



**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





## **MAIN STREET IOWA ORGANIZATION SERVICES**

The Organization Point services focus on building strong, broad-based support in the form of human and financial resources and involving both the public and private sectors with a stake in the downtown revitalization initiative. The grassroots, volunteer driven initiative is dependent upon stakeholder involvement, leadership development and empowerment, therefore primary focuses are fundraising, volunteer development and communications.

### **One-on-One Technical Assistance:**

Issue-specific technical assistance on program and partnership development issues via onsite consultation or phone/email.

### **Training:** (Possible topics include but are not limited to...)

- **Organization Point-Focused Committee and Task Force Training**  
A 90-minute on-site training to review the roles and responsibilities of an Organization Committee.
- **Investment/Fundraising Development**  
Training session to understand the components of an effective fundraising strategy. Fundraising training session will be catered to fit local needs and could include: board training, interactive activities, process of fundraising, focus groups, review of budgets and fundraising documents, etc.
- **Volunteer Recruitment**  
Interactive training session to help better understand local volunteer needs, assess opportunities for volunteer growth, determine local volunteer recruitment strategies, and practice the process of selling the program to new potential volunteers and leaders.
- **Social Media for Nonprofits**  
Training and technical assistance geared towards enhancing a local Main Street program's social media presence.

### **Targeted Technical Assistance:**

- **Facilitation of Locally Driven Planning Activities**  
Facilitation could include (but not limited to): Programmatic Strategic Planning, Main Street District Visioning, Board Retreats, Topic Focus Groups, and Action Plan Development Training. Facilitation and outcomes of services are catered to meet local needs.
- **Review Programmatic Documents**  
MSI can assist local Boards of Directors in the review and comment of, as well as providing examples for the refinement of, core programmatic documents that can include: bylaws, job descriptions, board documents, program policies, etc.
- **Nonprofit Application Assistance**  
In partnership with a nonprofit attorney, MSI will review and comment on locally drafted 501(c)3 nonprofit application paperwork prior to submitting to the Internal Revenue Service (IRS).
- **Local Main Street Program Online Presence Assessment**  
Review of your program's presence and messaging.