



WELCOME to one of the **LARGEST** Relay For Life Events in the **WORLD!**

2016 Relay For Life Committee Chair Position Descriptions

Although not mandatory, many opportunities to get involved with Power of Purple Week, event wide fundraisers, and Relay promotional events will be available to all committee chairs & sub-committee members.

The position terms runs Sept.1, 2015 – Sept. 1, 2016

Below is a summary of *some* of the major tasks of each position.

Note: Sub-committee positions are also year-round commitments

If you have any questions about the roles or responsibilities of a position please contact Kristen Salladay * 541.434.3101 *email: kristen.salladay@cancer.org

Entertainment /Stages

Chairs: 1

Recommended Sub-Committee:2-3

- Secure, facilitate, & plan all entertainment for general participants for the entire 24-hour event.
 - o Notify Logistics Exec. of all major deliveries (including band equip)
- Work with ACS Staff on securing stage, sound, & lighting at least 3 months prior to the event.
- Work with ACS Staff to write & provide a detailed full schedule stage script for emcees & sound booth at least two weeks prior to event.
- Provide a continual schedule of events as acts are secured to publicity, social media chair, Event Co Chairs, and ACS Staff.
- Secure music for major ceremonies, down time, & themed laps.
- Work closely with Survivor, Luminaria, & Mission Delivery chair to support the 3 major ceremonies.
- Recruit & train ALL volunteers needed to provide stage support.
- Work with ACS Staff to put together Event Packet for all Entertainment to include but not limited to : Parking passes, Map of venue, offline registration forms or direct them to the ESRFL website to register prior to the event, designated parking area, their play schedule allowing announcements/ mission moments etc..

Activities

Chairs:1

Recommended Sub Committee members 5 or more

- Plan all entertainment & activities for general participants for the entire 24-hour event.
- Recruit & train ALL volunteers needed to facilitate activities

- Provide a continual schedule of events as activities are secured to publicity, social media chair, Event Co Chairs, and ACS Staff.
- **Activities (Continued)**
- Tentative/preliminary schedule of events due no later than April 4th, 2016.
- If there are prizes to be awarded for activities- Activities Committee is responsible for securing prizes (donated prizes)

Food/Food Vendors

Chair: 1

Recommended Sub-committee size: 1-2

- Secure a variety (Approx. 6-8) of food vendors for the entire 24-hour event at least one month prior to the event. **Emphasis on healthy foods**
- Schedule fire marshal visit & obtain any necessary permits at least one month out.
- Work closely with Logistics Exec, Logistical On-site Manager, & tent site layout to coordinate deliveries, picnic area, & location of food vendors.
- Follow up with vendors throughout the entirety of the event.
- Work with ACS staff to get "Vendor Packets" out ahead of time – to include but not limited to Vendor parking passes, map of designated parking area, schedule of events, and to get them registered prior to event.

Youth Development Committee

Chairs: 1-2

Recommended Sub-committee size: 7-9

- Recruit youth (13-18 yrs) to sign up as team captains and on teams.
 - o Recruit through publicity, school visits, and contacting community centers.
- Secure, plan, & facilitate all youth activities. (Or work closely with Activities Chair)
- Recruit volunteers to facilitate youth activities on-site
- Solicit in-kind donations for materials for activities & prizes.
- Continually update Event Co Chairs and ACS Staff
- Attend/Volunteer at any Relay Recess & Field Day events.

Kid's Area

Chairs: 1-2

Recommended Sub-committee size: 5+

- Secure, plan, & facilitate all Kid's Area activities.
- Solicit in-kind donations for materials for activities.
- Continually provide a schedule of events to Event Co Chairs and ACS Staff.
- Recruit & train all volunteers needed to manage the Kid's Area throughout the event.

