

Project Description

While developing a volunteer position description is a valuable exercise, sometimes that can be daunting for staff members. Instead, completing a project description can more effectively inspire peers to engage volunteers in new roles. Developing a project description helps staff think through the opportunity, assess its attractiveness to potential volunteers, and ensure needed support is available.

Use the template on the next page to help colleagues develop a project that could be led by a volunteer.

Sample Project Description

Courtesy of the City of Fort Collins, Colorado

Title	Natural Areas Social Media Series
Description	Create a social media campaign based on "Humans of New York" called "Humans of Natural Areas." Generate content by completing interviews with natural area visitors/stakeholders.
Staff Partner/Support	Jane Doe
Time Commitment	40-60 hours
Experience/Skills Needed	Journalism experience, photography experience or ability to direct one of our photographers, ability to learn and communicate natural area values and how people live those values.
Final Product	12-24 profiles of natural areas users for the Humans in Natural Areas media series.
Measure of Success	Completed product with approval from the Public Engagement Manager.

Project Description

Title

Description

Staff Partner/Support

Time Commitment

Experience/Skills Needed

Final Product

Measure of Success