

Relay For Life

Committee Position Descriptions



All Committee Chairs and Members

It is an expectation that all Relay For Life committee volunteers:

- Respect and understand the roles of volunteers and staff in the volunteer/staff partnership.
- Meet with American Cancer Society staff or event leaders to review and sign a position agreement.
- Participate in position-specific training, and understand the event planning timeline.
- Participate in strategic planning sessions with ACS staff, fellow committee chairs, and other key volunteers (e.g. committee members, top performing team captains, survivors, sponsors, etc.) to develop a plan to grow the income, participation, and quality of the event.
- Consider 'Customer Satisfaction Survey' results and other feedback from the previous year's event participants when developing strategies to grow the income, participation, and quality of the event.
- Participate in monthly committee meeting to share information, progress updates, and exchange ideas with fellow committee members
- Collaborate with fellow committee members to ensure that businesses, companies, hospitals, schools, media outlets, and other community organizations are approached with the right ask made by the right person.
- Participate in all kick-off, team captain, and wrap-up meetings.
- Create a positive and inclusive environment at all event-related activities.
- Become familiar with the resources available on cancer.org, relayforlife.org, and relaynation.org.
- Learn and uphold all national, divisional, and local Relay For Life event standards.
- Learn and uphold appropriate American Cancer Society policies and procedures.
- Become fluent in Relay For Life's history, accomplishments, format, and purpose (*i.e. be able to clearly articulate the benefits of getting involved to a potential committee member, team captain, team member, survivor, caregiver, sponsor, or donor*).
- Become fluent in the American Cancer Society's history, accomplishments, programs, and services (*i.e. be able to clearly articulate the mission, and be able to explain how ACS funds are used to help cancer patients and their families*).
- Assist with the identification and recruitment of a successor to fill your role at the end of your term.

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Event Chair

As the Event Chair, your primary responsibilities are to recruit a full committee, to ensure that all committee members understand and fulfill their commitments, to develop and implement a 1-year plan to set and accomplish income and non-income goals, to champion all income and non-income goals, and to serve as the voice of the American Cancer Society Relay For Life event in the community.

Responsibilities:

- Identify, recruit, and train volunteers to serve as chairs of the various event committees.
 - Meet individually with each committee chair to ensure they understand the time commitment and responsibilities of the position for which they have been recruited.
 - Review and co-sign a “Partnership Agreement” with each committee chair.
 - Ensure all committee chairs participate in position-specific training offered in-person, via phone, and/or online.
 - Ensure all committee chairs recruit, train, and sign “Partnership Agreements” with committee members.
- Facilitate a strategic planning session with ACS staff, the Event Co-Chair, committee chairs, and other key volunteers (e.g. committee members, top performing team captains, survivors, sponsors, etc.) to develop a plan to grow the income, participation, and quality of the event.
- Create a goal-oriented culture for the event, and ensure that all committee chairs, committee members, and team captains are aware of and motivated to reach the income and non-income goals.
- Ensure coordination, preparation, and implementation of regular event committee meetings with ACS staff, the Event Co-Chair, and committee chairs to activate your plan, share progress, and exchange ideas.
- Communicate regularly with ACS staff, the Event Co-Chair, and committee chairs to share information, progress, and updates between meetings.
- Communicate regularly with each committee chair in the areas of Team Development, Fundraising Development, Mission Development, and Survivor & Caregiver Development, on an individual basis to learn about progress they have made, to help them solve problems, to ensure they are following through on their commitments, and to thank them for the work they are doing. Also, ensure the Co-Chair is doing the same for each committee chair in the area of Event Development.
- Work closely with the Event Co-Chair, ACS staff and other committee chairs to plan and implement motivating, engaging, educational, and inspirational kick-offs (internal and external), team captain meetings/rallies, fundraising trainings, bank nights/days, and wrap-up meetings.
- Work closely with ACS staff, the Event Co-Chair, and committee chairs to learn about and strive for national event awards.
- Serve as a voice of the American Cancer Society and Relay For Life in the community and with media partners as appropriate.
- Work closely with ACS staff and the Event Co-Chair to coordinate a day-of-event recruitment effort to identify and educate potential committee members, team captains, and sponsors for next year’s event.
- Thank and recognize committee chairs in person and in writing for their time and effort.

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Event Co-Chair

As the Event Co-Chair, your primary responsibilities are to partner with the Event Chair as they recruit a full committee, to ensure that all committee members understand and fulfill their commitments, to develop and implement a 1-year plan to set and accomplish income and non-income goals, to champion all income and non-income goals, and to serve as the voice of the American Cancer Society Relay For Life event in the community.

