha-wide database of projects.

Support A Child (SAC)

- SAC Coordinator
 - Assist in coordination of connection between a supporter in the US and a child in India
 - Ensure that each child has a sponsor
 - Ensure that donations are received in timely fashion
 - Work with Publicity team to spread word about activity

New Projects

- New Projects Coordinator
 - Keep track of new project proposals sent either directly to the chapter, or through the Asha-wide projects group
 - Coordinate presentation of new projects to the Projects Team for review
 - Hand over approved projects to a Project Custodian

Projects Pages

- Maintenance Manager
 - Work with the Projects and Web Teams to ensure that project-specific information on the website is up-to-date

Awareness

- Awareness Coordinator
 - Organize panel discussions and talks that pertain to Asha's projects, or mission/vision
 - Work with the Projects and Publicity Teams to ensure that projects are presented at events, booths, meetings, etc.

Internship Program

- Internship Coordinator
 - Work with the Asha-wide Internship Program to place possible interns at Asha projects in India

Research Initiatives

- Research Initiatives Coordinator
 - Keep abreast of initiatives/news that pertains to Asha projects and keep the Projects Team up-to-date
 - Organize focus groups within the Projects Team to knowledge-share and research alternatives and solutions to project-specific issues
- Projects Survey Coordinator
 - Work with the Projects Team to determine the current common needs of our projects (for example, basic health needs)

FUNDRAISING

Fundraising Coordination

- Funds Coordinator
 - Lead setting of goals for Fundraising team.
 - Keep track of status of tasks to be completed by groups in Fundraising.
 - Communicate with groups in Operations, Web, Projects and Publicity to discuss and coordinate activities.
 - Work with the Projects Team to set a fundraising target for the year.
 - Connect members with resources and information as needed.
 - Organize Fundraising meetings by preparing agendas and leading discussions.
 - Maintain and organize files in the Funds Yahoo-group and Datastore, as well as hard-copy items.
 - Liaison with Asha-wide Fundraising Group.

Events

- Event Coordinator
 - Take part in leading or contributing to specific tasks in upcoming fundraising events including booking performers, determining logistics, etc.
 - Work with Publicity Team to publicize event.
 - Work with Web Team to create an event-specific website.
- Partner Events Coordinator
 - Work with partner organizations on combined events
 - Present ideas from partner organizations to the Funds Team
 - Contact partner organizations to publicize Asha events and programs

Marathon Program

- Marathon Program Coordinator
 - Organize marathon details and logistics.
 - Ensure publicity of event by working with Publicity Team.
 - Actively recruit marathon runners.
 - Work with Web Team to maintain the Marathon website.

Work An Hour (WAH)

- WAH Coordinator
 - Review and submit projects from our Chapter to WAH (annual Asha-wide fundraiser).
 - Lead Chapter in local campaign for raising funds.
 - Keep up-to-date on and contribute to WAH-related happenings in Asha-wide.
 - Convey relevant messages to Chapter.

Donor Relations

- Donor Relations Director
 - Work with the Treasurer to keep track of donor statistics
 - Develop relationships with donors
 - Ensure donors receive communication about projects, either through direct communication or via the newsletter
 - Coordinate appeal to donors when needed
 - Compose appeal letter and organize dissemination

United Way Campaign

- Campaign Director
 - Develop information on local corporations that have campaigns.
 - Keep track of contacts and time of campaign.
 - Lead publicity efforts, with the help from Publicity team.
 - Ensure general publicity materials have information about giving through United Way by working with Publicity team.
 - Disseminate information on how people can donate to Asha through United Way

Grants & Corporate Partnerships

- Corporate Sponsorship Director
 - Determine potential corporate partners.
 - Contact corporate partners for event sponsorship
 - Provide sponsors with updates before and after the event.
 - Organize meetings connecting foundation/corporation with Asha volunteers.
 - Maintain communication with other Chapters to avoid duplication.
- Grants Manager
 - Determine potential grants.
 - Obtain and complete applications, working with others for information needed.

PUBLICITY

Publicity Coordination

- Publicity Coordinator
 - Lead setting of goals for Publicity Team.
 - Keep track of status of tasks to be completed by the Publicity Team.
 - Communicate with groups in Operations, Fundraising, Web and Projects to discuss and coordinate activities.
 - Connect members with resources and information as needed.
 - Organize Publicity meetings (usually in conjunction with Fundraising meetings) by preparing agendas and leading discussions.
 - Maintain consistent and professional publicity materials.
 - Maintain and organize files in Publicity Yahoo-groups and Datastore, as well as hard-copy items.
 - Liaison with Asha-wide Publicity Group and PR Team.

Materials

- Materials Manager
 - Create publicity materials needed for upcoming events, with input from the Funds Team

Press Relations & Media

- Press & Media Coordinator
 - Maintain an updated Press Kit.
 - Develop and maintain relationship with contacts in media.
 - Review breaking news in India and USA to determine if activities of Asha can be pitched.
 - Compose Press Releases.
 - Consistently pitch to media.
 - Maintain communication with other Chapters to avoid duplication.

Newsletter

- Editor
 - Request write-up of articles from Asha volunteers for quarterly newsletters.
 - Edit submitted articles.
 - Coordinate copying and preparation of newsletters for mailing.
- Online Editor
 - Create an online version of the newsletter, together with the Web Team
 - Create an e-Newsletter for more frequent communication with donors and supporters
- Designer
 - Create newsletter document.
 - Revise layout and graphics as needed.

Booths

- Booths Coordinator
 - Gather information about events being held in area.
 - Contact organizers to request setting up a booth for Asha
 - Gather details of cost if organizers not willing to donate.
 - Coordinate Asha members to man and help prepare materials needed for booth.

Merchandise

- Merchandise Manager
 - Strategize the selling of Asha merchandise including t-shirts, mugs, and bags.
 - Organize merchandise booths at Chapter and outside events.
 - Work with Web team to coordinate selling of merchandise online.
 - Stock up Chapter's merchandise as items are depleted