

RELAY FOR LIFE OF BOYERTOWN LEADERSHIP TEAM

There are many ways you can help! If you are interested in any of the following positions, please fill out a leadership team interest form.

Bring the People – Recruit and engage teams, survivors/caregivers, and the entire community

People Lead - The role of the People Lead is simply put, to bring the people. They lead the recruitment and engagement of Relay For Life teams and participants and survivors and caregivers, and work closely with the Experience Lead, the Fund the Mission Lead, and the Staff Partner to assure all leadership team members who fall under the Bring the People category are informed and on-task.

- **Community Champion(s)** - Community Champions are strong advocates for building the Relay For Life event within their communities. They are willing to speak to groups, businesses, and individuals to recruit teams, sponsors, survivors, or other Relay needs. They need not attend Leadership meetings, but should report to the People Lead and be available to speak to groups in the community.
- **Team Ambassadors** - A Team Ambassador prepares a small group of teams (5-10) to understand the American Cancer Society's mission and how they can contribute by fundraising through Relay For Life. The Ambassador will demonstrate flexibility and adaptability in supporting the teams with information, tools, and coaching in the manner the teams prefer. Team Ambassadors do not need to attend Leadership meetings, but must be reliable and work closely with the People Lead. This is a great role for veteran or former team captains who want to share their knowledge with other captains.
- **Survivors and Caregivers Lead** - The Survivors and Caregivers Lead recruits, recognizes, and engages survivors and caregivers from within the community.
- **Youth Champion** - Youth Champions are strong advocates for building youth engagement in Relay For Life. They are outgoing and willing to speak and build relationships with schools and youth-based groups about the event with the goal of getting students involved, whether it be as a team or participant, volunteer, or part of a Relay Recess or Relay Field Day event.

Build the Fun – Develop the experience of Relay, including logistics, ceremonies, activities/entertainment

Experience Lead – The Experience Leads develops the Relay For Life experience and are the experts on anything that happens at the Relay itself. Individuals in this role build the fun by overseeing the leadership members who handle logistics, ceremonies, and activities to ensure that participants have fun, are engaged, and enjoy their experience both at the event and through every interaction they have with Relay For Life.

- **Activities, Entertainment & Ceremonies Lead** – This lead oversees all of the activities and entertainment that take place during the Relay For Life event, including choosing the type of activities and when they occur. They will also work with the Luminaria, Survivor, and Mission Leads and the Experience Lead to make sure all ceremonies are planned.
- **Logistics Lead** - The Logistics Lead is primarily responsible for providing a safe, comfortable, and seamless experience for all Relay For Life participants. Individuals in this role are organized and pay strong attention to detail, and oversee parking, campsites, tents, electricity, sound, and similar matters. Along with Experience Lead and Staff Partner, they are the point of contact with the event facilities manager.
- **Online and Social Communications Lead** - The Online and Social Communications Lead is an online voice and connector to the community's Relay For Life event. They keep the event website updated, send out emails to participants, and maintain the event's facebook page and any other social media pages as desired.

- **Marketing Lead** - The Marketing Lead creates, develops, and implements marketing and publicity to raise awareness of the Relay For Life event through various outlets, including press releases, community websites, and a paint the town purple campaign.
- **Relay Historian** - The Relay Historian captures and archives photos and news articles about the Relay and Relay events throughout the year so we have a record of the Boyertown Relay and its success.
- **Luminaria Lead** - The Luminaria Lead promotes awareness and sales of luminaria bags in honor or in memory of those who have been touched by cancer in the community. Individuals in this role are creative, organized and able to coordinate logistics in order to develop and execute the Luminaria Ceremony at the event.
- **Recognition Lead** - The Recognition Lead serves to ensure that all team captains, team members, volunteers, sponsors, and event participants know how much they are appreciated. The Recognition Lead works to recognize the accomplishments of all individuals regarding pre-relay events, day-of-event, and post-event using a variety of channels. Recognition Lead should be creative and enthusiastic.
- **Volunteer Lead** – The Volunteer Lead recruits, coordinates, and directs volunteers, primarily for the Relay itself (setup, cleanup, Registration tent, assistance with Luminaria & Survivor) but also for other fundraisers and events throughout the year. The Volunteer Lead should be well organized and willing to reach out to groups in the community to secure volunteers.

Fund the Mission – Fundraise and educate Relayers and the community why we are fundraising and how the money is used

Fund the Cure Lead - The Fund the Cure Lead drives the fundraising and mission education of the American Cancer Society and Relay For Life within the community. Individuals in this role are organized and dedicated to the mission and methods of the American Cancer Society and Relay For Life, and oversee the leadership team roles listed below.

- **Mission Lead** - The Mission Lead's primary responsibility is to educate Relay participants about the American Cancer Society's mission and to engage them in activities that relate specifically to Society guidelines about nutrition and physical activity. Additionally, individuals in this role will also seek to educate Relay participants and the community about Society patient services and programs. *Can be combined with ACS CAN Lead if necessary.*
- **ACS CAN Lead** - The ACS CAN Lead's primary responsibility is to recruit ACS CAN members and engage Relay For Life participants in fighting back through advocacy. The ACS CAN (American Cancer Society Cancer Action Network) Lead aims to educate Relay participants and the community about legislative efforts aimed to eradicate cancer and to recruit a grass-roots army of advocacy volunteers. *Can be combined with Mission Lead if necessary.*
- **Accounting Lead** - The Accounting Lead ensures there is an accurate record of how much money is raised to fuel the mission of the American Cancer Society. Individuals in this role work behind the scenes to make sure all money is counted and data is in order. They recruit volunteers to count money at the Relay, as well as at bank nights and team captain meetings (new for 2015).
- **Sponsorship Lead** - The Sponsorship Lead's primary responsibility is to secure financial and in-kind support from new and returning Relay For Life event sponsors and to ensure that all sponsors are appropriately recognized and thanked for their support.
- **Fundraising Lead** - The role of the Fundraising Lead is to grow the Relay For Life event income through working with Team Captains, team members, and the community by providing them information and resources needed to raise funds to fuel the mission of the American Cancer Society. They also coordinate event wide fundraisers that teams may participate in, such as Dining For a Cure.