

New Entry Sustainable Farming Project

Volunteer Position Description

Title: "Choose Fresh and Local" License Plate Advocate Volunteer

Purpose: Do you love local agriculture? Then this position is for you! The purpose of the "Choose Fresh and Local" License Plate Advocate Volunteer is to assist New Entry Sustainable Farming Project increase the public's awareness about the "Choose Fresh and Local" specialty agriculture license plates, and to get more people to register. This will be done through social media, other online platforms, and potentially in person outreach events. Proceeds from the license plates support the following Massachusetts food and farming organizations: New Entry Sustainable Farming Project, MA Farmers Markets, and the Beginning Farmer Network. For more info visit

<http://www.mafoodplate.org/>



Suggested activities: The volunteer will be given outreach materials (i.e. fliers, postcards, etc.) and the knowledge of the program in order to spread the word about this great opportunity to support local agriculture. Other activities that can be completed are creating a social media campaign for New Entry and other related organizations, writing and distributing press releases and articles regarding the "Choose Fresh and Local" specialty agriculture license plate, and making phone calls to individuals who have shown interest.

Measures: Measures of success will be a significant increase in the number of total license plate sign ups.

Qualifications: Experience with communications, marketing and social media. Our ideal volunteer is outgoing, friendly, and excited about the New Entry mission as well as helping us grow through fundraising efforts.

Time frame: This is flexible depending on the volunteer's availability, and which outreach activities he/she chooses to do. We would like someone who can commit to the project for at least two months.

Site/Supervision: The volunteer will work directly with the New Entry Volunteer Coordinator. This will take place out of our Lowell, MA office.

Benefits: Feel good knowing you are contributing to a small non-profit with a mission of training new farmers while providing access to fresh and local food to low-income residents in Massachusetts as well as helping to raise funds for future work.

Contact Info/Next Steps: To inquire about this volunteer position, visit www.nesfp.org/volunteer