Responsibilities:

- Support the Event Chair's efforts to identify, recruit, and train volunteers to serve as chairs of the various event committees.
 - Meet individually with each committee chair to ensure they understand the time commitment and responsibilities of the position for which they have been recruited.
 - Review and co-sign a "Partnership Agreement" with each committee chair.
 - Ensure all committee chairs participate in position-specific training offered in-person, via phone, and/or online.
 - Ensure all committee chairs recruit, train, and sign "Partnership Agreements" with committee members.
- Work with the Event Chair and ACS staff to facilitate a strategic planning session with committee chairs, and other key volunteers (e.g. committee members, top performing team captains, survivors, sponsors, etc.) to develop a plan to grow the income, participation, and quality of the event.
- Work with the Event Chair to create a goal-oriented culture for the event, and ensure that all committee chairs, committee members, and team captains are aware of and motivated to reach the income and non-income goals.
- Ensure coordination, preparation, and implementation of regular event committee meetings with ACS staff, the Event Chair, and committee chairs to activate your plan, share progress, and exchange ideas.
- Work with the Event Chair and ACS staff to communicate regularly with committee chairs to share information, progress, and updates between meetings.
- Communicate regularly with each committee chair in the area of Event Development on an individual basis to learn about progress they have made, to help them solve problems, to ensure they are following through on their commitments, and to thank them for the work they are doing. Also, support the Event Chair in doing the same for the areas Team Development, Fundraising Development, Mission Development, and Survivor & Caregiver Development.
- Work closely with the Event Chair, ACS staff and other committee chairs to plan and implement motivating, engaging, educational, and inspirational kick-offs (internal and external), team captain meetings/rallies, fundraising trainings, bank nights/days, and wrap-up meetings.
- Work closely with the Event Chair, ACS staff, and committee chairs to learn about and strive for national event awards.
- Serve as a voice of the American Cancer Society and Relay For Life in the community and with media partners as appropriate.
- Work closely with the Event Chair and ACS staff to coordinate a day-of-event recruitment effort to identify and educate potential committee members, team captains, and sponsors for next year's event.
- Thank and recognize committee chairs in person and in writing for their time and effort.

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Team Recruitment Chair, Team Retention & Mentoring Chair, Team Recognition Chair

The Team Recruitment Chair, Team Retention & Mentoring Chair and Team Recognition Chair are responsible for building relationships with and developing teams. It is recommended to have all three positions on a committee to recruit, retain, recognize, and mentor current and new teams. Smaller committees may have fewer positions and are sometimes referred to as a generic Team Development Chair. Teams participating in Relay For Life should represent the entire community and ensure that all teams are given the information/tools they need to be successful fundraisers.

Responsibilities:

- Be knowledgeable about Team Recruitment Kits, Team Captain Kits, Team Member Guides, registration processes (online & offline), and other team development materials.
- Be knowledgeable about day-of-event details regarding parking, campsite set-up, site maintenance, site clean-up, schedule of events, banking hours, etc.
- Support the Fundraising Chair by serving as a champion for the Relay For Life 'Team Fundraising Club', 'Individual Fundraising Club', 'Grand Club', and 'All Star' programs designed to motivate and recognize teams and individuals.
- Communicate the expectation that all team captains and team members pay an individual registration fee of \$10.
- Visit each campsite for all of your team captain contacts during the event to welcome each team and to thank them for participating.
- Encourage all participants to complete the 'Customer Satisfaction Survey' they will receive via email post-event.
- Thank and recognize your team captain contacts in person and in writing for their time and effort.

Recruitment:

- Work closely with the Team Retention & Mentoring Chair, Team Recognition Chair, Event Chair, Event Co-Chair, and ACS staff to develop and implement a plan to set and achieve new team recruitment goals.
- Become an expert of the team recruitment materials and resources available to you.
- Know your new team recruitment goal, and don't stop until you reach or surpass it.
- Be inclusive in your new team recruitment efforts to ensure the event accurately reflects the community.
- Enlist committee chairs/members, Relayers, and personal/professional contacts to help you meet your new team recruitment goals.

Retention & Mentoring:

- Work closely with the Team Recruitment Chair, Team Recognition Chair, Event Chair, Event Co-Chair, and ACS staff to develop and implement a plan to set and achieve team retention goals.
- Become an expert of the team retention materials and resources available to you.
- Know your team retention goal, and don't stop until you reach or surpass it.
- Enlist committee chairs/members, Relayers, and personal/professional contacts to help you meet your team retention goals.
- Employ year-round, creative, engaging, and personal strategies to retain teams. For example:
 - Coach team captains to avoid burnout by recruiting co-captains and by delegating responsibilities.
 - Invite past team captains to join you at a nearby Relay to get ideas and meet other Relay participants.
 - Host an informal in-person registration event to bring past teams back together early in the season.
 - Stay in touch with past teams via email, social media, etc. throughout the year, and encourage/support year-round fundraising activities.
- Become an expert of the team mentoring materials and resources available to you.
- Ensure all team captains feel informed, equipped, and empowered to be successful in their role. Specifically:
 - Educate team captains about the registration processes (online & offline).
 - Provide team captains with Team Captain Kits, Team Member guides, meeting schedules, fundraising tools, important web sites, committee contact information, and other team captain tools, and take time to orient them to these resources.

