



**JUNIOR LEAGUE OF
EVANSTON-NORTH SHORE**

Women building better communities®

PLACEMENT GUIDE

**For the 2011-2012 League Year
June 1, 2011 through May 31, 2012**

General Information about the Placement Process

About the Placement Guide

This Guide includes a description of each committee that needs committee members, followed by the Placement Contract. Each committee description includes the following: names of current and slated Chair(s) and Chair Elect, purpose of the committee, time frame describing when the committee is active during the League year, number of committee members needed, and a detailed description of the committee and what the committee members will do.

How to indicate your placement preferences

You will indicate your placement preferences on your Placement Contract. You may submit your Placement Contract on **April 20, 2011** at Placement Showcase to be held at the Winnetka Community House. Each member indicates three (3) Placement choices for the 2011-2012 League year, rating them 1, 2 and 3, with "1" being your first choice. Every Active member (including those who have been slated for Policy Board and Management Board positions) must turn in a completed and signed Placement Contract, which is on the last page of this Guide.

About the Placement Contract

The Placement Contract is on the last page of this Guide. You will indicate your top three (3) placement choices on the contract. Each member needs to complete the Placement Contract either at Placement Showcase on April 20th, or **send it to Katherine Caskey by April 30th** via one of the following ways:

- **Mail** to: Attn: Katherine Caskey, JLE-NS, 620 Lincoln Avenue, Suite 209, Winnetka, IL 60093.
- **Email** to: Katherine Caskey at bairdchile@hotmail.com (your name typed on the "signature" line is fine).
- **Fax** to: Attn: Katherine Caskey, c/o JLE-NS at (847) 441-6423.

Please note that if you are in a slated Policy Board or Management Board position for 2011-12, you will still need to fill out and turn in a Placement Contract.

Notification of Your Placement:

You will be notified of your placement shortly following Placement Showcase. Every effort will be made to place each member in the project or committee of her first choice, but League placement needs may require you to accept your second or third placement choice. If no Placement Contract is received, you will be placed on a committee based on the needs of the League. **A member cannot be placed on a committee if she has not paid her 2011-2012 dues.** Payment plans are available (please contact JLE-NS President Jeanni McCormick at jeanni17@juno.com if you would like more information on payment plans). Each member must complete the terms of the 2011-2012 Placement Contract by the end of the League year on May 31, 2012. A member may change her placement through consultation with the Nominating & Placement Chair Elect in conjunction with President and President-Elect.

Community Impact Committees

Do you want to make a visible contribution to our community next year? If so, you should consider one of the following committees as a placement for next year.

FITTING FUTURES COMMITTEE

2010-11 Chair: Tracy Reeder
Slated 2011-12 Chair: Julie Finerty
Slated 2011-12 Chair Elect: To be determined



Purpose: To provide free professional clothing and wardrobing services to women referred by social agencies for job interviews and employment at 3 fittings to be held on a quarterly basis at Thrift House. To conduct a free "Job Readiness Day" event for women seeking employment in March or April.

Timeframe: This committee is active year-round.

Number of Volunteers: Chair and Chair Elect and 9 committee members (11 total).

Description:

This committee is a great opportunity to drive our own impact in the community. It provides hands-on, direct contact with people in need and synergies with our existing Thrift House operation in terms of both donations and shoppers.

As a member of this committee, you will be able to contribute in the following ways:

- Participate in one or more areas, such as: Inventory Management – Clothing Procurement – Community Relations – Special Events – Additional Services – Job Readiness Day
- Work on special events, such as a shopping night, fashion show, to promote/market the service and get donations (special events to be hosted at the discretion of the committee)
- Drive PR and marketing for Fitting Futures and the Job Readiness Day, including, but not limited to, content on our website.
- Volunteer at fittings working with social service agencies, the women referred by the agency, and League members serving as personal shoppers.
- Help plan and execute a Job Readiness Day, including setting the date, and location of the event, as well as determining the services to be provided, finding participants, marketing the event, organizing volunteers, conducting the services on the day of the event, and getting PR for the event.

Community Impact Committees (con't)

SCHOLARSHIP AND COMMUNITY GRANTS COMMITTEE

2010-11 Chair: Nicole Bogdanovich
Slated 2011-12 Chair: Tracy Reeder



Purpose: Provide scholarships to deserving students for secondary education, and provide grants to fund other non profit organizations' programs and services. Research grants that JLE-NS can apply for and, if applicable, prepare JLE-NS grant application.

New for 2011-2012: Conduct a diaper drive in the fall of 2011 in partnership with Huggies' Every Little Bottom campaign.

Timeframe: This committee has flexible monthly meetings and telephone work (small amount of additional time may be needed during the fall diaper drive in late October and early November).

