



CARROTMOB

RESPONSIBILITIES TO DELEGATE

LEADERSHIP

- Conducting and leading meetings
- Keeping, organizing, and sending out meeting minutes
- Delegating and regularly following-up with team's responsibilities
- Acting as a moral compass—making sure the group is keeping within the parameters of both a) Carrotmob Principles and b) the Big Decisions made in Step 3
- Making and maintaining contact with Carrotmob HQ
- Directing the events on the Big Day of the Carrotmob
- Filling out the end survey to contribute to Carrotmob improvement

BUSINESS INTERACTION

- Drafting and personalizing invitation letters
- Dropping off the letters
- Personally visiting the business owners and explaining the Carrotmob event
- Conducting the bidding process and selecting the winner
- Cordially letting the losing businesses know they didn't win
- Handling all other correspondence with businesses throughout the process

LOGISTICS

- Go through the business checklist with the winning business
- Make contact with the police, city officials, and any other necessary institution
- Find / enlist entertainers to spice up your event
- Figure out how to streamline the purchasing process—make it a pleasant customer experience

MANAGING VOLUNTEERS AND INTERESTED CARROTMOBBERS

- Keeping track of volunteers / local Carrotmob supporters
- Delegate tasks and responsibilities, manage and follow-up with them
- Make assignments for the day of the event

MARKETING AND PUBLICITY

- Managing all social media (Twitter, Facebook, the blog, etc.)
- Personalizing the flyer, poster, and sign templates
- Printing the marketing materials, posting them, and handing out flyers
- Speaking with the press