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- Communicate regularly with team captains through face-to-face interactions, phone calls, letters, email, social media, and text messages as appropriate.
 - Work with the Online Chair to ensure the event web site is up-to-date with information that is critical for team captains and team members.
 - Encourage team captains to attend kick-offs, teams captain meetings/rallies, fundraising trainings, bank nights/days, and wrap-up meetings, and make reminder calls before each event to improve attendance.
 - Work with the Fundraising Chair, Online Chair, Sponsorship Chair, and other committee members to host a special fundraising training (e.g. 'Team Captain University' or 'Fundraising Workshop') outside of regularly scheduled team captain meetings to:
 - Educate team captains about the mission and accomplishments of the American Cancer Society
 - Give team captains an opportunity to learn about how to build their team and to share responsibilities with the team members
 - Share fundraising tools and resources, and educate team captains about time-tested fundraising strategies, and give team captains an opportunity to brainstorm about new fundraising strategies
 - Educate team captains about the 'Team Fundraising Club, 'Individual Fundraising Club, 'Grand Club', and 'All Star' programs designed to motivate and recognize teams and individuals
 - Walk team captains through setting their own fundraising goals
 - Provide team captains with day-of-event details regarding parking, campsite set-up, site maintenance, site clean-up, schedule of events, banking hours, etc.
 - Employ creative, engaging, and personal strategies to mentor teams. For example:
 - Partner new teams with returning teams so that they can learn from each other
 - Plan special meetings for new or struggling teams to learn tips and tricks for building a successful team and/or fundraising
 - Invite team captains to join you at a nearby Relay to get ideas and meet other Relayers
- Work with the Online Chair, Registration & Accounting Chair, and the Fundraising Chair to get up-to-date team rosters and/or team income progress to help manage communication with both high- and low-fundraising teams.
- Serve as the primary point-of-contact for all of your Team Captain contacts at the Relay event, and be available to manage team problems and/or concerns.

Recognition:

- Work closely with the Team Recruitment Chair, Team Retention & Mentoring Chair, Event Chair, Event Co-Chair, and ACS staff to develop and implement a comprehensive, creative, and personal plan to recognize teams and to improve 'Customer Satisfaction Survey' scores.
- Become an expert of the team recognition materials and resources available to you.
- Ensure all team captains and team members know how much they are appreciated. Specifically:
- Ensure all team captains receive a team captain gift (provided by the American Cancer Society).
 - Recognize team-building, fundraising, and non-fundraising accomplishments of team captains and team members pre-, during-, and post-event using a variety of channels (e.g. private communication, at event-related gatherings/meetings, and via social media and traditional media as appropriate).
 - Partner with the Fundraising Chair to creatively promote and announce members of the "Team Fundraising Club, 'Individual Fundraising Club, 'Grand Club', and 'All Star' programs to make them more personal and meaningful.
 - Ask survivors to help you thank team captains and team members for their time and effort.

Leverage kick-offs, teams captain meetings/rallies, fundraising trainings, bank nights/days, and wrap-up meetings as recognition opportunities.

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Youth Engagement Chair

As the Youth Engagement Chair, your primary responsibilities are to build relationships with schools and youth-based organizations and to leverage those relationships to engage youth in cancer awareness, education, and fundraising activities to grow Relay For Life participation and income.

Responsibilities:

- Identify, recruit, and train additional Youth Engagement committee member(s) to help you achieve youth engagement goals as needed.
- Coordinate, prepare for, and implement regular Youth Engagement committee meetings to activate your plan, share progress, and exchange ideas. And, communicate regularly with each Youth Engagement committee member on an individual basis to learn about progress they have made, to help them solve problems, to ensure they are following through on their commitments, and to thank them for the work they are doing.
- Become familiar with youth engagement tools (Relay Recess Kit, the Relay Field Day Kit, relayrecess.org, relayfieldday.org, coachesvscancer.org, related recruitment videos, etc.) and be able to clearly articulate the benefits of getting involved in Relay to decision-makers in schools and other youth organizations.
- Develop relationships with and serve as the primary contact for decision-makers at elementary schools, middle schools, high schools, school districts, sports groups, and other youth organizations. For example:
 - Parents, PTA leaders
 - Teachers, principals, school nurses, school counselors, coaches, athletic directors
 - Youth group leaders, summer camp directors
- Leverage relationships with youth contacts to improve youth engagement through:
 - **Youth Led Relay Teams** (e.g. high school teams, youth group teams, sports teams, club teams, etc.)
 - **Relay Recess** (a special Relay program designed for elementary schools/classrooms)
 - **Relay Field Day** (a special Relay program designed for middle schools/classrooms)
 - **Coaches vs. Cancer** (a special program designed for coaches and sports teams)
 - **High School Relay** (e.g. a separate Relay-like event just for students to support the community Relay event)
- Work with ACS staff and fellow committee chairs/members to ensure that youth activities and youth team accomplishments are highlighted at kick-offs, team captain meetings/rallies, fundraising trainings, bank nights/days, and wrap-up meetings to engage youth participants.
- Work with ACS staff and the Team Recruitment Chair, Team Retention & Mentoring Chair and Team Recognition Chair to track contact information and team progress for youth teams.
- Work with the Team Recruitment Chair, Team Retention & Mentoring Chair and Team Recognition Chair to ensure all youth teams are included in team retention, mentoring and recognition plans (see Team Development Member position description).
- Work with the Logistics Chair to ensure risk management measures are in place to protect youth participants.
- Work with the Team Recruitment Chair, Team Retention & Mentoring Chair and Team Recognition Chair, the Logistics Chair, and the Ceremonies Chair to incorporate recognition for Relay Recess and Relay Field Day schools at the community Relay event (e.g. a special lap at Relay, special recognition during opening/closing ceremony, etc.).
- Work with the Entertainment & Activities Chair to ensure there are games and activities geared toward all ages at Relay.
- Visit each youth team's campsite during the event to welcome them and to thank them for participating.
- Encourage all youth team participants to complete the 'Customer Satisfaction Survey' they will receive via email post-event.
- Thank and recognize Youth Engagement committee members, youth contacts, and youth team captains in person and in writing for their time and effort.

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Fundraising Chair

As the Fundraising Chair, your primary responsibility is to grow Relay For Life income through working with team captains and team members and providing them information and resources to fund-raise.

