



RELAY FOR LIFE Committee Descriptions

All Committee Members

- Attend all committee meetings and pre-event activities
- Report to and correspond regularly with the chairperson of the Relay For Life
- Seek approval before any expenditures are incurred for Relay For Life
- Keep records of contacts to be kept for the following year
- Proper correspondence and thank you must take place following the event
- RECRUIT TEAMS, COMMITTEE MEMBERS, and SURVIVORS for the event

CHAIRPERSON / CO-CHAIRPERSON

- Oversees all aspects of the Relay For Life
- Prepares and leads committee meetings
- Recruits other committee members
- Provides leadership through regular contact with sub-committee chairpersons to ensure progress and that all problems are solved
- Delegates responsibility to appropriate chairpersons
- Provides ongoing encouragement and support to all committee members
- Serves as community spokesperson for the event and be the face of Relay For Life
- Oversees activities the day of the event
- Generates leads for team recruitment
- Ensure that all Relay For Life standards are met
- Work closely with the American Cancer Society staff person to ensure that Relay For Life goals are met
- Help train new committee members
- Write Thank You Cards at the end of the event

TEAM RECRUITMENT/ SCHOOL LIASON

- Solicits team participation utilizing committee generated leads
- Present ideas to teachers, students, and parents
- Assist in Public Relations and collateral distribution
- Makes presentations to potential teams and/or team captains
- Serves as liaison between committee and team captains
- Organizes and leads team captain meetings
- Develops, distributes and introduces team captain packets
- Provides ongoing encouragement and support to all team captains
- Develops a list of potential teams, and contact about Relay For Life
- Communicates regularly with Team Development Chair
- Write Thank You Cards at the end of the event

TEAM DEVELOPMENT

- Message the idea of fundraisers **before, during and after** the Relay For Life
- Create Master Calendar of all fundraising events that are taking place
- Assist teams in brainstorming fundraisers
- Coordinate fundraising efforts for the whole committee-car wash, selling t-shirts, etc.
- Coordinates on-site fundraising activities for teams during the Relay For Life
- Helps Team Recruitment Chair coordinate and run team captain meetings
- Write Thank You Cards at the end of the event

ACCOUNTING/REGISTRATION

- Develops database of all registered teams
- Tracks team financial and in-kind donations through tracking sheets
- Organizes "Bank Nights"
- Oversees welcome tent on the day-of event with additional volunteers
- Recruits additional volunteers for day-of event
- Updates committee of progress on regular basis
- Plans "grand total" announcement for closing ceremonies
- Write Thank You Cards at the end of the event

LUMINARIA

- Creates a comprehensive luminaria sales plan
- Secures necessary materials through donation/discount (sand, containers, candles, lighters)
- Organizes pre-event sale dates
- Plans ceremony- including music, speaker, and other necessary components including lighting the candles
- Communicate with the Entertainment and Ceremonies Chair to organize ceremony
- Keeps database of purchased luminarias
- Recruits volunteers for program set-up and clean-up
- Conveys information to the Team Recruitment Chairperson for reports at team captain meetings
- Work luminaria tent the day of Relay For Life
- Write Thank You Cards at the end of the event

SPONSORSHIP

- Develops sponsorship packet and levels with American Cancer Society partner
- Assist sub-committee chairpersons in acquiring in-kind donations (tents, stage, etc.)
- Creates list of potential donors and sponsors
- Sends out solicitation letters, follows up with phone calls and personal visits, secures sponsorships/donations from corporate partners, and thanks the donors
- Colors logos for t-shirts
- Ensures sponsors are given what is promised the packet
- Provides Proof of Performance-a follow up after the event to each sponsor
- Write Thank You Cards at the end of the event

PUBLIC RELATIONS

- Works with ACS staff and event directors to form publicity/marketing materials (press releases, media kits, brochures, "Do you know" campaign...)
- Determines media action plan and establishes procedures for publicizing event
- Works with Community Ambassadors to find potential local leads to publicize event
- Serves as liaison between media contact and committee
- Organizes four Relay For Life newsletters to be issued to team captains, participants, committee members, board members, and others appropriately either by mail or online.
- Creates Relay For Life program (if applicable)
- Distributes posters and brochures throughout the community
- Write Thank You Cards at the end of the event

ENTERTAINMENT/CEREMONIES

- Establishes 18 hours of entertainers and bands
- Works with Logistics Chairperson to determine set-up and other needs (sound/stage...)
- Develops event schedule with help of Activities Chair
- Communicate with Team Recruitment Chairperson for reports at team captain meetings
- Communicate with Activities Chair to determine Final Event Schedule
- Oversees the opening and closing ceremonies of the Relay For Life working with the event chairperson(s)
- Creates a detailed plan for both ceremonies – including typed scripts following the time allotted on the schedule of events (working with the Entertainment Chairperson)
- Secures necessary materials for the implementation of the ceremonies
- Corresponds with speakers and other necessary components of the ceremony through confirmation and proper thank you
- Write Thank You Cards at the end of the event

SURVIVORSHIP

- Recruits area survivors to attend Relay For Life
- Plans survivor reception (decorations, speakers, gifts...) and opening lap
- Sends reminders to survivors through phone calls and/or letters
- Encourages interaction between teams and survivors
- Encouraged to plan survivor events throughout the year (in addition to Relay)
- Responsible for registering all survivors at Relay
- Recruits survivors to serve as spokespeople
- Send invites for the Relay For Life
- Plans Survivors speakers for meetings
- Write Thank You Cards at the end of the event

LOGISTICS

- Coordinates set-up, clean-up, medical needs, security, electricity, trash removal, parking, tent/table/chair rental, stage, etc. for day of event
- Acts as a liaison to appropriate venue officials
- Develops a "committee needs list" and acquires items
- Creates site map working with Team Development Chairperson
- Assign campsites for the event
- Write Thank You Cards at the end of the event

ONLINE

- Serves as website coordinator (includes, but not limited to, site customization; reporting; email campaigns; etc.)
- Attends all necessary trainings with staff partner
- Educate and promote website at several committee meetings and all team captain meetings
- Distributes materials to assist captains in becoming familiar with and actively use the site (team page development, individual page development, email campaigns, etc.)
- Provides ongoing encouragement and online support to all team captains
- Brainstorms for usage of online at the event
- Maintains email campaigns and sends newsletters out in conjunction with Public Relations committee
- Write Thank You Cards at the end of the event

HEALTH PROMOTIONS/ ADVOCACY

- Creates education activities to be done during Relay
- Promotes healthy lifestyle choices throughout the Relay For Life process
- Communicates ACS mission to others (research, education, advocacy and patient services)
- Plans mission and advocacy moments at meetings
- Write Thank You Cards at the end of the event

*It is the **responsibility** of all committee members to recruit new committee members, new teams, provide a brainstorm list of potential businesses/individuals for sponsorship/donations, attend trainings when available, serve as American Cancer Society ambassadors; actively assist in spreading the ACS message of curing cancer through research, education, advocacy and patient service programs, and follow national and Ohio Relay For Life standards.*

Relay For Life Committee Meeting

The Relay Planning Group will meet approximately 10 times to plan the 2010 Relay. Monthly meetings will begin in October and continue until Relay. We're proud to say our meetings are fun, start and end on time and will last no longer than 1 hour.

**Please contact Rachel Kessler for additional information.
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