

ACTIVITIES of the Ways & Means Director

Description of overall responsibility

The primary responsibility of the Ways and Means director is to serve as a quality gate for keeping the pulse on the health, promotion and therefore, the image of the club. Areas of interest may coincide with the duties of the Treasurer, outings and socials directors, Membership director and media functions. There are three basic roles the Ways and Means Director should consider in taking a pro active approach at supporting the club's health: Financial improvements, public relations or community affairs, and marketing.

The following activities fall within the responsibilities of the Ways and Means director:

Financial improvements

- Maximize efficiency of our funds – Location of meetings review for bidding of other opportunities
- Review how we spend our revenue/ membership dues/ policy on profit from club events
- Evaluate overhead expenses for newsletter, printing, distribution process
- Make recommendations for improvement, ways to fund our expenses and budgets
- Serve on finance committee w/ Treasurer to review and make recommendations on how we manage and invest our funds, cash flow

Publicity, Community Affairs

- Review activities, events, outings for opportunities to increase exposure to community
- Increase public opinion in positive light
- Organize opportunities for community involvement (adopt-a-highway, walk-a-thon, biking to tie in with social and outings programs)
- Organize and direct involvement with sister ski clubs in the Crescent Ski Council such as Winston/Salem Ski & Outing Club where members and guests can enjoy the benefits of group events and activities
- Indirect benefits to increase membership, generate revenue by more participation

As Media Director, there is an opportunity to seek how we can provide publicity to the general public about the club function and purpose, and to promote new growth.

Community events to get the GSOC name out to the general public
Publicity through Brochures, Business Cards, Publications

Marketing: Club Logo and Community Events

- Promote club image by club logo and merchandise
- Generate revenue through sale of merchandise
- Community events to get the GSOC name out to the general public