Responsibilities:

- Identify, recruit, and train additional Fundraising committee member(s) to help you achieve fundraising goals as needed.
- Work with Chair and Staff Partner to determine fundraising plans and goals for all teams.
- Partner with the Sponsorship Chair, Online Chair, Staff Partner and any other appropriate committee chairs.
- Work with ACS staff and fellow committee chairs/members to ensure that teams/donors are appropriately recognized at pre-event, event, and post-event activities.
- Ensure that the chairs and all committee members are knowledgeable about resources and that they are prepared to educate team captains about fundraising to meet their fundraising goals.
- Work with ACS staff to track contact information, contribution details, and recognition for donors.
- Work with the appropriate chairs to ensure teams and their guests have a great experience at the Relay event.
- Visit each business/company team's campsite during the event to welcome them and thank them for participating.
- Encourage all teams to complete the 'Customer Satisfaction Survey' they will receive via email post-event.
- Meet with team contacts post event to share results and to thank them for their support.
- Thank and recognize Fundraising committee members and business/company contacts in person and in writing for their time and effort.

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Sponsorship Chair

As the Sponsorship Chair, your primary responsibilities are to secure financial, in-kind, and mission support from new and returning Relay For Life event sponsors and to ensure that all sponsors are appropriately recognized and thanked for their support.

Responsibilities:

- Identify, recruit, and train additional Sponsorship committee member(s) to help you achieve sponsorship goals as needed.
- Develop, communicate, and implement strategies to increase financial, in-kind, and mission support from businesses/companies in the Relay community.
- Coordinate, prepare for, and implement regular Sponsorship committee meetings to activate your plan, share progress, and exchange ideas. And, communicate regularly with each Sponsorship committee member on an individual basis to help them solve problems, to ensure they are following through on their commitments, and to thank them for the work they are doing.
- Become familiar with the sponsorship package, sponsorship deadlines, and sponsor recognition resources/tools, and be able to clearly articulate the benefits of getting involved in Relay to decision-makers in businesses/companies.
- Develop relationships with and serve as the primary contact for decision-makers at businesses/companies and other professional organizations. For example:
 - CEOs, presidents, community relations leaders, marketing/communications leaders
 - Relay For Life National Corporate Team contacts
 - Chamber of Commerce leaders, business park management leaders
- Leverage relationships with youth contacts to improve business/company engagement through:
 - **Relay Teams** (e.g. co-worker teams, department teams, employee friends & family teams)
 - **Financial Support** (e.g. sponsorship gifts)
 - **In-Kind Support** (e.g. meeting space, day-of-event resources, etc.)
 - **Mission Support** (e.g. survivor/caregiver involvement, ACS CAN membership, workplace programs, etc.)
- Ensure that all past sponsors are contacted and invited to re-sign as sponsors for the upcoming event before the end of the calendar year to maximize sponsorship opportunities (*NOTE: Committed donations should be secured as early as possible so that sponsors can be recognized during pre-event meetings, promotions, communications, and on the event's web site as appropriate*).
- Work with ACS staff and fellow committee chairs/members to ensure that sponsors and potential sponsors are invited to kick-offs, team captain meetings/rallies, fundraising trainings, bank nights/days, and wrap-up meetings and that sponsor accomplishments/contributions are highlighted.
- Work with ACS staff and fellow committee chairs/members to ensure that sponsors are appropriately recognized (according to sponsorship package amenities) at pre-event, event, and post-event activities.
- Ensure that the Fundraising Chair and all Team Development committee members are knowledgeable about sponsorship resources and that they are prepared to educate team captains about recruiting sponsors to meet their fundraising goals.
- Work with ACS staff to track contact information, contribution details, and recognition for sponsors.
- Work with appropriate Chairs to ensure special business/corporate guests have a great experience at the Relay event.
- Visit each business/company team's campsite during the event to welcome them and to thank them for participating.
- Encourage all sponsors to complete the 'Customer Satisfaction Survey' they will receive via email post-event.
- Meet with business/company contacts post event to share results and to thank them for their support.
- Thank and recognize Sponsorship committee members and business/company contacts in person and in writing for their time and effort.

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Online Chair

As the Online Chair, your primary responsibilities are to promote the Relay For Life event web site as a registration and fundraising tool to team captains and team members and to update the web site with current/relevant information as needed.

Responsibilities:

