COMMUNITY OUTREACH

The chief function of the Community Outreach chair is to act as a liaison between GAWN and the Gainesville community to raise GAWN's visibility as well as to assist with member recruitment.

Monthly Luncheon Meeting

BEFORE:
- None.

DURING:
- Assist guests and members with introductions.
- Provide assistance as necessary.

AFTER:
- None.

Monthly Board Meeting

BEFORE:
- Prepare report reviewing events attended since last board meeting and what results were generated (number of business cards collected, number of guest or new-member leads, etc.). Report must include plans for attendance at upcoming events during the next month and what goals are to be accomplished.

DURING:
- None.

AFTER:
- None.

Other Ancillary Duties

- Throughout the year, attend networking functions as a representative of GAWN to help make the business community aware of GAWN's existence and benefits to members.
- Monitor on a regular basis the following websites to plan attendance at a minimum of two events (one must be Chamber-sponsored). Communicate events to fellow Board members for additional attendance.
  - Gainesville Area Chamber of Commerce business events calendar
  - UF events calendar
  - Santa Fe College events calendar
  - Visit Gainesville calendar
  - Gainesville Connect calendar
- Research various community events and opportunities to represent GAWN, not just at networking events (for example, GAIN, GNC, ACEL) but at one-time events (for example, ribbon cuttings for brand-new businesses, Chamber After Hours, United Way, SCORE, etc.).
- Exchange networking cards and brochures at each event.
- Take photos at each event (and make sure you are included in some!), and consider social media posts to cross promote (especially a group of GAWN members)
- Follow up on business cards and leads no later than three days after each event attended, looping in Member Services as appropriate.
- Review Community Outreach job description and duties and update as necessary before end of term.