



### **About Us**

The Asheville Pickleball Association (APA), a 501(c)(3) nonprofit organization, promotes the growth of pickleball in Western North Carolina to enrich lives in our communities. The volunteer Board consists of 11 members, who meet monthly.

### **Mission Statement**

The mission of the Asheville Pickleball Association is to be a community partner that promotes the growth of pickleball through educational clinics, competitive leagues, tournaments, and social events, and that advocates for the new construction and/or improvement of public pickleball facilities.

### **Committee Title: Marketing and Communications Committee (M&C)**

#### **Committee Structure:**

**Marketing & Communications (M&C) Committee Board Liaison:** An APA Board member who has shown interest in the objectives of a committee. The APA Board Liaison is responsible for seeking and establishing the person to fulfill the Committee's Lead. The Board liaison is not to run the committee, but provide input, guidance, and act as the facilitator between both the Board and the committee, insuring Board oversight. The Board Liaison will attend the committee meetings and provide an update on the committee at each Board meeting. It is the Board Liaison's responsibility to bring forth recommendations and/or concerns. If there are committee needs/decisions/approval needed between APA Board Meetings, the Board Liaison will notify the APA Board, and a special email/call/virtual meeting will be organized.

Annually, a budget will be determined for the M&C Committee. With the approval of the APA Board Liaison, the committee can spend up to \$100.00 without board approval. Expenditures above \$100.00 require board approval. Completion of an APA expense report with a receipt and description of the expense is required for every reimbursement.

**M&C Committee Lead:** This person will establish and organize the committee meetings. The Committee Lead will designate someone to assist in taking minutes (may record minutes using Zoom, AI technology, etc.), but must ensure minutes are available. The Committee Lead, with the help of the Board Liaison, oversees that the recommendations and/or actions of the committee are implemented.

**M&C Member Roles & Responsibilities:** The M&C Committee is responsible for strategic oversight for all messaging and communications with APA members, sponsors, press, media and key organizational allies. The Committee plays a vital role in supporting the organization's mission by creating and enhancing awareness of APA's programs, communicating APA's message to potential members/donors and fundraising efforts to stakeholders, including sponsors, members, volunteers, and the community at large. Each APA Committee will train new committee members in the specifics of its mission. The M&C may interface with a variety of partner organizations, including but not limited to local and regional press and media, board officers, other APA committees, Asheville City and Buncombe County leaders and others.

**Regular Committee Tasks:**

- Recruit volunteers, preferably with prior M&C experience.
- Publish a monthly newsletter.
- Collaborate with the APA Board and M&C Committee to develop and execute a comprehensive marketing and communications plan, including an editorial calendar with corresponding assignments.
- Assist in content creation for and coordination between the website, Facebook and social media post.
- Provide insights on improving APA's online presence, including social media channels and website updates.
- Support the promotion of fundraising campaigns and events, ensuring cohesive and impactful messaging.
- Strengthen the organization's connections to local media outlets by assisting with press releases and outreach efforts.
- Participate in thank-you calls and other membership engagement initiatives.
- Periodically review marketing strategies and outcomes, offering recommendations for improvement to the board.
- Correspond with committee members to keep them motivated to continue to serve, thanking them for their help, etc.
- Others as deemed necessary by the board.

**Skills Required:**

A commitment to serve. Organized. Self-driven. Friendly. Prefer marketing and communication experience.

**Note:**

*Committee members are not required to have expertise in all areas. Members contribute based on their skills, interests, and availability, and additional support can be provided through outside sources or volunteers.*

March 3, 2025