



TAP PROJECT®

Volunteer Position Description Tap Project Campaign Volunteer U.S. Fund for UNICEF

Clean and plentiful drinking water is a daily privilege millions take for granted. Yet the lack of clean and accessible drinking water is the second largest killer worldwide of children under five. As the world's leading children's organization, saving more lives than any other humanitarian organization, UNICEF understands the critical role water plays in a child's survival.

To raise awareness about this critical issue, the U.S. Fund for UNICEF launched the Tap Project, a nationwide effort in which diners are asked to donate \$1 for the tap water they normally enjoy for free (\$1 can provide one child with safe drinking water for 40 days). Growing from just 300 New York City restaurants in 2007 to over 2,300 across the country in 2008, the Tap Project has literally saved millions of lives. In 2009, the Tap Project is expanding again as more communities from around the United States participate in the campaign. The Tap Project occurs during World Water Week, March 22 – 28, 2009.

The U.S. Fund for UNICEF is inviting committed campaign volunteers to recruit and support restaurants, promote the Tap Project in local communities, and encourage dining in participating restaurants.

Tap Project Campaign Volunteer Responsibilities:

- Campaign Volunteers must register online at www.tapproject.org
- Campaign Volunteers will learn about UNICEF water and sanitation programs around the world and understand how crucial their participation in the Tap Project is for children
- Campaign Volunteers will recruit others to join the Tap Project to increase restaurant participation
- Campaign Volunteers will encourage restaurants to participate in Tap Project by sharing the materials needed to participate, implement the program, and following up
- Campaign Volunteers will promote Tap Project locally through letters to the editor and op-eds in local print media, promote local restaurant participation, and help generate buzz within their communities, using the tools provided
- Campaign Volunteers should attend conference calls and regional trainings (if applicable)
- Campaign Volunteers will encourage hosting dinner parties at participating restaurants
- Campaign Volunteers will support restaurants throughout the campaign, prior to and during World Water Week to make ensure restaurants participation and train the staff
- Visit recruited restaurants during World Water Week to check in on the progress of

the Tap Project

- Campaign Volunteers will follow up with restaurants after World Water Week to thank them for participating, ask for feedback, and remind them to turn in funds
- Campaign Volunteers will complete the Campaign Volunteer Impact Survey
- Consider dining at a participating restaurant

Qualification Requirements:

- Campaign Volunteers should be motivated to take initiative, contribute to programs that support the world's children, and be interested in sharing UNICEF's mission with their community
- Excellent communication skills are a must. Individuals should feel comfortable speaking in front restaurant decision makers and communicating with restaurant staff
- Skills in sales, campaign experience, and the ability to work in a group and independently suggested
- Campaign Volunteers should have knowledge of local community organizations, volunteer service groups, and/or restaurants in their area

Support provided:

- All Campaign Volunteers will receive a volunteer kit, which will include Tap Project Volunteer Handbook, a Restaurant Recruitment Guide, a Tap Project in your Community Handbook, a UNICEF lanyard with a Tap Project badge, Restaurant Sell-In brochures, Leave Behind Cards, Thank You Cards, and Tap Project one-page overviews.
- Online training modules will be available for campaign volunteers to learn more about the World Water Crisis and the ways volunteers can take action locally
- Conference calls and in-person trainings will be conducted to allow volunteers to connect and share best practices, problem solve, and celebrate highlights

Benefits include:

- Campaign Volunteers will be participating in the Tap Project national campaign and continuing to develop a movement of volunteers who help save children's lives.
- Campaign Volunteers will be receiving updates from U.S. Fund for UNICEF staff and other Tap Project Volunteers
- Campaign Volunteers may be profiled and highlighted in bulletins, summaries, website updates and/or media outreach

Visit tapproject.org or email volunteer@unicefusa.org to learn more and to register!

(Last updated October 6, 2008)