- Identify, recruit, and train additional Online committee member(s) to help you achieve online goals as needed.
- Develop, communicate, and implement strategies to increase online registration and fundraising and to improve the quality of the information posted on the event web site.
- Coordinate, prepare for, and implement regular Online committee meetings to activate your plan, share progress, and exchange ideas. And, communicate regularly with each Online committee member on an individual basis to learn about progress they have made, to help them solve problems, to ensure they are following through on their commitments, and to thank them for the work they are doing.
- Customize the web site template with event-specific content such as calendar updates, detailed event information, pictures, sponsor recognition, and progress toward goals throughout the event season. And, work with ACS staff and fellow committee chairs/members to obtain photos and current information to keep the web site fresh and relevant.
- Use email templates provided to create an event-specific campaign, and ensure messages are sent on a consistent basis throughout the Relay season.
- Work with ACS staff and fellow committee chairs/members to promote the event web site as the central hub for registration, fundraising, and event-related information at kick-offs, team captain meetings/rallies, fundraising trainings, bank nights/days, and wrap-up meetings, and use these gatherings to initiate online challenges.
- Work with ACS staff and fellow committee chairs/members to ensure that top online fundraisers are appropriately recognized and given an opportunity to share their success stories at pre-event, event, and post-event activities.
- Ensure that the Fundraising Chair and all Team Recruitment Chair, Team Retention & Mentoring Chair and Team Recognition Chair committee members are knowledgeable about online fundraising tools/resources and that they are prepared to educate team captains about how online fundraising can help them meet their fundraising goals.
- Work with the Logistics Chair to ensure that Relayers have an opportunity to register and/or fundraise at pre-event, event, and post-event activities.
- Report online progress before, during and after the event to prepare ACS staff and fellow committee members for recruitment, retention, mentoring, and recognition efforts. For example, use data to determine who has/hasn't registered, who has/hasn't started fundraising, who the top fundraisers are, who the survivors are, etc.
- Develop incentives and awards as appropriate to engage team members in online fundraising.
- Encourage all Relayers to complete the 'Customer Satisfaction Survey' they will receive via email post-event.
- Thank and recognize Online committee members and top online fundraisers in person and in writing for their time and effort.

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Survivor & Caregiver Chair

As the Survivor & Caregiver Chair, your primary responsibilities are to recruit, recognize, and engage survivors and caregivers that represent the community, and to give all an opportunity to heal and support each other.

Responsibilities:

- Identify, recruit, and train additional Survivor & Caregiver committee member(s) to help you achieve your goals as needed.
- Develop, communicate, and implement strategies to improve survivor and caregiver recruitment, recognition, and year-round engagement. (*NOTE: Cancer survivors make up about 3.5% of the U.S. population.*)
- Coordinate, prepare for, and implement regular Survivor & Caregiver committee meetings to activate your plan, share progress, and exchange ideas. And, communicate regularly with each Survivor & Caregiver committee member on an individual basis to learn about progress they have made, to help them solve problems, to ensure they are following through on their commitments, and to thank them for the work they are doing.
- Create a goal-oriented culture for the event by ensuring that all Survivor & Caregiver committee members are aware of and motivated to reach survivor and caregiver goals.
- Encourage all survivors and caregivers to complete the 'Customer Satisfaction Survey' they will receive via email post-event.
- Thank and recognize Survivor & Caregiver committee members and others who help with survivor and caregiver recruitment, recognition, and engagement in person and in writing for their time and effort.

Recruitment:

- Become familiar with survivor and caregiver recruitment resources/tools, and be able to clearly articulate the benefits of getting involved in Relay to survivors and caregivers and the organizations that serve them.
- Develop relationships with and serve as the primary contact for decision-makers at organizations that serve and/or interact with large numbers of survivors and caregivers. For example:
 - hospitals, treatment centers, clinics
 - support groups, faith-based groups
 - employers, schools, and other large systems
- Know your survivor and caregiver recruitment goal, and don't stop until you reach or surpass it.
- Be inclusive in your survivor and caregiver recruitment efforts to ensure the event accurately reflects the community. In other words, remember that survivors may be undergoing treatment or years beyond treatment, they may be young or old, they may be independent or have special needs, etc.
- Ensure that Team Recruitment Chair, Team Retention & Mentoring Chair, and Team Recognition Chair committee members are knowledgeable about survivor and caregiver recruitment goals and that they are prepared to educate team captains about recruiting survivors and caregivers to join their teams.
- Work with the Publicity Chair to identify survivors and caregivers to share their stories with the local media (e.g. newspaper, radio, television) to encourage others to get involved.
- Work with ACS staff and fellow committee chairs/members to ensure that new and returning survivors and caregivers are invited to kick-offs, team captain meetings/rallies, fundraising trainings, bank nights/days, and wrap-up meetings.
- Work with ACS staff to ensure all survivors and caregivers register online or offline and that personal registration information is protected. (*NOTE: The earlier that survivors and caregivers register, the sooner they will begin receiving event-related communication.*)

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Recognition:

- Work with ACS staff and fellow committee chairs/members to ensure that survivors and caregivers are appropriately recognized at pre-event, event, and post-event activities.
- Work with the Logistics Chair to ensure that special parking is available, that the survivor and caregiver registration/check-in are easily accessible, and that signage is highly visible to make the Relay experience as seamless as possible for survivors and caregivers.
- Recruit volunteers to assist with survivor and caregiver registration, and ensure systems are in place to make the registration experience as seamless as possible for survivors and caregivers.
- Work with ACS staff and the Entertainment & Activities & Ceremonies Chair to ensure all survivors and caregivers are recognized/honored during the appropriate event ceremonies (e.g. Survivor Lap, Caregiver Lap, Luminaria Ceremony, etc.).
- Work with the Logistics Chair to coordinate a special day-of-event reception to honor survivors and caregivers.
- Work with appropriate committee members and ACS Staff Partner to secure token gifts to recognize/honor survivors and caregivers at the Relay event.
- Ensure that your event includes caregiver activities that feel separate and distinct, and consider providing opportunities for survivors to thank their caregivers at the event.

Engagement:

- Work with Team Development committee members to ensure survivors and caregivers are invited and encouraged to join teams or start teams of their own.
- Work with the Advocacy Chair to ensure survivors and caregivers are educated about the American Cancer Society Cancer Action Network (ACS CAN) and encouraged to become members to help fight back against cancer.
- Work with fellow committee members to ensure survivors and caregivers are given opportunities to participate in day-of-event activities (e.g. serve a judge for a competition, return for special ceremonies, etc.).
- Work with the Mission Chair to identify opportunities for survivors and caregivers to volunteer beyond Relay.
- Educate survivors and caregivers about Society programs and services to assist patients and their families, including 800-227-2345 and cancer.org before, during, and after the event.