Number of Volunteers: Chair and 4 committee members (one committee member will focus on researching grant opportunities for JLE-NS and preparing an application, if applicable) (5 total).

Description:

This committee is a great opportunity to benefit the community. Awarding grants and scholarships is very satisfying, and committee members learn about needs in our community. Applying for grants could benefit our League's community outreach. Working on the Every Little Bottom Campaign addresses a specific need in our community.

As a member of this committee, you will be able to contribute in the following ways:

- Review scholarship applications and award scholarships to local college and high school students
- Conduct mini fundraisers such as Gift Wrap for holiday shoppers (new venue will need to be located due to Borders' closure).
- Solicit and evaluate grant requests that meet the grant criteria.
- Drive PR and marketing for our scholarships and grants program, including website.
- Research grants that JLE-NS can apply for, and if applicable, prepare JLE-NS grant application.

For diaper drive:

- ◇ Identify partner(s) to whom diapers will be donated.
- ◇ Set out collection boxes during the drive period (likely 4-6 weeks).
- ◇ Using templates provided by Huggies, submit press releases about the drive and publicize the drive externally through posters or other means.
- ◇ Publicize the event internally through Update, JLE-NS website and Facebook to encourage members to donate and to enlist friends and family to donate.
- ◇ Collect diapers at November GMM and deliver them to partner organization(s).

Fundraising Committees

Are you creative? Do you want to participate in rewarding projects that raise funds for our Community Projects and League operations? (We can't do projects or operate without funds!) If you have a vision for how to improve or execute one of our fundraisers, you should consider one of the following committees.

THRIFT HOUSE COMMITTEE

2010-2011 Chair: Dina Mead

Slated 2011-12 Chair: Jeanni McCormick

Slated 2011-12 Co-Chair: to be determined



Purpose: The Thrift House serves the community by providing gently used, good quality merchandise at nominal prices and returns profits to the community through the JLE-NS community projects. Thrift House also donates thousands of dollars of merchandise each year to people in need through its voucher program with Mary Lou's Place, a battered women's shelter, and the Youth Job Center of Evanston. Thrift House is the League's primary, long-term fundraiser that funds both our operations and our community projects.

Timeframe: This committee is active year-round, with a heavier focus at Fall and Spring Opening. Includes monthly committee meetings and spending time at Thrift during member events (pricing days, bag sales).

Number of Volunteers: Chair and Co-Chair and 7 committee members (9 total).

Description:

This committee is a great opportunity to make an important impact on the League budget and funding of community projects. Committee members learn about merchandising and running a small retail business.

As a member of this committee, you will be able to contribute in the following ways:

- Help monitor monthly sales and progression to achieving the fundraising targets.
- Work with TH Manager and staff to improve net and gross revenues by developing and confirming direction for donations, pricing, merchandising, store layout, signage, marketing, promotions, etc.
- Review voucher requests and provide vouchers to the YWCA's battered women's shelter and the Evanston Youth Job Center as needed.
- Organize and promote volunteer and donation events, including at General Membership meetings.
- Drive PR and marketing, and advertising for Thrift House, including but not limited to providing content for our website.

Fundraising Committees (con't)



COOKBOOK COMMITTEE

2010-11 Chair: Tammy Mitchell

Slated 2011-12 Chair: To be determined

Purpose: Promote and sell JLE-NS' It's a Shore Thing cookbook, the official cookbook of the North Shore.

Timeframe: This committee is active year-round, with monthly committee meetings and staffing a sales table at General Membership meetings and other events.

Number of Volunteers: Chair and 2 committee members (3 total).

Description:

This committee is a great opportunity to make an important impact on the League budget and funding of community projects. Committee members are part of a creative, sales focused team and learn about marketing and selling a publication. Committee members have the opportunity to create new promotional channels for the book, including special events to sell books.

As a member of this committee, you will be able to contribute in the following ways:

- Develop and execute a creative 2011-2012 Marketing and Sales Plan to achieve the budgeted gross and net fundraising target, including:
 - ◇ Refreshing stock at local retailers
 - ◇ Developing new retailer relationships
 - ◇ Selling cookbooks at internal and external functions, including the Kitchen Tour
 - ◇ Driving PR and marketing for the cookbook, including but not limited to providing content for the JLE-NS website
 - ◇ Evaluating reprint schedule and pricing
- Monitoring monthly sales and progression to achieving the budgeted gross and net revenue fundraising target and work to improve as needed.

