



VOLUNTEER OPPORTUNITIES

My Special Word is a not-for-profit program with the aspiration of inspiring our youth to think about the wonderful people they are and that they hope to become through the use of positive words.

We promote positive and uplifting conversations across our nation and around the world. Through the power of WORDS, we strive to inspire our youth to live each day committed to their personal values – reflecting positively upon themselves and their relationships with others. Our vision is to encourage, inspire and excite our youth to become the amazing people that they are meant to become and to strive daily to reach their greatest potential and aspirations.

Check us out at: <https://www.myspecialword.com/>

My Special Word is offering curiosity-driven volunteers the opportunity to build their career portfolio with **purposeful, meaningful and impactful projects** that position them to be more competitive in the job market. We invite volunteers to consider the following opportunities at My Special Word. Volunteers filling these roles will report directly to the Executive Director of My Special Word.

If you are interested in learning more about these opportunities, email a statement of interest (no more than 250 words) that tells us (1) why you are a good fit for the opportunity and (2) your special word and why. Email to dewilliams@myspecialword.com include in your email subject line the name of the opportunity of interest. Please note that the final scope of a project is shaped after a mutual sharing of expectations and desired results between the Executive Director and the volunteer.

Social Media Jedi

Project Description: Assist Executive Director in planning and executing a social media awareness campaign. Generate both topical and evergreen content that increases awareness and long-term engagement among MSW's targeted audience. Analyze changes in social engagement, identify content gaps and initiate recommendations to maximize awareness of MSW on social media platforms. Quality writing will be very important.

Must have an enthusiastic passion and respect for the power of social media and a willingness to learn things outside your comfort zone.

Deliverable: Social Media Strategy, Social Media Calendar, Impact Awareness Campaign

Preferred Skills: Current engagement on Facebook, LinkedIn and Twitter; Microsoft Excel, Word, Trello, Canva, Google Docs

Ideal Majors: Communication, Marketing

Administrative Maven

Project Description: Coordinate executive communications and responding to emails and interfacing with clients. Schedule meetings and appointments and manage related details. Maintain an organized filing system of paper and electronic documents. Keep the prospect database updated. Must have an enthusiastic passion for organizing and detail and a willingness to learn things outside your comfort zone. Quality writing will be very important.

Deliverable: Organized and centralized paper and electronic files

Preferred Skills: Microsoft Excel, Word, PowerPoint, Outlook, Google Docs, Adobe Acrobat

Ideal Majors: Business Administration, Administrative Management

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Communications/Marketing Wiz

Project Description: Assist Executive Director in creating plan to attract donors, increase awareness, and build community engagement. Create, edit, and implement communications materials that include organizational announcements, press releases, group emails, executive letters, and fundraising letters.

Must have an enthusiastic passion for words and written communications and a willingness to learn information outside your comfort zone. Quality writing will be very important

Deliverable: Communications strategy and various communications templates

Preferred Skills: Microsoft Excel, Word, Google Documents, Adobe Acrobat, Mailchimp, Canva

Ideal Majors: Communications, English, Marketing

Graphic Design Superhero

Project Description: Design materials that speak to the impact of MSW that include annual report, infographic brochure, presentation and video. Create profile infographic on the reach and impact of MSW around the world.

Must have an enthusiastic passion for the union between visual arts and technology and a willingness to learn information outside your comfort zone.

Deliverable: Branding Guide, Annual Report, Infographics, PowerPoint presentation on Impact of MSW, Product/Service Flyers

Preferred Skills: Microsoft Excel, Word, Google Documents, Adobe Acrobat, Adobe Illustrator, Photoshop, Adobe InDesign, PowerPoint

Ideal Majors: Graphic Design, Website Design, Photography

Data Oracle

Project Description: Analyze data and engagement to find meaningful patterns, trends, and correlations give insight into MSW data-driven stories and competitive intelligence.

Must have an enthusiastic passion for data visualization and exploring, interpreting and analyzing data and a willingness to learn information outside your comfort zone.

Deliverable: Various spreadsheets of impact data

Preferred Skills: Microsoft Excel, Word, Google Documents, Adobe Acrobat

Ideal Majors: Data Analytics

Instructional Designer Master

Project Description: Work closely with Executive Director to analyze facilitation sessions and develop customized delivery solutions.

Must have an enthusiastic passion for designing curriculum and instructional guides that enhance the MSW experience in schools, communities and youth support organizations. Have a willingness to learn information outside your comfort zone.

Deliverable: Instructional guides for delivery of facilitated activities and Train the Facilitator curriculum for MSW Certified Facilitator Program

Preferred Skills: Data gathering techniques, business process review, Microsoft Outlook, Microsoft Word, Adobe Acrobat, Dropbox, Google Documents

Ideal Majors: Instructional Design, English, Communications

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Photo/Video Journalist Extraordinaire

Project Description: Photo and video assignments to produce compelling imagery that shows how MSW is changing children's lives.

Must have an enthusiastic passion for exploring life through the camera and be full of creativity. In addition, have a willingness to learn information outside your comfort zone.

Deliverable: Inventory of images and videos that support social media and MSW story content

Preferred Skills: Microsoft Outlook, Adobe Acrobat, Dropbox, Google Documents, Photoshop, YouTube

Ideal Majors: Journalism, Broadcasting, Photography, Fine Arts

Information Excavator

Project Description: Digging deep to compile, organize and segment market, industry, business and social information related to youth, teachers, education and communication.

Must have an enthusiastic passion for details, as well as, for locating and retrieving both technical and non-technical information from both online and offline sources. In addition, have a willingness to learn information outside your comfort zone.

Deliverable: Various facts, lists and figures that support the execution of the strategic plan

Preferred Skills: Microsoft Outlook, Adobe Acrobat, Dropbox, Google Documents,

Ideal Majors: Education, Library Science, Information Technology