



INTERFAITH ALLIANCE
OF SOUTHWEST FLORIDA
PROTECTING FAITH AND FREEDOM

HOW WE WILL MAKE A DIFFERENCE

Organizational Structure

1. Specific roles of the steering committee

- Finance
- Communication with our IA national liaison
- 501c3 establishment and listing on the Community Foundation nonprofit directory
- Press releases & responding to queries from the press
- Website setup and administration
- Any communication in the name of SWFL-IA must be approved by the steering committee

2. Working groups

- **Messaging / Communications** Lisa Freund chair
 - Researching and/or creating positive messages/memes about issues related to our mission.
 - Social media monitoring/posting
 - Mailchimp/Constant Contact email notifications
 - Monitoring local TV and Radio (WGCU) for relevant reports
 - Monitoring Editorials, LTEs, guest commentaries in local newspapers
 - Writing LTEs
- **Local government monitoring:** This will include website and meeting agenda monitoring, attendance and notetaking (in-person or online when available) of meetings, identification of actionable issues or problems, sharing information with Messaging/Communications for:
 - Collier County Public Schools
 - Collier County Board of Commissioners
 - Naples City Council
- **Outreach/Events**
 - Identifying/Communicating/Collaborating with not-for-profits which align with our mission.
 - Assisting with Chapter-sponsored and collaborative events
 - Identifying area events in which we can play a role i.e. tabling/speaking
 - <https://www.colliercountyfl.gov/our-county/visitors/calendar-of-events>
- **Curriculum/Program Development**
 - Developing Christian nationalism 101 (committee chaired by Kristin Muschett)
 - Developing programs on racism (group led by Rev. Dr. Barrion Staples)