Fundraising Committees (con't)

KITCHEN TOUR COMMITTEE

2010-11 Chair: Kate Kligora
Slated 2011-12 Chair: to be determined
Slated Chair-Elect: to be determined
Slated Sub-committee chairs: Steffanie Danby and Kara Owens



Purpose: Conduct the Kitchen Tour event to raise funds for the League and raise awareness of the League in the community. The Kitchen Tour not only supports our League financially, it helps us attract new members and allows us to create new relationships with sponsors and community partners.

Timeframe: This committee is active year-round, with monthly committee meetings with additional meetings as the date of the Kitchen Tour gets closer.

Number of Volunteers: Chair, Chair Elect, 2 Sub-committee Chairs and 8 committee members (12 total).

Description:

This committee is a great opportunity to see concrete results from your volunteer efforts. You can shape the League's newest fundraising project, while having the benefit of the groundwork done by this year's committee. Learn new skills and meet lots of people in the League and in the community.

As a member of this committee, you will be able to contribute in the following ways:

- Achieve the budgeted gross and net fundraising target for the Kitchen Tour.
- Participate as a member of one of the sub-committees:

Kitchens & Homeowners Sub-Committee: Obtain kitchens and make them a draw for attendees, while keeping homeowners happy. Train volunteers on what to do in each home for the day of the event.

Marketing, Advertising and PR Sub-Committee: Execute advertising, marketing and PR plan to sell tickets, work on invitations, flyers and posters and obtain media sponsor.

Ticket Sales Sub-Committee: Determine ticket price, collaborate with Marketing sub-committee on invitation, manage ticket purchase process and develop and maintain Kitchen Tour webpage.

Business Sponsorship & Program Book Advertiser Sub-Committee: Determine sponsorship levels, identify target list of sponsors and program book advertisers, solicit sponsorships and advertisements, create and print program Tour Book, coordinate recruitment and organization of volunteers for the day of event.

The following placements involve working with your fellow members.

League Operations Committee

Are you interested in building our League's community presence? Do you want to increase membership satisfaction and use your creativity? If so, this committee is for you!

INTERNAL & EXTERNAL COMMUNICATIONS COMMITTEE

2010-11 Chair: Carrie Cobb

Slated 2011-2012 Chair: Carrie Cobb

Slated 2011-12 Chair Elect: Tricia Chookaszian

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Purpose: External communications aspect is responsible for achieving community visibility for the League through all media channels (print, internet, etc), including our own website. Internal communications aspect is responsible for the membership content on our website, the League page on Facebook.com and the JLE-NS Update newsletter.

Timeframe: This committee is active year-round, including monthly committee meetings.

Number of Volunteers: Chair and Chair Elect and 3 committee members (5 total) (1 member focused on website, 1 focused on social networking, 1 member focused on JLE-NS Update Newsletter, 1 member focused on press releases).

Description:

This committee is an opportunity to make a huge impact on the League by gaining visibility in the community with potential new members, community partners, and donors. Committee-specific public relations, marketing, and advertising will be driven by each committee. Internal and External Communications Committee Members may collaborate with, provide ideas, and advise the committees, but are not responsible to drive committee specific activities.

As a member of this committee, you will be able to contribute in the following ways:

- Plan and execute press releases, advertising, articles, and other external communications for the League overall.
- Develop signage and marketing material for JLE-NS overall.
- Oversee the JLE-NS website and ensure content is kept updated.
- Administer the JLE-NS page on Facebook.com and the AJLI website.
- Create JLE-NS Update quarterly Newsletter
- Create President's memorabilia album or slideshow.
- Take photos at events for various publicity and communication purposes.

Membership Committee

Are you interested in contributing to the social aspect of our League and establishing the training and leadership programs for our members? If so, this is the place for you!

MEMBER ENRICHMENT COMMITTEE

2010-11 Chair: Bev Birck

Slated 2011-12 Chair: to be determined



SOCIAL RESPONSIBILITIES

Purpose: Providing activities that enable JLE-NS members to have fun together.

LEADERSHIP DEVELOPMENT & TRAINING RESPONSIBILITIES

Purpose: Researching and implementing training relative to the JLE-NS community program and leadership training needs.

Timeframe: The Member Enrichment committee is active September through May, with the possibility of arranging one summer event. This includes arriving early at General Membership meetings to provide and set up refreshments and staying afterwards to clean up.

Number of Volunteers: 1 Chair and 4 committee members (5 total)

Description:

The **Leadership Development & Training** part of the committee fulfills the parts of our mission related to “developing the potential of women” and “improving our communities through the effective action of trained volunteers.” The League separates itself from other volunteer organizations because we are “trained” volunteers, and this committee allows members to explore what training opportunities would be beneficial for our League.

The **Social** part of the committee is an opportunity to meet lots of members by creating and arranging a minimum of four financially self-sustainable social events during the League year, one of which one would be a Volunteer In A Day project.

