

## Connecting Emerging Leaders to The Pioneer Valley’s Diverse People and Priorities

*Nonprofits and public agencies are invited to work with a Team of 5-6 Leaders*

We know this is a tough time for most non-profits. How can a team of professional leaders help you and your mission?

Leadership Pioneer Valley identifies, develops and connects diverse leaders to strengthen the region. Our (currently) six-month LEAP program immerses participants in a leadership curriculum that examines critical regional issues. Key to this work are action learning projects with community partners.

**Interested in being an action learning partner? Let us know if one of our teams can support your organization by completing this [brief form](#).**

### Process

LEAP Teams identify a partner based on their collective interests and the partner’s stated objectives, and then work with the partner to develop a formal scope of work. Then, teams will move forward mostly independently and deliver a completed project toward the end of their LEAP experience.

From a partner's perspective, these teams might play a similar role as an ad-hoc committee or even a consulting group. Unlike regular volunteers, they won’t require regular management. They are interested in projects, not assorted tasks.

### Timing

2/15	Responses from Prospective Partners Due to LPV
2/26	Teams Receive List of Prospective Partners
3/8	Partners Alerted Of Selection
3/8-3/22	Formal Project Scope Development between Teams and Partners
3/22-6/11	Project Implementation
6/11/21	Targeted Project Completion
6/22/21	LEAP Concludes

### Ideal Partnerships

Work with an LEAP team will allow organizations to **advance under-resourced ideas or initiatives** with hands-on support from a unique and talented group.

The best projects offer a balance between concrete objectives and flexible strategy. LEAP teams have developed initial business plans for new programs, led research and focus group efforts, developed communication strategies, organized events, produced videos and more.

**All projects should have an equity lens and address the pandemic. Teams have expressed informal interest in:** Education, Economic Development, Public Health, , and Housing.

**Interested? Please [Let Us Know Online!](#)**

## **Other Details to Note:**

- Fundraising initiatives are excluded from consideration, but marketing and outreach plans are acceptable.
- Projects must be viably implemented by 5-6 individuals working for 5-8 hours each over a 3 month period. If you have a bigger idea, consider proposing a subcomponent.
- Proposals requiring highly specialized skills are less likely to be selected (Professional-level video editing, software programming, etc.)
- Proposals that allow flexibility or to-be-refined goals are highly encouraged, but applicants should be available to work with an LEAP team in determining deliverables early in the process. (including 1-2 meetings in March)
- Once goals and objectives are identified, projects should allow teams to work with relative autonomy. Micromanagement is not appropriate in this context.
- Project sponsors must be able to answer questions and provide info where appropriate.
- Resubmissions and proposals from organizations that have already collaborated with LPV are encouraged.
- All partnerships will require approval of an organizational executive and must be approved by Leadership Pioneer Valley Staff.
- In the case of staff transitions, sponsoring organizations are expected to continue work with LPV teams if at all possible.

*Please note: Projects will be evaluated on viability, community impact and usefulness to our teams; highly formal applications are not required.*

## **Examples of Past Team Projects:**

- Developed a marketing and communication plan for the Opioid Task Force of Western MA;
- Scoped a mentor outreach plan for a new refugee resettlement program;
- Developed enrollment strategies for the Community Music school of Springfield;
- Developed a volunteer recruitment video for the Girl Scouts of Western MA;
- Created a survey of more than 700 young professionals in the Pioneer Valley to understand their interests, needs, and challenges to help retain them in the area;
- Organized a large convening to increase collaboration among stakeholders to provide better pathways from education to careers in the Valley;
- Community outreach plans for a high school band booster organization;
- Created a website with testimonials to provide easy to access resources for underserved families interested in higher education;
- Created a college engagement model for the Food Bank of Western MA;

**More information on Leadership Pioneer Valley and our program participants is available at [www.leadershippv.org](http://www.leadershippv.org)**

## Example Project Summaries –Past Applicants

### 1. Connect Springfield Families to Music Education

Help **increase enrollment order to serve more families**. Community Music School of Springfield inspires people of all ages to begin or renew a lifelong journey into the joy of music and the arts, and to make this experience accessible and affordable to all people in our community. They invite an LPV team **to create and implement a comprehensive enrollment and capacity-building strategy** involving marketing and community outreach. The planning and preparation stage should take about 2 months, and the strategy would be implemented throughout the remainder of the project. The LPV team would meet with the CMSS Board's Enrollment Committee to discuss current strategies and tactics already underway, and visions for the future. The team would then begin the planning process. Once the strategic plan is complete, the team would be the lead in implementation – (e.g. creating and disseminating marketing materials).

### 2. Women Rising Project

Help **build bridges between refugee women and existing women leaders** in the community and support cultural navigation and movement towards economic self-sufficiency. The Greater Springfield area is home to thousands of refugee women. These women are often isolated, invisible and underserved. Through mentoring relationships, this project seeks to build increased economic, social and civic engagement and self-sufficiency of refugee women in our area. Catholic Charities has staff, capacity, partners and expertise to bring this vision to fruition. We see the LPV team as well-connected and diverse members of the community functioning to 1) identify and cultivate women leaders willing to act as mentors, friends and teachers, 2) help us shape the foundation of a mentoring program through best practices, 3) Develop a large pool of women in the community willing to offer their time, on a onetime or on-going basis, to engage with refugee women through teaching specific cultural, social, parenting and life skills.

### 3. Create and Share HERstory

Help lift up the voices of girls, adult volunteers, and alumnae by **identifying, recording and designing a marketing plan for video stories** from the GSCWM community. This project will provide a space for girls to tell their story, and inspire others to participate. LPV Team members would receive support from GSCWM in how to work with girls, and in connecting with scouts, leaders and other volunteers. The project entails developing an understanding of the work of the organization, connecting with scouts and volunteers at different sites, and gathering stories. The team would have flexibility in determining the number of stories, format, and benchmarks for progress. Team members would be invited to assist the GSCWM in implementing marketing of stories, but not required to lead it.

### 4. Communication and Marketing Plan

Help the Opioid Task Force **get the right messages the appropriate audiences**. The Opioid Task Force, based in Franklin County and the North Quabbin Region, is a cross-sector community collaboration addressing the opioid crisis locally by facilitating efforts directed at prevention, intervention, treatment and recovery. The proposed project is a Communication and Marketing Plan. This project will entail the creation of a comprehensive plan that incorporates the many goals of the Task Force, as well as the many audiences. This includes timing of messages, methods of communication, and content of messages. We have identified goals and priorities, which we will be able to provide to the team. An effective marketing and communications plan. Awareness is the first step toward creating change in the community and, while this is happening, a plan will help to ensure continued and consistent awareness of the issue.