



**Greenfield Chamber/Main Street**  
215 S. 1<sup>st</sup> Street – PO Box 61  
Greenfield, Iowa 50849  
Phone 641-743-8444 Fax 641-743-8205

## VOLUNTEER INTEREST FORM

Greenfield Chamber/Main Street is a volunteer driven organization to strengthen and promote the community by sustaining business and offering activities and an environment that enhances the quality of life for our residents. It takes the entire community to step up and get involved. We ask that you consider partnering with us to build a better community for you and generations to come. Please fill out the below information and submit it to the office.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: (Home) \_\_\_\_\_ (Work) \_\_\_\_\_ (Cell) \_\_\_\_\_

When is the best time for you to help? (Please check all that apply):

Monday  Tuesday  Wednesday  Thursday  Friday  Saturday  Sunday  varies

Mornings  Afternoons  Evenings  varies

How much time are you willing to give:  hours a week  hours a month  varies

Please give us a brief description of your experience or talents: \_\_\_\_\_

What are your interests? (Please check all that apply):

### Office (Indicate what area(s) below)

General assistance: answering phones, greeting guests, making copies, stuffing envelopes

Clipping and recording newspaper articles

Project preparation: stuffing goody/welcome bags, business information packets, etc.

Passing out flyers/information around town

### Event/Project Help

#### Ag Expo

Planning  Set up  Tear down/clean up  Mailing Invitations

#### Golf Tournament

Planning  Soliciting/Collecting Prizes  Set up  Registration  Clean up

#### Pancake Supper

Planning  Set up  Food Prep  Serving  Clearing Tables  Clean up

#### Volunteer Fair

Planning  Invitations  Phone Calls  Set up  Tear down/clean up

#### Street Fairs/Festivals

Planning  Marketing/Promoting  Set up  Volunteer at a booth  Tear down/clean up

#### Festival of Lights

Planning  Logistics  Phone Calls  Marketing/Promoting

#### Chocolate Affair

Planning  Phone Calls  Marketing/Promoting  Volunteer during the event

#### Community Spruce Up

Planning  Painting  Minor Building Maintenance  Sweeping/Raking  Planting/weeding

#### Downtown Historic Walking Tour

Guide Tours  Keep building information/files updated

## Business Recruitment

Market Research  Planning  Information Packets  Marketing/Promoting

## Community Cruisers (visit other communities for ideas)

Planning  Go on visits  Report findings

## Trees Forever

Town Tree Survey & Needs Assessment  Planting  Watering/Maintenance

## Community Flower Pots

Planting  Watering

## Fourth of July (in Greenfield every three years – our next turn to host is 2020)

### Planning/Development

Fundraising/Sponsorships  Logistics/Crowd control  Entertainment  Kid's Activities  Parade

### Event Preparation

Make sponsorship signage  Phone calls/follow-ups  Prepare Volunteer Information packets

### Day of the Event (tentative list, more opportunities will be available when plans are finalized)

Work an information booth  Parade Registration/Line-up  Kid's Activities (rides, games, etc.)

Contests/Games  Set up tents & tables  Dump/remove trash  Delivering supplies

## Specialized Service (Indicate what area(s) below)

Community knowledge, history and research

Business Resource/Mentor

Building History/Historic Preservation

Fundraising

Building maintenance & repair

Advertising/Marketing

Landscaping/green space design

Conducting Surveys

**Consider being part of the Main Street Four Point Approach** – Local committees work in designated areas of the National Trust's tried and true Four Point approach to revitalization.

### Organization

Organization establishes consensus and cooperation by building partnerships among the various groups that have a stake in the commercial district. By getting everyone working toward the same goal, your Main Street program can provide effective, ongoing management and advocacy for your downtown or neighborhood business district. Through volunteer recruitment and collaboration with partners representing a broad cross section of the community, your program can incorporate a wide range of perspectives into its efforts. A governing board of directors and standing committees make up the fundamental organizational structure of volunteer-driven revitalization programs. Volunteers are coordinated and supported by a paid program director. This structure not only divides the workload and clearly delineates responsibilities, but also builds consensus and cooperation among the various stakeholders.

### Promotion

Promotion takes many forms, but the goal is to create a positive image that will rekindle community pride and improve consumer and investor confidence in your commercial district. Advertising, retail promotions, special events, and marketing campaigns help sell the image and promise of Main Street to the community and surrounding region. Promotions communicate your commercial district's unique characteristics, business establishments, and activities to shoppers, investors, potential business and property owners, and visitors.

### Design

Design means getting Main Street into top physical shape and creating a safe, inviting environment for shoppers, workers, and visitors. It takes advantage of the visual opportunities inherent in a commercial district by directing attention to all of its physical elements: public and private buildings, storefronts, signs, public spaces, parking areas, street furniture, public art, landscaping, merchandising, window displays, and promotional materials. An appealing atmosphere, created through attention to all of these visual elements, conveys a positive message about the commercial district and what it has to offer. Design activities also include instilling good maintenance practices in the commercial district, enhancing the district's physical appearance through the rehabilitation of historic buildings, encouraging appropriate new construction, developing sensitive design management systems, educating business and property owners about design quality, and long-term planning.

### Economic Restructuring (Business Improvement)

Economic restructuring strengthens your community's existing economic assets while diversifying its economic base. This is accomplished by retaining and expanding successful businesses to provide a balanced commercial mix, sharpening the competitiveness and merchandising skills of business owners, and attracting new businesses that the market can support. Converting unused or underused commercial space into economically productive property also helps boost the profitability of the district. The goal is to build a commercial district that responds to the needs of today's consumers.