



Humanism PMG

Initiative Participant Guidance

Version 20080221

1. Introduction

This guide:

- defines the role and responsibilities of an Initiative Participant
- explains how to find and get involved in initiatives

Throughout the rest of this document the following terms are defined:

- “Initiative” means any promotion and/or marketing initiative
- “Participant” means the Initiative Participant involved in one or more initiatives

2. Participant Roles and Responsibilities

The role of the participant is to identify one or more initiatives to get involved in, then support and contribute to those initiatives until they are ready to be delivered and then deliver the initiative.

2.1 Summary of Activities

Key activities for the participant are:

1. Identify initiatives that you would like to be involved in
2. Register your interest by voting in the related poll for each initiative
3. Review and constructively comment on the initiative output (e.g. leaflet, survey, etc) to enable the output to be improved
4. Ensure you update your interest in the related poll if at any time you wish to withdraw your participation in any initiative
5. Provide confirmation of your interest and any delivery details and payment due to the Initiative Leader when the output is being finalised for release
6. Deliver the output as expected based on the initiative goals and objectives
7. Provide feedback to the Initiative Leader on the success of the initiative or any areas for improvement that could be considered for future initiatives.

2.2 How do you become a participant?

To become a participant you need to do the following:

1. Look on the Yahoo Group in the “Database” section and click on the database called “Initiative List. This has a list of all *Planned*, *Active* and *Closed* initiatives. To view the list in a more readable format select the option “Printable Report” which can found on top right of the table data (next to “Add Record”)

2. Once an initiative has been identified, you can find out more about the initiative by going to
 - a. the “Messages” section of Yahoo Group and locating the Message Topic related to the initiative.
 - b. the “Files” section of the Yahoo Group and locating the initiative in the “Initiatives” folder
3. To express your interest in participating, go to the “Polls” section of the Yahoo Group and locate the initiative and vote to be included. (Please note, you can always change your vote all the time the poll is open).

2.3 How do you support and contribute to an initiative?

- Each initiative has its own message topic, and files folder where messages and files can be stored that are related to that initiative.
- Depending on the output being produced from the initiative there could be a number of draft versions before a final version is agreed upon and the initiative is finalised and carried out.
- As the first draft and each subsequent draft is made available in the files section, use the messages section to communicate your support and/or and constructive recommendations for improving the initiative.

2.4 How do you finalise your involvement?

When the Initiative is nearing completion, and the output is almost ready to be produced to be distributed to participants, it is important for the participant to finalise their involvement, so that the Initiative Leader can calculate the final output numbers and any associated costs per person. You need to:

- Response to the Initiative Leader’s email request of your final approval of the output, the quantity you require, the delivery address details and payment. (Payment is normally via a cheque direct to the Initiative Leader).

2.5 Carrying out the initiative?

It is down to each individual participant to carry out the initiative to meet the objectives set out – for example to delivery the leaflets. It would be useful to let the Initiative Leader know when the initiative has been carried out, and also to provide some feedback (positive and negative) to benefit future initiatives.