Newsletter

Chairs: 1-2

Recommended Sub-committee size:

- Create a monthly newsletter targeting Relay participants. Emphasis on logistical information, fundraisers, fundraising tips, Mission Delivery, and "need-to-know" information. Responsible for writing ALL content.
- Assemble Annual Event Program
- Requires constant & timely communication with Event CO Chairs & ACS Staff.
- Facilitate the printing, pick-up, & delivery of newsletters.
- *Requires high attention to detail, careful editing, & a commitment to ACS branding standards.*

Publicity

Chairs: 1

Recommended Sub-committee size: 1-2

- Write monthly PSA's of general Relay happenings, announcements, & fundraisers.
- Potentially speak in front of cameras, on the radio, or with the press about Relay For Life.
- Create & distribute print fliers in a variety of ways & medians. (Monthly)
- Brainstorm & execute opportunities to publicize (light post banners, pizza box fliers, reader board space, hanging street banners)
- Work closely with Social Media to provide advertising graphics.

Social Media

Chairs: 1

- Increase social media interaction with participants & sponsors.
- Advertise all event & team fundraisers. (Daily/Weekly)
- Post reminders, poll participants, and share relevant ACS news. (Weekly)
- Text Program coordinator & content writer (SMS Texting)

Silent Auction Chair

Chairs: 1

Recommended Sub-Committee: 2-5

- Create rules & overall execution plan to host a silent auction at Relay For Life
- Recruit ALL volunteers to facilitate the silent auction tent.
- Begin communicating silent auction fundraising opportunity at least 6 months out to teams & participants through Teams, Publicity, online, social media & newsletter.
- Work with Staff to secure credit card machines and any supplies needed for the event

Sponsorship

Chairs: 1-2

- Work with ACS Staff- To provides a high-level of customer service & stewardship to long-term sponsors.
- Identifies and recruits potential new sponsors
- Gives presentations at Chamber events, local service organizations, and business meetings.
- Ensures continual recognition to all sponsors & works closely with staff to ensure sponsorship benefits negotiated in sponsorship packet occur.
- Recruits all major sponsors at least 10 weeks prior to the event.
- Thinks of creative ways to recognize smaller and in-kind sponsors
- **MUST be very comfortable cold calling & public speaking.**
- A flexible schedule that allows for communication within business hours is a plus.

Luminaria

Chairs: 1-2

Recommended sub-committee: 6-10

- Work with Event Chairs and ACS Staff to organize a Holiday Luminaria Event
- Be present at monthly team meetings to check out/hand out bags
- Organize & execute monthly luminaria sales events outside of Team Rally's.
- Work with Committee on showcasing/sales of Luminaria at the "Purple in the Park" event.
- Solicit donations of whatever material chosen to weigh down bags at the event (sand)
- Work with ACS Staff and Event Co Chairs to Plan & secure all donations, entertainment, and/or music for signature luminaria ceremony.
- Work with Staff on needed supplies for event and pick up of any supplies at ACS office week of the event.
- Recruit ALL volunteers to run events & day-of tent

Survivors

Chairs: 1-2

Recommended Sub-committee: 5+

- Recruit survivors year-round throughout Lane County.
- Mentor Survivor Team through emails and phone calls
- Organize and solicit all donations for Survivor ceremony (June 2013)
- Plan & secure all donations, entertainment and/or music for signature survivor lap.
- Organize & solicit all donations needed for all events occurring in the survivor tent
- Recruit ALL volunteers to assist with activities throughout the event
- Plan & organize at minimum 3 contacts with the survivors that have registered within the past two years (i.e. Holiday Cards) – will work closely with staff partner.
- Work closely with Teams Executive Chair, Newsletter, & Online to recognize survivors at meetings and through Relay correspondence.

Caregivers

Chair: 1

Recommended Sub-committee: 1-3

- Recruit caregivers
- Promote Caregiver shirt
- Work closely with survivor chair to plan, communicate, & execute recognition activities for caregivers.
- Work closely with survivor chair to incorporate caregiver recognition into survivor lap & survivor tent activities.

Note: This is a new & open-ended position. Looking for someone to take initiative to creatively recognize and recruit caregivers every month & at the event.

