Thank you for your interest in leading the 2012 Local Impact Task Force.

**Task Force Description:**
This team leads the development, session management, and facilitation of a unique and cherished Net Impact Conference tradition: Local Impact. In these annual sessions, leaders of local start-ups, businesses, nonprofits, and/or government agencies share an “impact challenge” facing their organization. Using design thinking methodology, conference participants brainstorm ideas and solutions for these organizations to implement. Local Impact is a terrific way for conference attendees to learn about and give back to the host community, while developing their own consulting and design thinking skills.

**Examples of Impact Challenges:**
Marketing: How can a produce packing and distribution company market its products to urban retailers to promote sales and provide more fresh, healthy choices for inner-city residents?
Start-up: How can a local clean energy start-up expand sales on a national front with a small, local sales force?
Distribution channel: How can a planned commercial development center and urban farm develop channels for selling its products to retailers and end consumers while maximizing employment opportunities?
Nonprofit: How can a nonprofit support center build an effective pro-bono system that pairs skilled corporate and business volunteers with nonprofits to increase the capacity of the local nonprofit community?
Community development: How can a real estate developer revitalize a blighted urban area and connect the new development to the surrounding neighborhoods while ensuring financial viability?

**The task force is responsible for:**
- Engaging one or more design thinking professionals to help facilitate on-site events (including a pre-conference training session and the conference sessions).
- Designing the overall scope, process, and format, with input from design thinking professional(s) and Net Impact Central.
- Recruiting local organizations and businesses to apply; selecting five participants, in collaboration with Net Impact Central.
- Supporting the local organizations in pre-conference preparation.
- Recruiting note takers to record the session process and ideas for each local participant.
- Facilitating on-site events: pre-conference training Thursday and sessions themselves.
Team Creation
Net Impact will select one applicant from the pool to lead the team as chair, and serve as the point of contact for Net Impact. This chair will then recruit four (4) additional members from various partner or local chapters to join the team. The chair may use any system for selecting team members, however, Net Impact strongly encourages they select a team diverse in experience, program or industry, and chapter affiliation.

Time Commitment
We estimate Local Impact will involve about 20 hours of pre-conference preparation for all involved team members, spread out over April-October with heavier concentration in September-October. The team chair should expect an additional 5 hours.

On-site, all task force team members will likely spend at least 3-4 hours each of the three days of the conference (Thursday-Saturday) preparing for, facilitating, and wrapping up sessions.

An additional 2-3 hours of wrap-up work in November should also be expected.

Spring 2012 Timeline
March 19th    Task Force Leader applications due
March 30th    Leader selected, task force member recruitment begins
April 16th    Members selected and task force up and running

Benefits
The task force leader and all team members will receive complementary admission to the conference.
APPLICATION

Please submit your application to Meredith Bell at mbell@netimpact.org by **Monday, March 19th, 2012**.

1. **Contact Information**
   - Name:
   - Title/Chapter Role (if applicable):
   - Organization/School:
     - If student, are you a first year or second year?
   - Phone:
   - Email:

2. **Why are you interested in leading the Local Impact Task Force?**

3. **What experiences would aid you in the responsibilities of leading this task force?**

4. **What are your other commitments during this time period, and how will incorporate the task force into your schedule?**

5. **Are you a Net Impact member, and what is your history/experience with Net Impact?**

6. **If you are applying for more than one conference leadership opportunity, please list them here and rank your preferences. If you are also proposing a session, please indicate whether you hope to lead a task force and manage a session, or just one of the two.**