



# Event Leadership Opportunities



**Team Ambassadors:** Team Ambassadors are the coach and mentor to a small group of Team Captains (5-10). Ambassadors serve as the main point of contact for his or her Team Captains. They demonstrate a commitment to help teams meet and exceed their fundraising goals, utilize tools and resources, and engage in the mission of the American Cancer Society.

**Accounting:** The Accounting Volunteers are responsible for collecting, counting and depositing all RFL income. They are also responsible for attending each event planning meeting, verifying team money and working together on Bank Day and Relay Day to be sure donor dollars are processed in accordance with American Cancer Society policies.

**Advocacy:** Advocacy Volunteers make sure our local legislators know WE CARE ABOUT CANCER AND WE VOTE. Responsibilities include contacting local legislators through email, phone calls or personal notes as well as helping to educate RFL participants and the public about issues related to fighting cancer.

**Ceremonies:** The Opening, Closing and Luminaria ceremonies are highlights of any Relay event. Ceremony Volunteers are needed to plan and organize each ceremony to set the tone for the event.

**Champions:** Champions are strong advocates for building the Relay For Life event within their community. Individuals in this role are the voices and the public faces for the Relay For Life event. They are outgoing and willing to speak to groups and individuals about Relay For Life with the goal of bringing more exposure, people and fundraising to the event. This can be in the form of new teams, survivors, caregivers, individual participants or volunteers. They are strong advocates for Relay For Life within the community using their networks to bring more awareness to the event.

**Corporate Sponsorship:** Corporate sponsors help boost Relay For Life dollars and help new people engage in Relay For Life. Sponsorship Volunteers are needed to organize this effort and help us reach new corporate sponsors by writing and sending letters to potential sponsors, writing thank you notes to previous sponsors, engaging teams to reach out to their contacts and networking in their community to develop relationships with potential new sponsors.

**Entertainment:** Volunteers are needed to help organize and line up entertainment including: DJ, live entertainment and late night games. Entertainment Volunteers would also be responsible for scheduling the entertainers, confirming their attendance and working with the ceremony committee to plan the event schedule. You will also work with logistics to ensure proper staging and electrical needs for entertainers.

**Hospitality:** Hospitality Volunteers are responsible for securing donations (or arranging for homemade) drinks and light snacks at planning and Team Captain meetings held throughout the year. Hospitality volunteers arrive early at the meeting to help set up the room.

**Logistics:** The logistics Volunteers are most important the month before Relay and on Relay day. Logistics volunteers coordinate: parking cars, lighting, stage set up, campsite locations, trash management, security, first aid and posting signs. The Logistics lead volunteer will work closely with the venue managers and/or community government to be sure all rules for the properties are followed including noise ordinances, traffic patterns, signage, etc.

**Luminaria:** Volunteers are needed to help organize and sell luminaria bags before the event and on Relay Day. Volunteers are also needed to help secure luminaria bags, candles/glow sticks and other supplies for the ceremony the night of Relay. Luminaria Volunteers coordinate with the On Line Volunteer to get the names of Luminaria purchased online and with the Ceremonies volunteers to plan and implement the Luminaria Ceremony.

**Mission:** Relay For Life is the perfect place to deliver information about the American Cancer Society Missions. Mission Volunteers plan activities and communications about Research, Advocacy, Prevention Programs, Education and Services to Patients. Planning and team captain meetings can include a “mission moment” to highlight what the American Cancer Society does. Mission volunteers also set up activities and information for participants on Relay Day.

**On-Line Fundraising:** On Line Volunteers encourage fund raising through challenges, emails and social media as well as updating the event web site and helping participants use the event website. The On Line volunteers also print reports for the Luminaria Committee and Team Ambassadors.

**Publicity:** Publicity Volunteers help spread the word about Relay For Life through print, radio, TV, email, social media and posters. Volunteers work with local media to publicize meetings, special Relay dates and the Relay For Life event date. Volunteers also distribute RFL signs, posters, flyers and banners throughout their community and can coordinate “Paint The Town Purple” events.

**Survivors:** Survivors are the heart of Relay. Survivor Volunteers engage survivors throughout the year, plan pre-event survivor activities, organize survivor/ caregiver activities on Relay Day (including refreshments, survivor shirts and gifts - making sure survivors feel celebrated during the event.)

**Registration:** Registration Volunteers are very important to Relay For Life. They are often the first to greet participants as they arrive on Relay Day. Registration volunteers help sign up teams and participants on the event website throughout the year so all other volunteers have an accurate count to better plan the event. Accurate data collection also helps grow the event for the following year because we have a way to invite participants back to Relay.

**Youth Activities:** Youth Activities Volunteers provide the fun that make Relay For Life appealing to all ages and a true community event. Volunteers can invite entertainers, early childhood programs and local businesses to host cooking, building, art/craft and games to make sure the children have a terrific experience.

For more information, contact your Relay For Life Senior Staff Partner, Leslie Abrahamson at 630.886.4168 or [Leslie.Abrahamson@cancer.org](mailto:Leslie.Abrahamson@cancer.org)



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