

# National Cannabis Patients Wall

Volunteer

Manual

Written by:

Vicky Anderson, Assistant Director

National Cannabis Patients Wall

January 2015

## National Cannabis Patients Wall Volunteer Positions

- Executive Director Dana Arvidson
- Assistant Director Vicky Anderson
- National Volunteer Coordinator (**Accepting Applications**)
- State Coordinator (**Accepting Applications**)
- Content Creator/Distributor (**Accepting Applications**)
- Assistant Video Editor (**Accepting Applications**)
- Social networking Admin/Page Post Management NCPW GENERAL CANNABIS INFO
- Social networking Admin/Group Post Management NCPW FB PATIENTS
- Social networking Admin/Group Post Management NCPW FB STUDIES
- Social networking Admin/Group Post Management NCPW FB BILLS
- Social networking Admin/Page Post Management GOOGLE
- Social networking Admin/Page Post Management TWITTER
- Social networking Admin/Page Post Management YOUTUBE

## Other Volunteer Positions for State or Local Campaigns

- Administration – County Coordinator (**Apply with State/Local Campaign**)
- Field work – Gathering Patient Information (**Apply with State/Local Campaign**)
- Field work – Enter Patient Data into Digital Form (**Apply with State/Local Campaign**)
- Events Setup Crew (**Apply with State/Local Campaign**)

To find State or Local Campaign information please see our page at <http://www.ncpwall.org/#!cannabisinyourarea/c8ni>

# Position Duties and Reporting Structure

As our organization grows we will adapt available positions and or duties thereof.

Each geographic location may report to an executive who oversees several locations or it may report directly to top executives who are located at the main office of the organization.

**Executive Director:** Oversees all organization business. Guides the organization in its mission and its projects. Manages people and crisis. Manages

**Assistant Director:** Reports to Dana Arvidson and assists her with required duties while maintaining the social networking sites and its admins.

**National Volunteer Coordinator:** This position reports directly to Dana Arvidson or Vicky Anderson and is expected to manage all State Coordinators. To oversee and work with the State Coordinator to arrange the event where the NCPW display wall will be premiered in the state capitals. Will use volunteer scheduling software to coordinate all state volunteers and events.

**State Coordinator:** This position reports directly to National Volunteer Coordinator but is welcome to contact Dana Arvidson or Vicky Anderson if needed. Required to coordinate their state or local campaign with NCPW's federal campaign to increase the chances of making both state and federal changes to the cannabis laws in 2015. Works with the National Volunteer Coordinator to arrange the event to premiere the NCPW display wall in the your state capital. To share current information on state campaigns for the NCPW state resources page and increase awareness of your state/local campaign. To distribute NCPW literature and sign up patients for their state's wall while working for your state campaign. Represent yourselves appropriately and professionally at all times during events.

**Content Creator/Distributor:** Work with Dana Arvidson and Vicky Anderson to create content to be posted on NCPW's various social networking sites. Volunteer should create content that professionally represents our cause. Content can not contain profanity, or any other unprofessional images or text. Content created will become intellectual property of NCPW and will be only published upon approval of Dana Arvidson.

**Assistant Video Editor:** Work with Dana Arvidson and Vicky Anderson to create video content to be posted on NCPW's various social networking sites including YouTube. All Video created will become intellectual property of NCPW and will be only published upon approval of Dana Arvidson.

**Social Networking Admin/Group or Page Post Management:** These positions report to Dana Arvidson or Vicky Anderson and are expected to be logged on to the appropriate group or page for their scheduled times to manage posts by members in groups or on pages by deleting sales related posts and moving relevant posts to the appropriate site if posted in the wrong venue to be properly utilized. A political post may not be relevant to a support group member. Must be able to greet new members, must be able to post to page, must be able to present a professional positive presence on the appointed page or group

To move a post: Click the link in the post needing attention so it comes up in another window. Now go to that window, browse the page quickly and think about the requirements for an outstanding post. (Listed Below) and then right click and copy the url or web address in the browser bar at the top of the page. Go to the correct posting place or group and paste that url or web address into the comment box. Click at the beginning of the text pasted and space once or twice and back arrow giving your self space before the text that will become a link when posted. Doing this prevents you from killing the link when posting. Now

After moving the post either copy and paste a response or write your own thanking them for taking the time to post on NCPW and explaining that because we appreciate the post we have now given it space in the appropriate venue as to it get the attention it deserves instead of being lost in the wrong content stream.

