**EWTN Radio Affiliate Street Team**

* **What does the “Street Team” do?**

With so many affiliates with smaller staff, birthing your own Street Team can help to lighten the load. Your Station invites the audience to join your Street Team to cover things like set up and tear down, social media and other tasks that you deem worthy. You could create a rewards system where they can acquire points and cash them in for prizes you create or get as incentive. Also, internships can fall under street team for school credit.

* **Who do YOU need on your “Street Team”?**

 This will allow your audience a chance to get involved in Catholic Radio in the community and gain experience in radio and ministry. Find the fun-loving and out-going people to help with events and daily tasks at your station. They can sign up on your web site and you build a database you can reach out to in times of need. You can have someone oversee the team and let them know when events are coming or help is needed.

* **Steps for starting and maintaining a “Street Team”**

We will provide you with the logo and the application to get people signed up. Placing this on your web site will be the best way to funnel people in and then you can screen them based on interviews, in person or on the phone, and find out their passions and skills that can be valuable to your station and its needs. Street team also gives you an excuse to be out in the community because you have the man power to do so. Lastly, a simple orientation a couple of times a year or as needed helps you get new recruits and cover all the conversations on how to handle the task they will be doing and your street team can help find you more street team members. When you are out in the community or at events, you could have them in Street Team t-shirts so people know they are with your station.

**STREET TEAM Promo**

**Being a part of the community helps us to feel more like family. (Station) invites you and your friends to join our Street Team. This will allow you a chance to earn points that you can redeem for fun prizes like concert tickets, t-shirts, and free music or school credit. If you are fun-loving and out-going, you can help with events. You can sign up at (station site) dot com.**

Steve and I are here to help answer any questions or concerns you have as you get this start. Let us help you grow your team.