HOMETOWN PRIDE
A KEEP IOWA BEAUTIFUL PROGRAM

The Role of the Hometown Pride "Coach"

All Hometown Pride communities are provided with a "community coach." The coach is a professional community development expert who helps you establish the Hometown Pride program in your community, then advises and supports you for the first 5 years.

The "coach" is neither a director nor an assistant – they do not dictate what is done, and they do not carry out the work themselves. Rather, they work with committee volunteers to identify shared community goals, and then provide volunteers with the advice, skills, resources and encouragement they need to reach those goals.

Like the coach of a sports team, Hometown Pride coaches help participants learn the best strategies for "playing the game" and motivate them to keep going until they get the win!

How can our coach help our Hometown Pride committee?

The coach is a valuable resource for your Hometown Pride committee – make sure you take full advantage of their expertise. Your coach will attend all your regular meetings and will be available between meetings for advice and direction.

Here are some things your coach can help your committee with:

- Establishing a clear action plan for the committee, based on your goals
- Creating strategies for recruitment and retention of volunteers
- Helping committee members learn how to successfully apply for grants and other funding
- Identifying resources/funding that will help you implement your committee goals
- Providing "best practices" and case studies that show how to complete a project (e.g. – examples of how other towns have achieved a similar goal: what were their processes, fundraising strategies, challenges, community partners, etc.)
- Connecting with other local organizations to encourage collaboration on your initiatives
- Training committee officers and helping with leadership transitions/succession
- Helping committee leaders run meetings that are both positive and productive
- Advising on important practices you should follow to manage your organization and finances (e.g. committee guidelines/bylaws, transparent bookkeeping, etc.)
- Serving as a spokesperson for the committee and advocating for media coverage
- Reviewing city plans to identify how Hometown Pride can advance shared community goals
- Connecting you with volunteers in other Hometown Pride communities to exchange ideas