

**One person can make a difference!**

*You can be that person!*

**Online Outreach and Marketing:**

*Brief Description:*

As a part of our marketing and branding plan, CCFA utilizes social networking sites, free community calendars, blogs and listserves. The information on sites that are currently being used (Ex: Facebook, Linked-In, Metromix, Idealist, etc.) needs to be updated regularly and as needed with current events. We are also looking to expand our online marketing capabilities by researching new sites and new ways to promote our organization over the web.

*Skills Needed:*

- Proficient comfort and skill with using the Internet
- Basic website management experience
- Comfort with social networking sites and the blogosphere

**Grant Research and Proposal Drafts**

*Brief Description:*

In order to fund research and education programs, CCFA applies for corporate and foundation grants throughout the year. This job requires online and database research for current and prospective funders. Records of research, prospective profiles and files of each organization need to be created and maintained.

Once research has been compiled and priorities set forward, draft proposals and compilation of organizational materials will follow. Online applications may need to be completed as a preliminary to grant proposals as well.

*Skills Needed:*

- Proficiency with internet research
- Proficiency with search parameters in databases
- Proficient writing skills

**Community Outreach and Marketing**

*Brief Description:*

CCFA spends a lot of time promoting its many events and education programs throughout the Chicagoland area. We utilize staff, volunteers, members and supporters to assist us in the distribution of posters, brochures, and leaflets that inform community members of our activities and programs.

This job requires canvassing businesses, schools and community centers to host our materials. It also entails researching and soliciting prospective businesses via telephone and email.

Several times a year, material is distributed to doctor's offices through Partners-In-Care which keeps our relationships strong and allows patients easy access to our information.

*Skills Needed:*

- Comfort with speaking to individuals to promote CCFA
- Comfort with maps, directions and logistics
- Speaker's Training \*
- Personal transportation necessary \*\*

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**Website and Graphic Design:**

*Brief Description:*

The Illinois Chapter of CCFA currently hosts and manages several websites for internet marketing purposes. We maintain a chapter site, which lists all upcoming events and activities, support group information, and general chapter information. The chapter website is updated on a weekly basis or as needed. We also maintain several websites pertaining to our signature events: Take Steps and Team Challenge. These sites are updated as needed to provide participants and prospects with information. The Take Steps and Team Challenge participants have their own personal fundraising sites that they use to email and collect funds from supporters. Oftentimes, participants need assistance in basic maintenance for their sites.

Our chapter also hosts local events that we create our own marketing materials for. If you have experience working in graphic design and marketing, this would be a great fit.

*Skills Needed:*

- Basic graphic design experience
- Basic knowledge of html
- Some website management experience
- Software used: Photoshop, MS Publisher

**Public Speaking and Education**

*Brief Description:*

CCFA is given the opportunity throughout the year to present its programs and activities in a public speaking forum. Oftentimes, these engagements are hosted at businesses or organizations that have requested a spokesperson. We will be researching and attending various tabling opportunities available at hospitals throughout the Chicagoland area that give us the opportunity to engage doctors, nurses and other health care personnel.

This job requires speaker's training with chapter staff as well as familiarity with CCFA materials. Individuals will need to be comfortable speaking shortly with individuals about the foundation.

*Skills Needed:*

- Comfort in a public speaking setting
- Speaker's training \*
- Personal transportation necessary \*\*

**Community, Health, and School Fairs**

*Brief Description:*

CCFA works hard to be out in the community bringing information about our programs to different neighborhoods, health forums and schools. We are given opportunities that allow us to bring a table and materials to public and private functions where other organizations and companies are also invited to promote their products to the public. This job requires familiarity with CCFA materials and being able to introduce people to our programs and activities.

*Skills Needed:*

- Some public speaking
- Comfort in a public setting
- Speaker's training \*
- Personal transportation necessary \*\*

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**Event Assistant:**

*Brief Description:*

We are always working hard to promote our fundraising events. We utilize staff, volunteers, members and supporters to assist us in the distribution of posters, brochures, and leaflets that inform community members of our activities and programs.

The individual needed for this job will be able to do some or all of the following: 1) Work with event managers in creating and implementing grass roots marketing strategies; 2) Assist with the submission of press releases to electronic and local print/media contacts; 3) Secure in-kind donations for participant incentives; 4) Research and pursue corporate support and sponsorship; 5) Assist in recruiting participants for the events. Attend and help facilitate such recruitment events; 6) Follow up with recruitment leads and assist the in signing up new recruits; 7) Assist with some administrative duties. For example, website updates; creating/filing Team Challenge participant profiles; organizing event material such as flyers/posters, etc.

*Skills Needed:*

- Speaker's training \*
- Personal transportation necessary \*\*
- Great organizational and interpersonal skills
- Great oral and written communication skills

*\* Speaker's Training will be provided by foundation staff as well as IBD healthcare professionals. Information will include CCFA programs and activities, as well as details regarding ulcerative colitis and Crohn's disease.*

*\*\* Personal transportation requires that the participating individual has access to a vehicle for the purposes of attending off-site opportunities.*