

2024-2025 AmeriCorps Member Position Description



Partner Organization Name: Louisiana Appleseed

Corps Member Position Title: Volunteer & Outreach Coordinator

Supervisor: Adrienne Wheeler

Days/Hours of Service: Monday-Friday: 9-5

Physical Location: 935 Gravier St Ste 2155, New Orleans, LA 70112

Organization Mission and/or Goals:

Louisiana Appleseed solves our state's most challenging problems at their root cause by advocating for Access to Justice, Opportunity, and Education. We believe our state will be stronger through fair and equitable access to the courts, the economy, and public schools. To accomplish this, we build bridges between vulnerable communities and our extensive network of pro bono professionals to develop meaningful, sustainable solutions that help justice take root.

Program Mission and/ or Goals:

Our Center has served thousands of people through our many justice, opportunity, and education initiatives such as Appleseed's Heirs' Property Legacy Project, unlocking over \$16M in economic benefits to homeowners since 2007; Feed More for Less Project, allowing public schools to provide free breakfasts and lunches to children across the state; and Civil Legal Aid Supports Louisiana Project that has secured \$2.5M in state appropriations since 2019, yielding a 1,799% social return on investment.

Member Position Summary:

Louisiana Appleseed seeks a Volunteer & Outreach Coordinator. The member will identify new partnerships, distribute outward-facing materials, compile pro bono contacts at firms statewide, create campaign lists, draft press releases, attend and provide substantive feedback on presentations, track referrals and volunteer hours, and recommend new partnerships. The member may need to conduct cold calls to possible partners. The member will also be expected to assist with strategizing partnerships for maximum programmatic impact.

Essential Functions of Position:

- Communicate with staff on outreach efforts.
- Track outreach, referral, and pro bono efforts using Salesforce.

- Provide meaningful feedback on presentations by staff.
- Draft press releases on organizational activities.
- Introduce and promote Louisiana Appleseed programming.
- Identify grassroots organizations in the state that focus on our program areas.
- Contact potential partners and introduce Appleseed.
- Communicate with direct service providers on Appleseed strategy.

Member Impact

- # Community education events coordinated
- # People reached through events
- # Press releases published
- # Media spots secured
- # Individuals connected to legal services
- # Testimonials collected
- # Newsletters published

Ideal Candidate Qualifications

- Experience with or willingness to learn SproutSocial, Monday.com, Salesforce, and MS Excel.
- An interest in the following: design, sociology, online engagement, communication, law and society, and project management.
- Own or have access to a vehicle. Mileage reimbursement available.