### **Requirements for an outstanding post:**

1 Great Pictures: If your posting a url and it has a great pic on the page chances are you will be good. Just paste the link in with your positive and informative comment and click post or enter. If it looks good your done if not delete post and find a good image to upload first. Click in the comment box to give it another go, upload a picture relating to the post first and then add the link in the text of the post and when others click your pic they will see the text with the link and be able to comment, like, and share.

2 Positive or Informative Text: Write your own text or see link below for some to copy and paste.

3 Links: Links to the original article, or one of our resources we want to send them to must be present.

ADD LINK HERE TO GOOGLE FOLDER WITH GRAPHICS TO SHARE AND TEXT FOR C&P

### **Dealing with difficult posts:**

Goal here is to turn something negative into something positive. Start out positively, state something positive to get the comment out on the right track. This is sometimes difficult but give it a try. The following post seems negative when first reading it, the poster seems to feel that we at NCPW do not understand the need for managing it's members post and that maybe some posters may make questionable comments or posts. But we actually have reasonably strict posting guidelines and sometimes take flack for it. So before responding look for something positive to start with.

**Commentor to Admin:** I am the Original countercultures Nurse. I believe whatever gets you through the night is alright. I would love to believe that'free love: and hippies still exists but this is almost 2015. I certainly have run to the cure. I have no way to make TSO but believe me I would. I'm just saying, and it ain't paranoia if they are really out there, to please  
Please be careful. And I'm sorry to say if you think the world or sites we visit are anonymous then yourRomulrn il'd better thany Bumble Bee. Anonymity was always a myth and in iOS smart phone days it don't exist.  
Sincerely, peace and the cure be with all on this site.

Excuse mistakes one of my eyes is closed shut Cuz I hit it on something during last seizure only one perk of my disease, and I just woke up. \* (poster adds pic of black eye sustained during a seizure)

Since at NCPW our fight is for the patient and their right to use cannabis we start there by acknowledging her illness and her right to use cannabis therapies and highlight the fact that she is being denied access by her state. We do not start out with anything negative like, What, do you think we don't already know that? or Do you think we are stupid? Once you find a positive starting point and some common ground it is not as hard to write a compassionate response while highlighting our call to action for activists and turning the conversation to a relevant subject. Read the response.

**From Admin to Commenter:** first off it is heartbreaking to see your eye like that from seizing when so many get incredible relief from cannabis oil, and that if not for state and federal laws you would as well most likely benefit from that treatment. Your right It is almost 2015 and that is why NCPW is calling to action activists in every part of this nation to organize state and federal campaigns in 2015. Everyone is fighting in their states, setting up events canvassing neighborhoods trying to get state legislation changed. We would love to work with them so that they might make available at that time cards, brochures, fliers, etc... to help get your state represented on the National Cannabis Patients Wall. I too love the idea of a hippy, grew up loving all that stuff especially the clothes but those times are way behind me and now days I am forced to deal with pain specialist, pee tests, and all the daily struggles that come with being over 50, over weight, and over tired of waiting for change. Here and on the wall we always encourage discretion about what people post online and we all know by now that if we post it, it is for public consumption which is why we offer anonymity on the wall by offering an initial for a last name but representing patient illness and state and if the fact that they are being denied treatment too many are currently being denied treatment and it must be our first concern making change ASAP. We will be accepting resumes and digital applications soon. Thanks for your concern.

Now we have turned the conversation around to a subject that encourages positive communication.

- Notice that the reply is written without noticeable errors in spelling and grammar. No one is perfect but spelling and grammar checkers help, use them to your advantage. When you are acting as a volunteer for NCPW you must represent this cause in a favorable manner. You will be the first line of defense in this fight and what you do matters greatly. Every post could win or lose a potential new member, patient, or volunteer.