

**Zone and Area Chairs**

The Salvation Army is looking for community leaders who are willing to be involved in the organisation of the Doorknock Appeal (community campaign) component of the Red Shield Appeal. Peopleare needed who have influence, energy and organising ability, and who are willing to provide their time to help plan, lead and deliver the appeal collection. These people will normally have a leadership position in their community and be willing to provide personal financial support for the appeal to an extent consistent with their means. Their personal values and reputation will be consistent with the Army’s values and mission.

As Appeal Chairs these people will work with Appeal Directors (employed Salvos representatives) to help recruit appeal other organisers, plan and maximise the doorknock collection, and oversee related activities for the campaign within a defined region (an Area or Zone).

Generally, an appeal Zone comprises one to several suburbs. An appeal Area will comprise 8 or 10 Zones.

The Area Chair’s role is to help identify and recruit other community leaders as Zone Chairs, and oversee the effectiveness of the appeal campaign within the Zones comprising his or her designated Area. The Zone Chair’s role is to recruit other people as Zone Committee members (ideally 3-5 people) who plan and implement the appeal collection within their Zone with the assistance of the local Appeal Director.

In order to serve this role effectively, the Chair should have the following personal qualities:

* have empathy for the Salvos' Christian values, and be of good reputation
* be motivated by a sense of public service and support for the Salvos mission
* have personal influence and a network within their community, to enable them to:
  + recruit other capable and effective appeal supporters; and
  + support the appeal in dealings with local authorities, organisations and schools
* be a good organiser, and able to lead and facilitate effective planning
* be able to provide leadership and support to the appeal structure
* be energetic, willing to work co-operatively with other appeal supporters, provide guidance to the local Appeal Director and provide access to their contacts
* be available to attend organising committee meetings (6 to 8 meetings) during the period from February to May, plus occasional other meetings/phone calls, etc.

The person could be a leading business person, come from a local Chamber of Commerce or industry body or Parents and Citizens Association, be a current or former local councillor, or perhaps involved in a local service or sporting club.

31 July 2014