

Potential Volunteer Roles

Below are descriptions of possible volunteer roles. Having ready-to-go volunteer roles and descriptions can help you recruit and engage new members to your team.



Phone Banker: Calling members (1-4 hrs/month)

Skills: Friendly, good understanding of the Chapter

Every month the Chapter will get around 50 new or renewed members in your city, and we should be calling them to welcome them and ask if they'd like to get involved. The person who volunteers for this role would have to learn enough about the Chapter as to be able to speak about it over the phone. The person can serve as the facilitator for this project or simply as the one making the calls. Contact Membership Committee for details.

Webmaster (1-2 hrs/month)

Skills: Writing and basic understanding of web 2.0

It is vital for your team to have web presence so people may find information about your team and how to get involved when they search for you online. The Activist Network is a national Sierra Club tool to manage a team page. The person who takes on this project would need to update your page and train members of the team to be able to use it. Contact [Activist Network @sierraclub.org](mailto:ActivistNetwork@sierraclub.org) to [request training](#).

Social Media (1-2 hrs/month)

This volunteer position helps in event promotion, online community mobilization and in general to build and maintain an online presence.

Writing and sending out minutes (2-3 hrs/month)

Skills: Writing, Diligent

Whoever takes on this project would need to attend team meetings. The person should work closely with team leaders. *See page 6 for information on how to take minutes.*

Tabling at community events (1-6 hours/month)

Skills: Personable, Knowledgeable about Team

There are tabling opportunities in your community (i.e.: farmers market) where you can recruit new members and build community support. Volunteers who take on this role will research community events and get permission from event organizers to table, recruit volunteers, and reserve/ pick up tabling materials from the Chapter office.

Designing a flyer for the team (1-3 hrs)

Skills: Basic graphic design

Flyers can be used at team events, tabling opportunities, and posted around the community. The person who takes on this role would need to have a basic understanding of how to create an attractive flier. This can be a one-time gig or ongoing. Black and white fliers on colored paper can be printed for free at the chapter office.

Treasurer/ Fundraising (2-3 hrs/month)

Skills: Basic math skills, organized

At some point, your team may decide to start raising and spending money. This may be as little as accepting donations at an event and using it to pay for fliers. If this is the case, you should have someone maintain a simple budget, send money raised to the Chapter, and potentially build a larger fund-raising effort. The person who takes on this role would need to communicate with our Chapter's Treasurer. *Refer to page 9 for ideas on fundraising.*

City Watch (3-5 hrs/month)

Skills: Interested in city politics

City Watch volunteers attend city meetings (city council, planning commission) in order for your team to keep up to date on current city activities, build relationships with decision makers, and learn about items to make public comment on. Volunteers who attend should provide a short summary of what happened for team, and make suggestions on next steps.

Event Organizer/ Event Support (2-8 hrs/month)

Skills: Experience planning events, organized

Teams should be hosting at least two events every year to stay in the public eye, provide community education and benefit, and recruit new members for the team. The person who takes on this role can *refer to page 16 for details on how to plan an event.* They can be the one managing the entire event, or just one aspect of it, such as attaining venue space.

Team spokesperson (2-4 hrs, one time/monthly)

Skills: Public Speaking, understanding of team

This would be the go-to person if you need to speak at a community event or make a presentation to a local group. This person can work with Team leaders and create a polished, short presentation about your Cool Cities Team.

Diversity Outreach Coordinator (2-5 hrs/month)

Skills: Understanding of team, connection with a group not represented on the team

Once you have recruited several members onto your team, take into account what group in your community is not being represented on the team (think age, ethnicity, gender, income). The successful diversity outreach coordinator will work with other members of the team to make a focused effort to recruit members of a particular demographic of people the team is targeting. New members from any demographic must be made welcome.

SLU /Cool Cities Liaison (5-8 hrs/month)

Skills: Interest in urban planning

The Sustainable Land Use Committee (SLU) is a team of dedicated Chapter volunteers who work together to promote smart growth and engage our members in creating more livable communities. Liaisons: 1) Serve as experts for major transit-oriented developments and long-term plans in your city; 2) Participate in monthly SLU meetings and represent your city; and 3) Aid your Cool Cities Team in developing campaigns on major land use decisions.

Campaign Lead (4-15 hours/month)

Skills: Organized, diligent, dedication to team

This seems to be the first volunteer role given to volunteers when they say, “I’d like to get involved.” However, this is almost always too big of a role for a new volunteer. It is highly suggested to first place volunteers into an existing campaign, provide them with tangible successes, and then let them rise along a ladder of volunteer leadership. The volunteer who takes on this role should work closely with the team leader and members to develop a campaign using this Grassroots Organizing Toolkit.

Cool Cities Team Leader (8-20 hours/month)

Skills: commitment to Sierra Club goals, Sierra Club membership, organized, diligent

The Cool Cities Team leader roles basic responsibilities are to organize regular (typically monthly) meetings and send out an agenda prior. The team leader ensures that new members feel welcome and understand the team’s vision and goals. A leader determines the passions and skills of individual members and develops a role for them as soon as they join. They keep the team on track with setting and achieving goals.

Community Outreach Intern

Skills: organized, friendly, motivated

The Chapter offers unpaid, 3-5 month internships to those who are seeking work experience. Community Outreach Interns support the Cool Cities team by being a liaison between the team and the Chapter, organizing and outreaching for events, basic admin, and tasks as needed. If anyone who joins your team is interested in an internship, have them contact the Chapter office.