Mission Delivery (Fight Back)

Chairs: 1-2

Recommended Sub-Committee: 2-4

- Focus on incorporating the mission of the American Cancer Society into all meetings, trainings, and day-of events.
- Organizes and solicits all donations for the Mission Delivery tent at the event.
- Works closely with Quality of Life Manager (ACS Paid Position) to increase communication and volunteerism between the Relay For Life and mission related activities occurring in Lane County.
- Works closely with entertainment to creatively incorporate mission into activities.

- Provides information or speakers related to the mission for Team Rally's & newsletter.
- Organizes & executes the signature Fight Back ceremony at the event.
- Responsible for securing all sponsors banners prior to event, hanging banners at the event, & delivery of banners back to sponsors post event.

Advocacy/ASC CAN

Chairs: 1

Recommended Sub-committee: 1-2

- Promotes ACS's sister organization ACS Cancer Action Network (a political action committee).
- Encourages Relayers to sign up & also donate to the organization.
- Communicates through the newsletter, at Team Rallies, and at the event the role ACS plays in several laws affecting cancer research, healthcare, and insurance.
- Recognizes Relayers who register to be members of ACS CAN.
- Organizes ACS CAN related activities within the Mission Delivery Tent day-of
- Attend Oregon Lobby Day if possible

Power of Purple Week (1 week in June)

Chairs: 1-2

Recommended Sub-committee: 2-3

- A week dedicated to promoting the mission, registering participants, general publicity of the event, and fundraising
- Determines week of events.
- Recruits volunteers to facilitate and attend all events.
- Promotes the week's events well in advance. Work closely with staff to do so.
 - o Encouraged to write PSA's, created promotional fliers, etc.

Photography

Chairs: 2

- Documents Relay For Life events through photography.
- Provides access to photos to Event Co Chairs, ACS Staff, online, publicity, social media, and newsletter.
- Work with Event Chairs & staff on a project basis for recognition & publicity.

Team Development

Chairs: 1-2

- Focused on "developing" (improving/growing) current & new teams through clear communication and training tools/opportunities.
- Assists with Agenda & Powerpoint for monthly team rallies.
- Assists recruitment and retention in building sub-committee as teams register.
- Assists in planning and facilitating Relay teams Training (March or April?)
- Assists drafting "email blasts" and newsletter pieces.
- **Must be comfortable with cold calling & email.**
- Responsible for assisting teams throughout the event by checking in with assigned teams, passing out surveys, acquiring commitment for following year, and answering questions.
- Focus on committee recruitment during the event.

Recruitment

Chairs: 1

Recommended Sub-committee: 1/per 10 teams needed to reach team goal

- Focuses solely on the recruitment of new teams (i.e. any team not registered in the immediate past year)
- Communicates the value participating in Relay For Life.
- Recruits & trains sub-committee members.
- Organizes or creates events or publicity material that will aid in the recruitment of teams.
- **Must be comfortable with cold calling & email**
- Responsible for assisting teams throughout the event by checking in, passing out surveys, acquiring commitment for following year, and answering questions.
- Focus on committee recruitment during the event.

Retention & Mentoring

Chair: 1

Recommended Sub-committee: 1/per 10 teams registered

- Focus on training and mentoring all teams registered.
- **Must be comfortable with cold calling & email**
- **Makes monthly reminder phone calls & follows up with email questions within 2 business days.**
- **Tracks team progress & takes initiative to reach out and offer support.**
- Responsible for assisting teams throughout the event by checking in with assigned teams, passing out surveys, acquiring commitment for following year, and answering questions.
- Focus on committee recruitment during the event.