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Advocacy Chair

As the Advocacy Chair, your primary responsibilities are to educate Relayers about legislative efforts aimed to eradicate cancer and to recruit a grass roots army of advocacy volunteers.

Responsibilities:

- Identify, recruit, and train additional Advocacy committee member(s) to help you achieve advocacy goals as needed.
- Develop, communicate, and implement strategies to increase awareness about cancer-related legislative priorities and to recruit American Cancer Society Cancer Action Network (ACS CAN) members.
- Coordinate, prepare for, and implement regular Advocacy committee meetings to activate your plan, share progress, and exchange ideas. And, communicate regularly with each Advocacy committee member on an individual basis to learn about progress they have made, to help them solve problems, to ensure they are following through on their commitments, and to thank them for the work they are doing.
- Become familiar with ACS CAN's legislative priorities, be able to clearly articulate the benefits of becoming a member of ACS CAN, and be sure that all committee members and team captains can do the same.
- Become an ACS CAN member.
- Work with ACS staff and fellow committee chairs/members to ensure that ACS CAN education, action alerts, celebrations, and member recruitment are part of kick-offs, team captain meetings/rallies, fundraising trainings, bank nights/days, and wrap-up meetings.
- Work with the Ceremonies Chair to ensure that ACS CAN education, action alerts, celebrations, and member recruitment, and member recognition are part of the Fight Back Ceremony.
- Work with the Survivor & Caregiver Chair to ensure that survivors and caregivers have an opportunity to learn about ACS CAN's legislative priorities and have an opportunity to fight back by becoming an ACS CAN member.
- Work with the Survivor & Caregiver Chair to ensure special legislative guests have an opportunity hear from survivors and caregivers about what legislation is important to them.
- Work with ACS staff to track ACS CAN membership forms/fees.
- Send thank you letters to elected officials who attended the event.
- Thank and recognize Advocacy committee members and ACS CAN members in person and in writing for their time and effort.

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Mission Chair

As the Mission Chair, your primary responsibilities are to educate Relay participants about the American Cancer Society's mission (to help people stay well and get well, to find cures and to fight back) and to engage them in activities that relate specifically to the Society's guidelines about nutrition and physical activity.

Responsibilities:

- Identify, recruit, and train additional Mission committee member(s) to help you achieve advocacy goals as needed.
- Develop, communicate, and implement strategies to increase awareness about the Society's mission and to create a healthy environment at all pre-, during-, and post-event activities.
- Coordinate, prepare for, and implement regular Mission committee meetings to activate your plan, share progress, and exchange ideas. And, communicate regularly with each Mission committee member on an individual basis to learn about progress they have made, to help them solve problems, to ensure they are following through on their commitments, and to thank them for the work they are doing.
- Become familiar with the Society's mission, screening guidelines, and nutrition and physical activity guidelines and be able to clearly articulate examples at kick-offs, team captain meetings/rallies, fundraising trainings, bank nights/days, and wrap-up meetings.
- Identify volunteers who have used or provided Society services to share their stories at kick-offs, team captain meetings/rallies, fundraising trainings, bank nights/days, and wrap-up meetings.
- Work with the Ceremonies Chair to ensure that all Relayers have an opportunity to think about and articulate how they personally plan to fight back against cancer through healthy behavior (e.g. getting screened, avoiding the sun, eating well, etc.) during the Fight Back Ceremony.
- Work with the Publicity Chair to proactively communicate the Society's accomplishments with cancer research and advocacy.
- Engage team captains by asking them to help educate their peers about the mission of the American Cancer Society before, during, and after the event.
- Become familiar with and promote other opportunities for Relay participants to volunteer with the American Cancer Society.
- Thank and recognize Mission committee members and ACS CAN members in person and in writing for their time and effort.

Relay For Life

Committee Position Descriptions



Publicity Chair

As the Publicity Chair, your primary responsibilities are to develop and implement grass roots and media-driven marketing to raise awareness about Relay For Life.

Responsibilities:

