

## SCNPS Grand Strand Communications Committee Volunteer Opportunities

[The Grand Strand Chapter of the South Carolina Native Plant Society \(SCNPS\)](#) is a 501(c)(3) nonprofit organization that works to protect and restore native plants, and educate communities throughout the Grand Strand region.

We are looking for **volunteers to join our communications committee**. If you have an interest in native plants and want to contribute or expand your marketing skills, build your portfolio, or start learning about the world of marketing and communications, this is your opportunity to get hands-on experience and guidance in a fun and meaningful way!

**No experience necessary; training will be provided. Work can be done remotely and on your own schedule.** Specific duties and time commitment are flexible depending on the volunteer's availability and interest, but volunteers typically contribute around 1-10 hours per month.

If you are interested in volunteering or learning more, please [fill out this form](#) or email [grandstrandpublicity@scnps.org](mailto:grandstrandpublicity@scnps.org).



We are looking for volunteers to help with any of the following tasks (flexible based on interest and availability):

- **Email Newsletters**

Our email newsletters ([example](#)) are our primary way of communicating with our members and our wider audience. We send emails about 1-2x per month.

- Compile content (upcoming meetings and event details, member updates, community events, plant of the month) for newsletters into a google doc,
- Add content to the email platform (Mailchimp),
- Test emails - check for typos, functioning links, missing content,
- Add new email subscribers to the platform,
- Review email analytics and suggest changes to improve engagement.

- **Website**

Our statewide website ([scnps.org](http://scnps.org)) is built with WordPress. Volunteers contribute by creating new pages and posts, and updating existing pages, or responding to submitted inquiries.

- Keep our chapter page up-to-date: [scnps.org/grandstrand](http://scnps.org/grandstrand),
- Create new blog posts,
- Answer website team inbox inquiries via email,

- Create a new content strategy or calendar,
- Monitor website analytics and make recommendations for improvements.
- **Publicity/PR/Earned Media**

Our chapter has plant sales in the spring and fall and earned media is one of the ways we promote them.

  - Write and share press releases,
  - Cross-post plant sale details to online calendars,
  - Share event details with community partners,
  - Reach out to local press to secure coverage.
- **Social Media ([Facebook](#), [YouTube](#))**

We occasionally use social media as a supplemental tool to communicate with our audience and extend our reach.

  - Create posts on facebook,
  - Create facebook events for plant sales,
  - Monitor/engage with comments,
  - Repost content from the state facebook or relevant partner pages,
  - Develop a content strategy or calendar,
  - Upload chapter meeting recordings to YouTube.
- **Marketing Collateral / Graphic Design**

Graphic design spans all of our communications touchpoints and contributes to our chapter's overall brand perception.

  - Create new templates based on our brand guidelines via Canva,
  - Design graphics for email newsletters, presentations, and/or social media via Canva.
  - Create flyers to promote our spring and fall plant sales.

**Tools:** We are currently using Mailchimp as our email service provider and Neon as our CRM. We use Canva for design and Google Workspace and Slack for collaboration. Experience with these platforms is helpful but not necessary (training will be provided).

Volunteers should have an interest in native plants and/or environmental issues, some experience with (or an interest in learning) marketing and communications, and a connection to the Grand Strand region of South Carolina (Horry and Georgetown counties). *This is a great opportunity for people who are interested in native plants and environmental / sustainability / climate-related issues to become a part of a likeminded community and to contribute in tangible ways.* 🌿