



Job Description: Public Relations Volunteer

Organization Overview

Maddux Achilles Haggard was born on Feb. 4, 2005, with a condition incompatible with life. On the sixth day of his young life, his parents Mike and Cheryl Haggard had to make the excruciating decision to take him off life support. Before they did, they called photographer Sandy Puc' to take portraits of them cradling their son. Puc' photographed the couple with Maddux at the hospital before he was removed from life support and after — when he was free from the tubes and the wires that had sustained him.

Those tender photographs documenting Maddux's eternal connection with his parents inspired Cheryl Haggard and Sandy Puc' to begin the nonprofit organization, Now I Lay Me Down to Sleep (NILMDTS). Since 2005, NILMDTS has provided tens of thousands of parents with the free professional portraits of their baby. NILMDTS administers a network of over 1700 volunteer photographers in the United States and around the world.

Overview of Volunteer Grant Researcher

The Public Relations Volunteer would fulfill an important role as Now I Lay Me Down to Sleep strives to promote the NILMDTS mission, volunteers, and remembrance walks. The Public Relations Volunteer would be responsible to generating press releases for upcoming events and disseminating materials to the proper media outlets. The volunteer will interact weekly with the Development Coordinator and attend quarterly Marketing Task Force meetings.

Position responsibilities could include:

- Assist with the creation of press releases, press kit materials, fact sheets and advisories.
- Provide tactical support through media research, list building, copy writing and editing
- Assist with media relations and creative story angles
- Makes pitches and informational media calls

Requirements:

- 3 press release writing samples required
- A six month commitment, at least 5 hours per week
- Bachelor's degree or equivalent experience in Communications, Public Relations, Journalism, English, Marketing or related field
- Goal driven, ability to self motivate, stay on task and work independently
- Strong time-management, organizational and internet research skills a must