- Identify, recruit, and train additional Publicity committee member(s) to help you achieve promotions goals as needed.
- Develop, communicate, and implement strategies to increase awareness about Relay For Life and to inspire community members to support it and/or get involved.
- Coordinate, prepare for, and implement regular Publicity committee meetings to activate your plan, share progress, and exchange ideas. And, communicate regularly with each Publicity committee member on an individual basis to learn about progress they have made, to help them solve problems, to ensure they are following through on their commitments, and to thank them for the work they are doing.
- Become familiar with resources/tools to promote and market the event (e.g. posters, flyers, brochures, post cards, press releases, public service announcement, social media posts, newsletter content, etc.).
- Develop relationships with and serve as the primary contact for decision-makers at media outlets and other organizations with a broad reach. For example:
 - Community outreach staff newspaper, radio, and television organizations
 - Communications staff for large employers
 - Content editors for organizations with regular newsletter publications
- Leverage relationships with media contacts, business contacts, and other supporters to promote Relay For Life. For example:
 - Seek permission to hang posters and distribute flyers and brochures at local businesses, hospitals, cancer treatment centers, libraries, schools, etc.
 - Distribute press releases, letters-to-the-editor, community calendar updates, and public service announcements to newspaper, radio, and television outlets.
 - Identify and present human interest story ideas and interview opportunities to newspaper, radio, and television outlets to illustrate how the community and local residents are mobilizing to fight cancer through Relay For Life, and how the American Cancer Society is impacting cancer in the community.
 - Provide newsletter content to Chambers of Commerce, civic organizations, etc.
 - Provide newsletter content to Relay committee volunteers, team captains, team members, and survivors, and ask them to share with the editor of their own employers' or clubs'/organizations' newsletters.
 - Provide social media posts to Relay committee volunteers, team captains, team members, and survivors, and ask them to post on Facebook, Twitter, etc.
- Maintain complete and accurate promotional support records and submit them to ACS staff:
 - Successful media contacts / unsuccessful media contacts
 - Copies of the newspaper and newsletter articles
 - Listing of all media showing up at event as well as day-of-event media outcomes
- Ensure that all media partners are contacted and invited to serve as media sponsors for the event. (*NOTE: Commitments should be secured as early as possible so that media partners can be recognized during pre-event meetings, promotions, communications, and on the event's web site as appropriate.*)
- Work with fellow committee members and ACS staff to ensure all media partners who actively promote the event are appropriately recognized (according to pre-determined amenities) at the kick-off, the event, and the wrap-up.
- Work with ACS staff and fellow committee chairs/members to ensure that media representatives are invited to kick-offs, team captain meetings/rallies, fundraising trainings, bank nights/days, and wrap-up meetings and to ensure that media support and contributions are highlighted.
- Arrange for photographs to be taken at pre-event, event, and post-event activities.

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Committee Position Descriptions



- Work with the Entertainment & Activities & Ceremonies Chair to identify and prepare volunteer spokespeople for pre-, during-, and post-event activities and ceremonies.
- Work with the Hospitality Chair to ensure special media guests have a great experience at the Relay event.
- Host media contacts during the event to welcome them and to thank them for their support.
- Encourage all media partners to complete the 'Customer Satisfaction Survey' they will receive via email post-event.
- Meet with media contacts post-event to share results and to thank them for their support.
- Thank and recognize Publicity committee members, media contacts, and others who helped to promote the event in person and in writing for their time and effort.

Relay For Life

Committee Position Descriptions



Logistics

As the Logistics Chair, your primary responsibilities are to provide a safe, comfortable, and seamless experience for all Relay participants and to build a team of volunteers that can manage a detailed event execution plan.

Responsibilities:

- Identify, recruit, and train additional Logistics committee member(s) to help coordinate logistics for all Relay activities and to help with event set-up, maintenance, and clean-up.
- Develop, communicate, and implement strategies to create a safe, comfortable, and seamless experience for all Relay participants.
- Coordinate, prepare for, and implement regular Logistics committee meetings to activate your plan, share progress, and exchange ideas. And, communicate regularly with each Logistics committee member on an individual basis to learn about progress they have made, to help them solve problems, to ensure they are following through on their commitments, and to thank them for the work they are doing.
- Work with ACS staff and the Sponsorship Chair to leverage relationships with business and community contacts to secure low-cost and/or no-cost equipment, supplies, and services needed for the Relay event. For example:
 - Event Site / Contingency Site
 - Restrooms / Portable Toilets
 - Trash Cans and Trash Removal / Recycling Containers and Removal
 - Tents / Tables / Chairs
 - Electrical Needs / Lighting
 - Stage / Sound System
 - Emergency Medical Personnel
 - Security Personnel

NOTE: Only ACS staff can sign contracts, agreements, and/or permits with paid and unpaid vendors/suppliers.

- Ensure that all vendors/suppliers are contacted and invited to support the upcoming event before the end of the calendar year to maximize low- and/or no-cost opportunities. (*NOTE: Committed donations should be secured as early as possible so that in-kind donors can be recognized during pre-event meetings, promotions, communications, and on the event's web site as appropriate.*)
- Work with ACS staff and fellow committee chairs/members to ensure that in-kind sponsors are invited to kick-offs, team captain meetings/rallies, fundraising trainings, bank nights/days, and wrap-up meetings and that their contributions are highlighted.
- Work with ACS staff and fellow committee chairs/members to ensure that in-kind sponsors are appropriately recognized (according to sponsorship package amenities) at pre-event, event, and post-event activities.
- Work with ACS staff to track contact information, contribution details, and recognition for vendors/suppliers and in-kind sponsors.
- Work with appropriate committee members, site contacts, and ACS staff to prepare a master logistics timeline from the safety check to clean-up.
- Work with appropriate committee members and ACS staff to create a master list of event requirements and determine who will order and be the main contact of all rental equipment (i.e. parking needs, signage needs, safety needs, transportation needs, registration needs, accounting needs, ceremonies needs, survivorship needs, mission needs, advocacy needs, promotions needs, lighting needs, staging needs, sound needs, restrooms needs, etc.).
- Work with the appropriate committee members to ensure there is an adequate sound system at your event's 'stage' area. (*NOTE: An adequate sound system is critical for having quality event entertainment that all participants can hear/experience.*)
- Work with Team D Chair and ACS staff to create a master list of team requirements (i.e. campsite needs, power needs, on-site fundraising needs, accessibility needs, etc.).

