



Jericho Road Pasadena

Nonprofit Request for Volunteers

This is a sample request to be used before submitting a pro bono consulting request to Jericho Road Pasadena at <https://jrpsadena.org/request-a-volunteer/>.

ORGANIZATIONAL INFORMATION	
Organization	Tilting at Windmills Inc.
Address	123 Colorado Boulevard, Pasadena, CA 91101
Website	www.tiltingatwindmills.org
Executive Director	Don Quixote
Telephone	123-456-7890
Email	Don@tiltingatwindmills.org
Client Contact for Project	Sancho Panza
Telephone	123-456-7890
Email	Sancho@tiltingatwindmills.org

What is your organization's Mission Statement?
To defend our community from giants masquerading as windmills.
List the types of services your organization provides and the constituents it serves:
<ul style="list-style-type: none">- Jousting with giants- Rescuing damsels- Writing love poetry- Encouraging reading of epic novels

Does the organization have IRS 501(c)3 nonprofit status? If so, what year was the nonprofit incorporated?	Yes; 2010
Annual organizational budget	\$1,000,000
Number of paid staff	0
Number of board members	3
Approximate number of volunteers in your organization (not including board)	5
How many clients do you serve a year?	1,000

PROJECT DESCRIPTION

What is the specific challenge for which you need assistance?

We have just completed a strategic planning process with an outside facilitator. One of the goals that was identified is to develop an overall social media plan for Tilting at Windmills. We have a specific branding and messaging problem: people call us quixotic, meaning that they think our endeavors are unrealistic. We need to better educate the community about the hidden dangers of marauding giants and the joys of reading epic and classic novels.

What is the major deliverable for this request? (What will be produced - e.g. plan, document, database, Website, newsletter, handbook, etc.?)

We need a social media expert to help us develop a plan for creating, scheduling, and maintaining a social media plan that will better connect Tilting at Windmills with its constituents. This would include an analysis of where we are at in terms of social media in order to maintain whatever positive social media practices we may have and to identify what we need to develop including the technology, online design for all of the channels of social media that are appropriate, operational guidelines for the Tilting at Windmills staff, including scheduling and analysis of data.

What are the project objectives? Include both short and long-term objectives.

Short term we want to keep doing aspects of social media that are working and are effective, and to begin adding new platforms, establishing scheduling and production schedules for the staff.

Long term, we want to develop approaches for content, scheduling, and production of new channels to be added going forward. The end deliverable being an overall year-long plan for social media aligned with our programming goals.

Please bold, underline or highlight the top skill that would be most effective for meeting your project objectives.

Accounting / Finance	Human Resources	Public Relations / Publicity
Assessment / Evaluation	IT Systems	Risk Management
Board Development	Legal Advice	Standard Operating Procedures
Business Development	Marketing and Communications	Strategic Planning
Database Design & Development	Mediation	Training / Instructional Design
Digital Marketing	Photography	Video Production
Facilitation	Professional Coaching	Web Design & Development
Graphic Design	Project Management	Writing

Is there a specific deadline for the project? If so, what is driving the deadline?

No specific deadline, but we would like to have a content calendar up and running by the new fiscal year, starting July 1.

Please let us know any additional comments or information that can help Jericho Road Pasadena better understand your needs.

We will share our strategic plan with organizational goals that need to be reflected in our marketing.

Jericho Road Pasadena does not independently verify the credentials or references of volunteers or conduct background checks; if your organization wishes to do so, the Director will obtain the permission of the volunteer for you to do so. If you have further questions concerning volunteers, please speak with the Executive Director at ExecDirector@JRPasadena.org or 626-714-7234. Thank you for giving Jericho Road Pasadena an opportunity to help!