



## Young Professionals Council (YPC) Description and Responsibilities



### A. Mission

The Young Professionals Council (YPC) provides guidance and access for young professionals interested in becoming leaders in the floriculture industry. The YPC offers leadership and networking opportunities, while also providing volunteer opportunities with the American Floral Endowment (AFE). Members are given the opportunity to share their ideas, collaborate with influential industry members and interact with other young professionals with similar interests and career goals.

### B. Objectives

- Raise awareness about AFE and the floriculture industry through marketing, social media and events.
- Learn about nonprofit board service by engaging in training, shadowing and mentoring opportunities with AFE Board and staff.
- Volunteer with AFE in a variety of areas: fundraising, events, scholarship review, etc.
- Reach other young professionals interested in becoming active in the industry.

### C. Roles and Requirements

Members must:

- Be 21-35 years old and dedicated to AFE’s mission
- Commit to using your skills and strengths to advance AFE and build a strong group of supporters and donor prospects
- Be an ambassador for AFE and commit to expanding AFE’s network of friends and supporters
- Participate in one or more volunteer activities, i.e., scholarship review, fundraising dinner efforts, article/social media contributions
- Participate in at least 2 calls/meetings each year
- Assist in promoting AFE’s annual gala among peers
- Help develop and employ new strategies and approaches for fundraising, marketing, outreach and planning. Examples include:

Month(s)	Activity
January – March	Contribute stories or story ideas for the newsletter; participate in YPC call
April – June	Forward or share AFE communications to industry contacts and peers
July – September	Attend, promote or follow up from annual dinner
October – December	Mentoring conversations; Participate in YPC call or webinar
Ongoing	Contribute, report, share AFE’s social media messages; participate in various volunteer activities

### D. Time Commitment

Volunteers set their own schedule and will be given a great deal of autonomy. We request that each volunteer make time monthly to assist with the council’s activities. Time commitments will ebb and flow, particularly around the timing of major events.

### E. Financial Commitment

No financial contribution is required to join the YPC. However, all YPC members are encouraged to contribute to AFE.