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- Work with appropriate committee members, site contacts, and ACS staff to prepare a layout/map of the event site, and ensure that all participants are aware of the site layout/map (i.e. post the event site layout/map on the event web site, give a copy to all committee members, give a copy to all team captains, and post prominently at multiple locations throughout the event site).
- Adhere to and uphold ACS guidelines and policies regarding safety and risk management policies (*NOTE: all entertainment/activities must be approved by ACS staff*).
- Create and distribute an Event Committee and Emergency Contact list to all committee members, team captains, ACS staff, and event site contacts.
- Work with appropriate committee members, site contacts, and ACS staff to prepare a crisis/emergency plan to deal with injuries, conflict, and/or inclement weather, and ensure that all participants are aware of the plan (i.e. post the crisis/emergency plan on the event web site, give a copy to all committee members, give a copy to all team captains, and make sure a copy of the plan is available at the event registration area).
- Serve as the main point-of-contact for all facilities / logistics needs during the Relay event from set-up to clean-up (e.g. ensure all facilities are accessible/unlocked, make sure all rented/borrowed equipment is returned, etc.).
- Accurately record information for all event site and equipment contacts and provide the information to the Event Chair and Staff Partner (including the name of the person/business/organization, contact information, and details about their role for the event).
- Visit each vendor/supplier during the event to welcome them and to thank them for supporting the event.
- Meet with vendor/supplier contacts post-event to share results and to thank them for their support.
- Thank and recognize Logistics committee members in person and in writing for their time and effort.

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Committee Position Descriptions



Entertainment & Activities & Ceremonies Chair

The position of Activities & Entertainment & Ceremonies chair is a fun and exciting job. He or she is someone who is creative, organized, and knows what it takes to have a good time. The Activities and Entertainment chair oversees all the entertainment and activities that happen during the Relay, which include choosing the type of activities and when they occur.

Responsibilities:

- Recruits subcommittee volunteers and meets with them regularly.
- Attends Relay committee meetings and gives activities report to the Event Chair and Logistics Chair
- Plans games, obtains equipment, and solicits prizes for Relay
- Arranges for activities and entertainment throughout the event
- Promotes activities, games and entertainment. Provides a schedule to team participants in advance of event to encourage participation
- Promotes sign up for teams to participate and own some of the event activities
- Determines lighting requirements, sound, and electrical needs and communicate that to the Logistics Chair
- Provides master schedule of entertainment and activities to the Event Chair and Logistics chair
- Coordinates interactive activities to be held throughout the night (ensures the Mission message is delivered and cancer education activities are included)
- Promotes Relay as a community event and encourages public attendance
- Works closely with the Event Chair in planning and organizing activities and entertainment
- Works with the Logistics chair to coordinate the needs of the entertainment, performers, games, etc. that are scheduled
- Works with the Survivorship chair and Ceremonies Chair (if applicable) to coordinate music, speakers etc. for the Survivors Lap and Opening Ceremony
- Works with the Sponsorship Development chair to secure prizes for winners of games and competitions
- Works with the Staff Partner and Event Chair to adhere to approved budget
- Recruit and train your successor

Relay For Life

Committee Position Descriptions



Registration & Accounting Chair

The Registration & Accounting chair oversees the registration of Relay teams and participants, collection of participant data, tracking of incentive prizes, tabulation, and accounting of money. Additionally, this chair keeps records and works closely with the Event Chair, Data chair and the Staff Partner.

Responsibilities:

- Be well-versed in the American Cancer Society's mission and programs
- Recruit a co-chair and subcommittee member(s) to assist with all tasks
- Recruit volunteers to register participants; coordinate with Team Recruitment and Relay Online Chair to obtain team lists
- Work with Relay Online chair and Staff Partner to develop Offline vs. Online donation tracking strategy
- Ensure that security procedures are followed at all times
- Ensure that accounting procedures are followed at all times
- Collect and record registration fees
- Collect and record all team donations
- Work with Logistics chair and Staff Partner to secure necessary equipment and supplies and security needed onsite
- Coordinate Bank Night/Day with the Event Chair, Team Development Chair and staff partner
- Collect and count team money at team captain meetings, Bank Night/Day, and the day of the event
- Verify that waivers are signed on the bottom of the team member envelopes
- Track and verify incentive prize selections for accuracy
- File final report for awards ceremony
- Communicate with teams and/or team captain meeting coordinator regarding teams reaching certain levels of fundraising and what is the next level to achieve
- Hold sub-committee meetings, report to full committee, and give follow-up reports
- Assist with identifying your replacement on the committee

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Committee Position Descriptions



Luminaria Chair

The role of the Luminaria chair is to promote the “sale” of Luminaria Bags in honor or in memory of those people who have been touched by cancer in the community. Additionally, the Luminaria Chair assists in the development of the Luminaria Ceremony at the event.

Roles and Responsibilities:

- Recruit Luminaria Sub-Committee volunteers and meet with them regularly
- Attend event committee meetings
- Attend Team Captain meetings to educate teams on Luminaria and Luminaria “sales”
- Develop a plan to promote Luminaria throughout your community
- Coordinate the logistics of the Luminaria ceremony
- Plan the Luminaria ceremony
- Recruit day of Luminaria volunteers to assist with onsite sales, set up, and implementation
- Secure Luminaria supplies
- Staff Luminaria area until ceremony ends
- Pick up Luminaria after event ends
- Recognize and thank Luminaria volunteers & in-kind donors
- Recruit and train your successor