**Event Leadership Team Position Descriptions**

**BRING THE PEOPLE:**

**Elementary and Middle School Engagement** – This subcommittee will work to form relationships with the elementary and middle school communities. This may involve planning Relay Recess or Relay Field Day events and team recruitment as well as encouraging Parent and Staff involvement. They are outgoing and willing to speak and build relationships with youth-based groups in the community as well (girl scouts, sports teams, etc).

**High School Recruitment and Retention** – Members on this committee are strong advocates for building high school engagement in Relay For Life within their communities. They are outgoing and willing to speak and build relationships within the high school and community youth-based groups about the event with the goal of engaging youth in cancer awareness, education, and fundraising activities to grow Relay For Life participation and income.

**Team Ambassadors -** The Team Ambassadors act as coaches and mentors to a small group of Team Captains (5-10) from the Relay For Life. Individuals in this role serve as the main point of contact for his or her Team Captains and are an extended support for the team members themselves. They demonstrate a commitment and flexibility to help teams meet and exceed their fundraising goals, utilize tools and resources, and engage in the mission of the American Cancer Society. They do not necessarily need to attend ELT meetings.

**BUILD THE FUN:**

**Entertainment/Activities/Ceremonies-** The EAC team oversees all ceremonies, activities and entertainment that take place throughout the Relay For Life event. Individuals in this role are creative, organized, know how to have a good time and are familiar with or willing to learn about the mission, history, and tradition of the American Cancer Society ceremonies. They will should feel comfortable recruiting and choosing the type of entertainment and activities and when they occur. Individuals in this role are comfortable with cultivating relationships with organizations in the community that are willing to contribute to and participate in the excitement of Relay For Life.

**Logistics** - The Logistics team 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 in order to manage a comprehensive event execution plan that represents the mission and tradition of the American Cancer Society Relay For Life event within the community.

**Luminaria** - The role of the Luminaria team is to promote 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 assist in the development and execution of the Luminaria Ceremony at the event.

**Marketing and Online/Social Media**- The Marketing team creates, develops, and implements marketing and publicity to raise awareness of the Relay For Life event, both through online and real world campaigns. Individuals in this role will be able to coordinate, prepare, and implement a publicity and marketing strategy, including posters, canvassing and newspaper articles. Additionally, they will be familiar with or willing to learn how to utilize the resources and tools available to promote and market the event. They are an online voice and connector to the community’s Relay For Life event. They are comfortable in using a variety of social media platforms (Facebook, Twitter, Relay Nation, forums, etc.) and are willing to learn ways to support and engage Relay participants through the online fundraising website.

**Recognition** - The Recognition subcommittee 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.

**FUND THE MISSION:**

**Fundraising** - The role of the Fundraising subcommittee is to grow Relay For Life 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.

**Mission/Education/Advocacy –** This committee’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. They will also work to recruit ACS CAN members (American Cancer Society Cancer Action Network℠) and engage Relay For Life participants in fighting back through advocacy and legislative efforts aimed to eradicate cancer.

**Sponsorship** - The Sponsorship team’s primary responsibility is 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. Individuals in this role are comfortable representing the American Cancer Society and Relay For Life within the community and in the identification and recruitment of additional fundraising and sponsorship for the event.