



## **Giddy-up Riders of KC: Full Committee Roles & Volunteer Opportunities**

### ***Marketing Department***

#### **- Director of Marketing**

Oversees all marketing efforts, ensures brand consistency, supervises the following committees:

#### **- Promotions and Public Relations Committee**

Handles outreach, social media, press releases, and public visibility of the club.

#### **- Merchandise and Marketing Committee**

Designs and promotes merchandise, manages QR codes, flyers, and special campaigns.

### ***Operations and Membership***

#### **- Director of Operations**

Manages day-to-day club functions and program development.

#### **- Membership and Intake Committee**

Processes new member applications, orientation, and onboarding.

#### **- Youth and Adult Training Committee**

Coordinates lessons, clinics, and horsemanship training for all age groups.

### ***Events and Programming***

#### **- Director of Events**

Plans and executes club events, from heritage festivals to training clinics.

#### **- Event Planning Committee**

Organizes logistics for upcoming activities and coordinates volunteers.

#### **- Community Engagement Committee**

Builds relationships with local partners, schools, and other organizations.

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## ***Finance and Fundraising***

### **- Chief Financial Officer (CFO)**

Oversees club finances, reporting, and budgeting.

### **- Finance Committee**

Tracks income/expenses and ensures transparency.

### **- Fundraising Committee**

Plans campaigns, applies for grants, and hosts fundraising events.

## ***Governance and Compliance***

### **- Board Secretary**

Keeps official records, meeting minutes, and communications.

### **- Rules and Conduct Committee**

Maintains the code of conduct and consequences for misconduct.

### **- Waivers and Legal Committee**

Manages liability waivers and ensures compliance with legal standards.

## ***Committee Opportunities (Volunteer List)***

Members can volunteer for one or more of the following committees, or they will be assigned as needed.

### **- Homestead & Grounds Committee**

Maintains the overall appearance and functionality of the property.

Oversees land care, fences, riding areas, and trail maintenance.

### **- Facilities**

Ensures that buildings, barns, restrooms, and storage areas are in working condition. Coordinates repairs and upgrades as needed.

### **- Petting Farm & Animal Care**

Manages the wellbeing of animals used in petting zoos and therapy. Feeds, cleans, and monitors the

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health of all animals.

## **- Promotions & Public Relations**

Spreads the word about club activities through media, social platforms, and outreach. Supports event promotions and storytelling.

## **- Safety & Sanitation**

Creates and enforces hygiene and safety protocols for all members and guests. Oversees cleaning supplies and sanitation routines.

## **- Security**

Provides a visible and effective presence at events. Helps ensure safety and manage crowd control when needed.

## **Technology, IT & Digital Operations**

### **Director of IT / Digital Operations**

Oversees all technology, digital tools, data organization, and online systems used by Giddy-up Riders of KC. Ensures information is secure, accessible, and up to date across platforms.

#### **Responsibilities include:**

- Managing digital files, shared drives, and document organization
- Overseeing online forms, membership tracking, and data accuracy
- Supporting website updates and content uploads
- Coordinating digital communication tools and platforms
- Ensuring consistent use of club technology systems

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### **IT / Digital Support Committee**

Supports the Director of IT by assisting with day-to-day digital needs and technology setup.

#### **Committee Duties:**

- Maintain shared folders and document access
- Assist with uploading photos, videos, and content
- Help manage QR codes and digital links

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- Support online sign-ups, forms, and data entry
  - Troubleshoot basic tech issues during meetings or events
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## **Photos, Video & Media Archiving Team**

Manages the collection, organization, and storage of photos and videos for marketing, history, and reporting.

### **Responsibilities include:**

- Collecting event photos and videos from members
  - Uploading content to shared storage
  - Labeling files by date, event, and activity
  - Coordinating with Marketing & Promotions teams
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## **Website & Online Presence Team**

Supports the club's online visibility and communication.

### **Responsibilities include:**

- Updating website pages with approved content
  - Posting event updates, schedules, and announcements
  - Ensuring links, forms, and calendars are current
  - Coordinating with Marketing for public-facing updates
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## **Committee Opportunities (Volunteer List – Add This Section)**

- **IT / Digital Support**  
Assists with technology setup, file organization, online forms, and digital communication tools.
  - **Photo & Video Team**  
Captures and organizes media from practices, events, and community outreach.
  - **Website Support**  
Helps update and maintain the club website with approved content and event information.
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## **- Homestead & Garden**

Oversees vegetable gardens, flower beds, and planting areas. Coordinates planting schedules,

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harvesting, and beautification projects.

## **- Membership & Events**

Handles new member orientation, tracks participation, and assists with planning, scheduling, and hosting club events.

## **- Finance & Fundraising**

Assists with budgeting, tracking expenses, applying for grants, and organizing fundraising campaigns and donation drives.

## **- Merch & Marketing**

Designs, sells, and promotes Giddy-up merchandise. Manages club branding through flyers, QR codes, and creative materials.

## **- Training & Rodeo Coordination**

Coordinates horsemanship training, riding lessons, rodeo practices, and collaborates with instructors and volunteers.