



MAIN STREET IOWA ORGANIZATION ACTIVITIES CHECKLIST

GOAL: To establish a strong Main Street organization which utilizes a growing number of participants in the implementation and funding of the program.

- Develop action plans with quantifiable goals and budgets for each activity.

Funding

- Develop proposed budgets and procedures
- Plan Investment drive for board implementation
- Fundraising
 - Merchandise sales
 - Events

Communication

Internal

- Plan and coordinate annual meetings
- Block Captain Program
- Create method and policy for information sharing
- Coordinate Main Street mixers
- Establish system for collection of operational records (minutes, reports, action plans, etc.)
- Create method to share appropriate publications, examples and information

External

- Establish Main Street newspaper column
- Create and distribute newsletters
- Establish speaker's bureau and conduct frequent presentations
- Press releases and news articles
- Create annual report
- Social media outlets to promote organization
- Website
- Program brochures
- Information booths at community events
- Regular updates to city and county government
- Create organizational presentation

Recruitment

- Develop volunteer recruitment strategy
 - Just Ask – peer to peer
 - Information booth Main Street festival and events
 - Solicit volunteers in program brochures and fund-raising forms
 - Utilize local media, social media and website to solicit volunteers
 - Encourage volunteerism at speaking engagements
- Create a volunteer database
- Develop list of volunteer needs
- Develop leadership training
- Develop volunteer job descriptions
- Create partnerships
- Establish nomination process for board

Orientation

- Develop volunteer trainings and orientation process
- Create informational tools for educational orientation process
 - Roles and responsibilities
 - Main Street Iowa and National Main Street Center resources
 - Main Street Iowa webinars
- Encourage attendance at local, regional, state and national trainings

Retention & Recognition

- Acknowledge participation
 - Thank you notes
 - Letters of appreciation to partners, corporate, volunteer's employers, etc.
 - Volunteer testimonials
 - Annual recognition events
 - Tokens of appreciation
 - Local, regional, statewide recognition
 - Recognize volunteers in media

