

# COMMUNITY HOST GROUP STARTER KIT



Remote Area Medical - RAM®

A photograph showing the back of a person with short dark hair, wearing a bright orange t-shirt. The t-shirt has the words "RAM" in large white letters and "VOLUNTEER" in smaller white letters below it. The person is standing outdoors, looking towards a blurred background of what appears to be a city or industrial area.

**RAM**  
VOLUNTEER

*Revised November 2022*

Bringing free healthcare to those in need • [RAMUSA.ORG](https://RAMUSA.ORG)



# COMMUNITY HOST GROUP

## CHG Responsibilities:

- Provide CHG representatives
- Secure support from community
- Lead planning team
- Recruit volunteers, both professional and general support
- Ensure security for the event, including overnight parking lot
- Promote clinic
- Provide all hospitality services for CORE Volunteers, professional volunteers, and RAM Staff
- Provide food for ALL Volunteers during the event
- Work directly with RAM Headquarters; communicate regularly to set goals and create CHG planning timeline guides
- Oversee all team activities and accomplishments
- Secure funds needed for the event
- Help to find and provide suitable facility for the event
- Arrange facility maintenance and traffic control during event







# HOSPITALITY TEAM

Members of the Hospitality Team secure and supervise lodging, food services, and hosting needs.

## Hospitality Responsibilities:

- Secure resources and implement processes related to food and drink for volunteers
- Secure portable bathrooms and handwashing stations according to clinic demands and city regulations
- CHGs seek donated or discounted lodging in the surrounding area as a recruitment tool for professionals
- Secure lodging accommodations (minimum 15 rooms or 30 beds) for RAM Staff and CORE Volunteer leadership
  - » Clean, temperature-controlled lodging is required
  - » Cabins are acceptable
  - » Do not secure rooms in private homes
  - » Lodging should be within 30 minutes of the clinic site





# PROMOTIONS TEAM

Members of the Promotions Team publicize the event to spread awareness in the community, which will inform potential patients, help with volunteer recruitment, and recruiting donors to support the clinic.

## Promotions Responsibilities:

- Help the RAM Marketing Team secure media attention prior to the clinic by providing press releases to all local media outlets, once content is approved by RAM's Marketing Team
- Use promotional tools provided by RAM, such as print assets, radio, television, and social media materials
  - » RAM will provide promotional flyers for the clinic
  - » Anything created by the CHG with RAM's name or logo, including T-shirt and flyers designs, must be approved prior to use
- Increase awareness during the clinic by arranging for local press to visit the clinic
- Help secure monetary and in-kind donations

## Public Relations Policy

In addition to CHG community engagement, RAM promotes all public clinics through established media sources and social media platforms. Please do not create social media accounts for your event. Do so dilutes RAM's internet presence, damages search engine optimization, and causes confusion for patients researching RAM clinics for care.

REMOTE AREA MEDICAL'S

**FREE** POP-UP

DENTAL, VISION, MEDICAL

**CLINIC**

**JAN. 13-15, 2022**

NO ID NECESSARY • FIRST COME, FIRST SERVED • 3 DAYS ONLY

**KNOXVILLE, TENN.**

JACOB BUILDING - CHILHOWEE PARK  
3301 E. MAGNOLIA AVE., KNOXVILLE, TN 37914

