# BLEND Community Space

Leadership Information

**BLEND** is looking for innovative individuals, small businesses, community organizations, and civic or social groups to lead BLEND events. Our mission is to form sustainable, long-lasting, and mutually beneficial partnerships with our Leaders.

Why be a Leader?

Becoming a Leader is like joining a conversation; you are able to contribute your own personal knowledge, skills, and insight, and everyone participating in that conversation benefits from the additional input.

The benefit each Leader receives will vary based on what his or her background is. For example:

| Type of Leader | Example of Event | Example of Benefit Received | Additional Possibilities |
|---|---|---|---|
| Individual | How I grow my own food in the city | Contributing to your community by sharing your knowledge and experience with others. Networking with other like-minded individuals | Begin a homegrown food exchange with your "Urban Farmer" attendees |
| | | Attend an event of your choosing for free | Create partnerships: offer your gardening advice in exchange for extra hands in your own garden |
| Small Business | Market Research: Sampling night | Show a new product, or test out a new menu item, and receive instant feedback | Invite attendees to return to your business for 15% off their purchase |
| | | Introduction and direct connection to locals who are already interested in your business | Begin or expand your e-newsletter, keeping people informed of your news and events |
| Civic or Social Group | Joke Night: Watch a comedian perform and then learn how to tell your own joke (led by a local theater group) | Sharing your passion, ideas, creativity, or project, with the community | Offer a discount on upcoming shows or classes |
| | | Gaining exposure through direct marketing to local residents | Reward the best "joke teller" with an opportunity to perform their joke at an upcoming show. Offer a discount on tickets for their friends and family. |
| Community Organization | Interview Night: Practice answering interview questions about yourself and your abilities (Led by a non-profit that provides free job skills training) | Spreading the word about the programs your non-profit provides to the community | Ability to apply for higher grant funding as a result of more community members enrolling in your programs |
| | | Ability to connect with potential volunteers, donors, employees, and interns | |

What's In It For Me?

BLEND utilizes a Reciprocal Model of compensation for our Leaders. This allows knowledge, information, and experience to continue circulating within the community.

For every event led, that Leader:

- Can attend a future BLEND event for free
- Can bring a friend to an event for free
- Can invite up to 5 people (for free) to the event he or she is leading

During an event, a Leader can:

- Promote themselves, their business, group, or organization
- Provide promotional materials, or, offer an incentive for attendees (ex: 10% off on services, 15% off their next dine-in bill)

A Leader cannot:

- Be pushy
- Ask intrusive questions or require any kind of commitment from attendees
- Use their event as a way to "sell" to attendees

**All Leaders are expected to lead BLEND events in a comfortable, friendly, and engaging environment with the sole objection of providing information to attendees. Any benefit that arises from leading BLEND events should be mutually beneficial for both the Leader and Attendee(s).**