As a member of the Member Enrichment committee, you will be able to contribute in the following ways:

- Create a training and development plan for the year by October and work with leadership to ensure it meets the needs of the organization and works within the calendar and budget.
- Implement the training and development plan.
- Create and arrange a minimum of four financially self-sustainable social events during the League year, one of which would be a Done In A Day project.
- Be creative in the planning and shopping for the refreshments for the General Membership meetings.

JUNIOR LEAGUE OF EVANSTON-NORTH SHORE
2011-2012 Placement Contract

Please indicate three (3) Placement choices, ranking them from 1 to 3, with "1" being your first choice. Every effort will be made to place you in your first choice. However, League placement needs may require you to accept a second or third placement choice. Please refer to the 2011-2012 Placement Guide for committee details. If no Placement Contract is received, you will be placed on a committee based on the needs of the League. Also, because each committee will be responsible for doing their own PR, please indicate if you would like to do the PR for a specific committee by checking the "PR" line next to the committee name. **A member cannot be placed on a committee if she has not paid her 2011-12 dues.** Payment plans are available (please contact JLE-NS President Jeanni McCormick at jeanni17@juno.com if you would like more information on payment plans).

If you are unable to attend Placement Showcase on April 20, you MUST **get your completed contract to Katherine Caskey by April 30** via one of the following ways:

- Mail to: Attn: Katherine Caskey, JLE-NS, 620 Lincoln Avenue, Suite 209, Winnetka, IL 60093.
- Email to: Katherine Caskey at bairdchile@hotmail.com (your name typed on the "signature" line is fine).
- Fax to: Attn: Katherine Caskey, c/o JLE-NS at (847) 441-6423.

_____ **Fitting Futures (Needs 9 committee members and 1 Chair-Elect*)** _____ **PR**
_____ **Scholarship & Community Grants (Needs 4 committee members)** _____ **PR**
_____ **Thrift House (Needs 7 committee members and 1 Co-chair*)** _____ **PR**
_____ **Cookbook (Needs 2 committee members and 1 Chair*)** _____ **PR**
_____ **Kitchen Tour (Needs 8 committee members and a Chair* and Chair-Elect*)** _____ **PR**
_____ **Member Enrichment (Needs 4 committee members and 1 Chair*)**
_____ **Internal & External Communications (Needs 3 committee members)**

*For members who are interested in a currently vacant Chair, Chair-Elect or Co-Chair position, please list position: _____

** For members who have been slated and approved for a Policy Board or Management Board position, please list that position: _____

The following are the JLE-NS Active Member Requirements to be completed by May 31, 2012:

- Payment of 2011-2012 dues by April 1, 2011.
- Active participation on chosen committee.
- Participation in the voting process.
- Attend 2 General Membership meetings.
- Work the following number of hours at Thrift House, or buy out the hours at \$14 per hour:
 - ◇ Active member with 6 or fewer years of Active membership: 6 hours
 - ◇ Active member with 7+ years of Active membership: 3 hours
 - ◇ Active member on Baby Leave during the current League year: 3 hours
 - ◇ Transfers with 6 or fewer years of Active membership: .5 hour per month in JLE-NS (up to 6 hrs)
 - ◇ Transfers with 7+ years of Active membership: .25 hour per month Active in JLE-NS (up to 3 hrs)
- *Please note that years of Active membership does not include the New Member year.
- Donate at least \$100 in gently used merchandise to Thrift House.
- Complete one Fundraising credit through time worked, financial contribution or in-kind donations.
- Complete one Community Service credit through time worked, financial contribution or in-kind donations.

By signing below, you are making a commitment to the Junior League of Evanston-North Shore to complete the above requirements.

Member Name (Please Print) _____
Signature _____ Date _____
Email _____ Home Phone _____ Cell _____

~Do you anticipate taking Baby Leave during the 2011-2012 League year, and if so, what part of the year? (from 6/1/11 to 11/30/11 or 12/1/11 to 5/31/12) _____ (This information will be kept confidential)~

Photography Release: I give JLE-NS permission, in connection with any photographs and/or video taken at the JLE-NS event of myself and minor children accompanying me, to use and reuse, in any manner at all, photographs and/or video in whole or in part, in any print or electronic (internet) media and for any purposes whatsoever, including without limitation, all promotional or publicity uses. I also give JLE-NS permission to release name and home town information in any print or electronic (internet) media for promotional or publicity uses. Further, I release JLE-NS, its officers, directors, employees and agents from any and all claims, actions and demands arising out of or in conjunction with the taking and use of said photographs or video.

Photography Release signature _____ Date _____