Registration & Attendance

Chairs: 1-2

Recommended Sub-committee: 4

- Determines registration & check-in process for the event. Communicates these plans at least 3 months prior to the event to Event Chairs & ACS Staff.
- Focuses *year-round* on recruiting volunteers for all hours of all check-in location (check-in stays open 24 hours) Responsible for recruiting them all.
- Trains, communicates, & follows up with check-in volunteers on basic relay information.
- Creates any handouts/scripts determined necessary to aid volunteers in answering questions and providing great service.
- Assists staff with providing off-line registration forms to businesses or teams that prefer to register on paper.
- Promote last day to register offline and online
- Work with Staff on Event Check Off list- supplies needed, supply pick up at ACS office week of the event, responsible for all supplies delivered back to ACS office post event.
- Provide a count Saturday by 8am- #Survivors, # Participants to Event Chairs & ACS Staff
- Sort all registration forms by *Participant *Survivor * Youth Agreement * Chaperone- these are all sorted and faced into packets of 200 forms.
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- Provide customer service, materials, and Relay For Life information to day-of participants.
- Determine and/or create materials that would aid in providing great service.
- Requires an outgoing personality, patience, & excellent customer service skills.
- Be knowledgeable resource to participants of all activities, rules, schedules, etc..

Accounting

Chairs: 1

Recommended Sub-committee: 1-3

- Responsible for collecting all monies at Monthly Team Rallies and event.
- Report and organize funds in accordance with ACS processing standards.
- Work closely with staff and online chair to report and credit correct teams and individual Relay accounts.

Online: ESRFL Website/ FACEBOOK

Chairs: 2

- Provide all website based communication to general public and participants.
- Update online information in accordance with new events and information.
- Upload all funds turned in off-line to appropriate accounts.
- Works entire event to upload and update online website information
- Works closely with ACS Staff and any other committee that has needs for posting information etc..
- Aid participants with online questions.
- Post Teams fundraising fliers – etc..to ESRFL and FB

Event Wide Fundraising

Chairs: 1-2

Recommended Sub-committee: 1-2

- Seeks & leads event wide fundraising activities (Events that all teams can participate in)
- Creates publicity materials, drafts emails, and facilitates all registration or participation in the event.
- Organize & recruit any volunteers needed for events
** Most popular events include Em's game, Applebee's Pancake Fundraiser, Working Women's Wednesday's, and Giveback/Proceed nights.

Relay Recess Coordinator

Chairs: 1-2

- Be trained by Staff and ACS council on the Relay Recess and Relay Field Day programs.
- Solicit and work closely with elementary schools and middle schools to identify potential event locations.
- Support and train parents, staff, or teachers in executing a Relay Recess.
- **Must be comfortable with cold calling and public speaking.**

Curbing

Chairs: 1

- Secures all permits necessary for curbing in 4 cities & Lane County.
- Update available corners & communicate rules to all participants.
- Organizes curbing selection at team meetings.
- Keep updated records of team's selections in both curbs & tent sites.
- Be available by phone & email for curbing changes or inquiries.
- Secure the signed curbing contract from each team- instruct each team on importance of curbing rules and regulations
- Request and record funds raised at each corner. Work with ACS Staff to determine deadline to turn in curbing money at office, deadline for each team to submit their total to Curbing Chair, and suggestions on how to turn in money to ACS after curbing event

On-Site Logistical Management

Chair: 1

Recommended Sub-committee: 5 -10

- Responsible for overseeing all the on-site operations.
- Creates a detailed schedule of set-up and tear down.
 - o Works closely with ACS Staff to coordinate Day-of Equipment deliveries and estimate volunteer needs.
- Leads and allocates volunteers throughout the event site.
- Responds to deliveries, parking issues, and volunteer needs/relief.
- This position is primarily “day-of”

Security

Chairs: 1

Recommended Sub-committee: 3-5

Parking/RV Parking

Chairs: 1

Recommended Sub Committee/Volunteers Day of Event 10-15

Environmental Refuse

Chairs: 1

Recommended Sub-committee: 3-5

Water Management

Chairs: 1

Responsible for water tubs being placed around trackside/venue

Restocking with water and ice as needed

Secure water donations for the event

Community Stewardship

Chair: 1

Responsible for contacting close in residential area and businesses to advise of the event dates and invite them to the event

On-site Communications Manager

Chair: 1

Manage radios day of event

Make sure radios are charged for use

Check radios in and out to committee

Off-site signage

Chairs: 1

Recommended Sub-committee: 1-2