



Playworks Pacific Northwest

Role Description: Founding Co-Chair, Pacific Northwest Ambassador Board

At Playworks, we believe in the power of play to bring out the best in every kid. Our mission is to improve the health and well-being of children by increasing opportunities for physical activity and safe, meaningful play. We create a place for every kid on the playground to get active, build valuable skills, connect, and have fun.

Ambassador Board Overview

Based in the Seattle market, the Playworks Pacific Northwest Ambassador Board is a unique opportunity to support and advance Playworks' mission while gaining valuable experience. As a member, you will develop leadership, fundraising and strategy skills, access professional development opportunities with Playworks' leadership team, and expand your personal and professional network.

Ambassador Board members play a key role in ensuring more kids have access to safe and healthy play, building impactful partnerships, increasing Playworks' visibility, and strengthening community engagement. By joining, you'll help create opportunities for kids to experience the power of play while growing as a leader in your community.

Co-Chair Role

As a founding Co-Chair, you'll have the opportunity to shape this new Ambassador Board. You will partner with Playworks staff to:

- Recruit members: Leverage your extended network and do some "cold" outreach to identify and contact prospective AB members with diverse backgrounds and professional experiences.
- Lead or co-lead a committee: Set meeting agendas, facilitate bi-monthly virtual meetings, and follow up with members on action items.
- Lead one in-person gathering per year: Each Co-Chair will rotate taking the lead on planning logistics for and facilitating one semi-monthly Ambassador Board meeting per year.

Time Commitment

Volunteer service of approximately 4-6 hours per month, including one meeting per month:

- Bi-monthly full Ambassador Board in-person gatherings, over happy hour at rotating locations around the Seattle area
- Opposite months are virtual committee meetings

Ambassador Board Committees

Marketing Committee: *Increase Playworks' visibility in the Seattle-area community*

- Share posts, stories, and videos from Playworks Pacific Northwest on social media platforms
- Create content showcasing involvement with Playworks, such as photos and testimonials
- Spread the word about events through personal invitations and social media campaigns
- Reach out to legacy and social media influencers to secure mentions/stories/profiles

Corporate Outreach Committee: *Engage in corporate outreach to build lasting relationships*

- Identify potential supporters in corporate, philanthropic, or civic sectors
- Identify and build connections with prospective partners for corporate volunteer, teambuilding, and school site visit opportunities
- Pitch cause-marketing partnerships
- Introduce corporate decision-makers to Playworks' leadership team for workplace giving and partnership opportunities
- Recommend candidates for Playworks' advisory or governance boards

Event Committee: *Plan a new and exciting fundraising event*

- Target date of September 2026, Seattle-based fundraiser
- Design event format (TBD - think more fun/active/unique, less gala)
- Plan event logistics and secure vendors in partnership with Playworks staff
- Connect with businesses and corporations to secure sponsorships
- Secure in-kind donations
- Support with pre-event planning and day-of activities

Proposed Timeline

- April 2025: Prospective Co-Chair information session
- May 2025: Co-Chair commitments and member recruitment kickoff meeting (virtual)
- May-Aug 2025: Outreach to prospective AB members, individual check-ins with Playworks staff as needed
- Aug 2025: Planning meeting for recruitment gathering (virtual)
- Sept 2025: In-person recruitment gathering, Co-Chairs follow-up to secure commitments
- Oct 25, Dec 25, Feb 26, Apr 26, June 26, Aug 26: Virtual committee meetings
- Nov 25, Jan 26, Mar 26, May 26, July 26: Full Ambassador Board meetings, in person
- Sept 2026: Fundraising event

