



Confident Committed Connected

Pioneers is a network of volunteers who effect immediate, tangible change in local communities, in partnership with their sponsors

2009 Qwest Pioneer "To Do" List

1. Engage Members:
 - a) Increase participation from regular Pioneer members in quarterly events.
 - b) Commit to promoting and executing quarterly events to serve community needs in the following key areas: Education, Fundraising, Social Services & Education. Examples include:
 - i. Easter Egg Hunts for youth
 - ii. Environmental/operation share summer project
 - iii. Back to School (Education)
 - iv. Social Services (Holiday Drives)
2. Grow & Retain Membership:
 - a) Recruit 300 new members throughout the 14 state region
 - b) Create relationships and deepen current ones.
 - i. Recruit Chapter Membership Coordinator to assist with engaging new and existing members
 - ii. Touch each new member with a "welcome email", phone call or Pioneers eco-friendly bag
 - iii. Engage each and every member to participate in at least one project
 - iv. Register one million Qwest Pioneer hours of service in PALS
3. Strengthen Communication with Members:
 - a) Strive to improve internal and external visibility and exposure by:
 - i. Partner with strategic efforts that align Pioneer efforts with Qwest. (Public Policy, Marketing, Network, Qwest Resource Groups)
 - ii. Use new on-line newsletter template versus mailed newsletters to communicate to members
 - iii. Collect 3,000 new email addresses (15,000 total) region wide
4. It's Your Qwest:
 - a) Expand Pioneer initiatives that connect with Qwest community products/offerings:
 - i. Go Green for Schools – Recycle Cell Phones
 - ii. 1% Back to Schools – Qwest will donate back to school
 - iii. Direct Rewards/Refer a Friend/YouCan