



MAINTAIN YOUR TEAM



Leadership Roles

The structure of your LiNK Team is up to you, but we've outlined some positions that we highly recommend. You may also want to create committees led by the various chairs to make sure all of your members have the opportunity to contribute to the success and sustainability of your team!

President

This person should be a personable communicator who will oversee that the LiNK Team is constantly striving toward its goals. They must be tenacious and have a whatever-it-takes attitude!

Responsibilities:

Manage the organization of the LiNK Team.

Oversee all team activities, including meetings/events.

Delegate tasks properly to make sure no one is overwhelmed.

Keep in contact with the LiNK Teams manager and interns at Liberty in North Korea headquarters.

Filling all the proper paperwork and dealing with all the red tape in order to keep the LiNK Team an active organization.

Vice President

This person should share many qualities with the president and also be willing to work behind the scenes.

Responsibilities:

Share the duties of the President.

Support chairs in fulfilling their responsibilities.

Serve as the secondary contact to Liberty in North Korea headquarters.



Communication Chair

This person should be familiar with different social media platforms and have good written-communication skills.

Education Chair

This person should be extremely passionate about with this issue and should find ways to make North Korea an approachable issue to members and the rest of the community.

Design Chair

This person should be creative and have an eye for design. They should be a big fan of colors, shapes, and LiNK's brand.

Responsibilities:

Read our NK News Brief each week.

Share important news at meetings and on social media.

Lead discussion sessions on various NK topics at meetings.

Help the Events Chair make sure your fundraising events are also helping to change the narrative on North Korea.

Responsibilities:

Make sure that your LiNK Team's appearance is consistent with the brand of Liberty in North Korea (e.g. no old logos).

Create flyers, posters, or other promotional materials for meetings and events.

Take pictures or record videos of events.



Events Chair

This person should be proactive, goal-oriented, and good at meeting deadlines.

Responsibilities:

Lead brainstorm sessions about event ideas.

Take the lead in organizing the events, from ideation to promotion.

Create short-term committees for specific events.

Finance Chair

This person should be trustworthy and would ideally have experience in handling finances.

Responsibilities:

Keep track of all the funds your team has raised and share the progress at meetings.

Apply for funds from the school or reach out to local businesses for sponsorship.

Mail in checks to LiNK HQ or make online donations on a monthly basis.

Outreach Chair

This person should be outgoing and comfortable speaking about the LiNK Team's initiatives.

Responsibilities:

Build relationships with other groups (student organizations, clubs, departments, businesses) to encourage partnerships and collaborative events.

Ensure that members make announcements in their classes or other groups' meetings to promote upcoming events.



Leadership Transition



Recruit

Make sure to include newer/younger members and actively encourage them to take on leadership roles.

Train

Set aside times where people can teach each other skills or processes. If only one of your members knows the best way to reserve a space on campus or how to reach out to local businesses for donations, make sure they pass along that knowledge before they leave.

Time It Right

Try transitioning leaders at the end of the calendar year, so there's time for the former leaders to offer advice to the new leaders and help them ease into the role before the end of the school year.

Let Them Take The Reigns

Have new leaders run a meeting. This will help them get used to their new role while you and other experienced leaders are still there to give them assistance and feedback.

Hand It Over

Give the new leaders past materials, including past agendas, to-do lists, or even a guide for each position that has in-depth information and tips.

Plan Ahead

If your team has to reserve a table for the club fair, get an advisor, or reapply to be an official organization before the end of the school year, do as much as you can to help your team meet those deadlines or guide them along in those processes. You want to ensure that they don't waste a semester because of missed deadlines that they weren't aware of.





Recruitment Tips

Make Announcements


Go to interested classes or club meetings and talk to people face-to-face. Your dedication and enthusiasm can really inspire people to get involved.

Reach Out To Diverse Groups

Anyone can develop an interest in standing alongside the North Korean people, so recruit beyond those who might already be interested in Asian or human rights issues.

Hang Up Posters

Publicize your meetings by hanging up posters and handing out flyers.



Provide Different Degrees Of Member Involvement

From taking on a leadership position, being part of a committee, volunteering at certain events, or simply promoting and attending your events, there are so many ways that people can be involved with your team!

Participate In The Activities Fair Or Host Your Own Screening

Starting off with a large event can help attract more attention than just hosting a meeting. Likewise, participating in a school or community event will help reach a far larger audience.

Set Up A Table

Set up a table where you can hand out flyers and talk to people. Make your table attractive with a tablecloth and food or other free goodies to hand out. Have one person stand in front of the table and another walk around and start conversations with people. Wearing the same LiNK gear can also help you stand out from the crowd.



Advertise Creatively

Utilize the resources your community offers. A lot of schools have online calendars or displays around campus where you can advertise. Other ideas include making chalk drawings on the sidewalk or organizing a flash mob.



Create A Facebook Group

Invite as many members of your community as possible to join your LiNK Team Facebook group!



Host Regular Events

Regular events will help potential members see that there is a need for them to join and help out!

