

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**. 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).

Training will be available. 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.

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.

We are looking for volunteers to help with any of the following. Your role and responsibilities can be flexible based on your interest, experience, and availability.

- **Email Newsletters**

Our email newsletters are our primary way of communicating with our members and our wider audience. We send emails about 1-2x per month. Here's an [example monthly newsletter](#). Possible ways you could help:

- Compiling content (upcoming meetings and event details, member updates, community events, plant of the month) for newsletters into a google doc,
- Adding content to the email platform (Mailchimp),
- Testing emails - checking for typos, functioning links, missing content,
- Adding new email subscribers to the platform,
- Reviewing email analytics and suggesting changes to improve engagement.

- **Website**

Our statewide website (scnps.org) is built with WordPress. Volunteers from our chapter contribute by creating new pages and posts, and updating existing pages. We also receive inquiries via our website contact form. Possible ways you could help:

- Keeping our chapter page up-to-date: scnps.org/grandstrand,
- Creating new blog posts,
- Answering website team inbox inquiries via email,
- Creating a new content strategy or calendar,
- Monitoring website analytics and making 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. Ways you could help:
 - Writing and sharing press releases,
 - Cross-posting plant sale details to online calendars,
 - Sharing event details with community partners,
 - Reaching 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. Potential ways you could help:
 - Creating posts on facebook,
 - Creating facebook events for plant sales,
 - Monitoring/engaging with comments,
 - Reposting content from the state facebook or relevant partner pages,
 - Developing a content strategy or calendar,
 - Uploading 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. Ways you could help:
 - 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 ESP 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).

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