Candidate statement for Raejean Fellows

**Non-Profit Experience**:

**Electric Vehicle Association of San Diego**

**2016 – 2018 President, beginning as Marketing Director**

* More than doubled paid membership and non-member database in two years. Our meetings are 30 – 50 attendees.
* Built a leadership team including team member talents of event management, writing, speaking, IT, use of social media, orientation and training EV Educators, working with legislators and government officials, member recruitment and recognition.
* Developed our brand as “The Voice of Electric Vehicles for San Diego. We are 27,000 EVs and growing.”
* Created collateral: Drive Electric Flags, banners, polo shirts, posters, cards, brochures, business cards. Built a website within the EAA site. *www,evaosd.org*
* Run approximately an event a month as public outreach with EVs and EV Owner/Educators. Our large events are 10 – 12 EVs and up to 20 EV Owner/Educators.

**2011 - 2013 Chair of Volunteer Support**. (400 volunteers) McDowell Sonoran Conservancy in Scottsdale, AZ., a leading land conservation group distinguished in the US for its impressive achievement of preserving over 30% of the land in Scottsdale, Arizona from overdevelopment.

* Consulting with the Board and the Volunteer Chairs regarding problematic retention of volunteers
* Recommended new software for volunteer management.
* Ran volunteer recruitment program

**Business Experience**:

**1979 – 2003 CEO and Founder**. Fellows Placement, a staffing firm, providing temporary and permanent job placement in the San Francisco Bay and Chicago Metro areas. Started in the Chicago suburbs, with $200, growing to $18M firm in 23 years, Fellows Placement is recognized for its top training and development of a management team and recruiters.

**Education:**

BS Degree, Honors, Skidmore College, Saratoga Springs, NY

Personnel Management Diploma, Kingston Polytechnic, Kingston-Upon-Thames, UK

Institute of Personnel Management Certification, London, England

Various American Management Courses.

**Electric Vehicle Ownership**

KIA Soul EV+(2015) My first hand experiences as a non-techie/rookie EV owner helped me to engage the public.
Tesla Model S (2017) powered by rooftop solar,

**Plans for Board work include . . .**

1. **Identify Chapter needs**: Take stock of chapter needs and expectations with a survey monkey. Get to know their leadership, their talents, their problems. Report conclusions to the Board for action.

* Increase support to the chapters with dependable administration, accounting and IT support.

Goal: Demonstrate to Chapter Leadership the **benefits of belonging to the EAA**

2. **Grow our membership**. The way we do this is through giving support to Chapter leadership, teaching them best practices and as we are able, giving financial support.

**Provide on-line short webinars for chapter leaders including topics like:**

* Become a power user of the EAA site
* Volunteer recruitment, retention, recognition.
* Best practice messaging to engage the public
* Profession-looking collateral tools, Use our store for this.
* Interesting speakers,
* Selecting the most impactful activities /events
* How best to manage their funds, getting financial support for their programs

**Develop a chapter toolkit- with financial incentives depending on member #s.**

**Look for other ways to connect members to each other across the world.**

I would be honored to serve on the Board.