

COMMUNITY RELATIONS

The chief function of the Community Relations 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

DURING:

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

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):
 - Gainesville Area Chamber of Commerce business events calendar
 - iG business calendar
 - UF events calendar
 - Santa Fe College events calendar
 - Visit Gainesville calendar
 - Gainesville Sun events 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.).
- GAWN nametag must be worn at all events.
- Exchange networking cards and brochures at each event.

- Take photos at each event (and make sure you are included in some!).
- Create writeups of each event attended to pass to Marketing.
- Send photos and writeup to Social Media Manager no later than three days after each event attended.
- Ensure that cards and leads are passed to Member Services no later than three days after each event attended.