



# American Cancer Society Relay For Life

## 2015 Event Leadership Team Position Descriptions

### Summary

Committee Role	Summary of Responsibilities
<b>Fundraising Lead</b>	<ul style="list-style-type: none"> <li>• Retain and recruit committee volunteers to help with fundraising.</li> <li>• Collaborate with event lead and fund the cure lead to plan and set goals for event, Leadership Team, teams, and team member fundraising.</li> <li>• Be an expert on pre-event, day-of-event, post-event, and online and offline fundraising materials/resources.</li> <li>• Host educational and inspiring fundraising workshops to ensure that all participants understand best practices for fundraising (and know what fundraising practices to avoid).</li> <li>• Leverage kickoffs, team meetings/rallies, Bank Nights, event days, and wrap-ups as fundraising education opportunities.</li> <li>• Collaborate with team ambassadors, online lead, registration lead, and accounting lead to ensure all teams and team members are properly credited and recognized for their fundraising efforts.</li> <li>• Champion the Team Fundraising Club, Individual Fundraising Club, Grand Club, and All Star programs.</li> <li>• Collaborate with luminaria lead to lead pre-event and day-of-event luminaria fundraising efforts.</li> <li>• Lead event-level fundraisers (e.g. auctions, raffles [where legal], committee fundraisers, etc.).</li> <li>• Lead implementation of feeder events at the event and/or coach teams to host feeder events (e.g. Bark For Life, small-scale corporate events, small-scale collegiate events, small-scale high school events, etc.).</li> <li>• Ensure that all other leadership team volunteers are considering fundraising opportunities in their plans.</li> <li>• Ensure that all fundraising volunteers/contacts know how much they are appreciated.</li> </ul>
<b>Sponsorship Lead</b>	<ul style="list-style-type: none"> <li>• Retain and recruit volunteers to help with sponsor fundraising, recognition, and stewardship.</li> <li>• Collaborate with event lead and fund the cure lead to plan and set goals for sponsor fundraising, recognition, and stewardship.</li> <li>• Be an expert on event-level monetary sponsors, team-level monetary sponsors, in-kind sponsor materials/resources.</li> <li>• Leverage kickoffs, team meetings/rallies, fundraising workshops, Bank Nights, event days, and wrap-ups as sponsor recognition opportunities.</li> <li>• Develop relationships with National Corporate Team Partner teams as appropriate.</li> <li>• Ensure that all other Leadership Team volunteers are considering sponsor involvement in their plans.</li> <li>• Ensure that all sponsor volunteers/contacts know how much they are appreciated.</li> </ul>

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<b>Mission Lead</b>	<ul style="list-style-type: none"> <li>• Retain and recruit volunteers to help with mission education and activation (i.e. create opportunities for people to eat healthy foods, to be physically active, to avoid the sun, etc.).</li> <li>• Collaborate with event lead and fund the cure lead to plan and set goals for mission education and activation.</li> <li>• Be an expert on mission-related and materials/resources about how the Society helps people stay well (prevention), get well (screening), finds cures (research education) and fight back (ACS CAN).</li> <li>• Cultivate relationships with volunteers and community members who have directly benefitted from the Society’s efforts, and identify those who are willing to share their stories in person, in writing, and/or with the media.</li> <li>• Leverage kickoffs, team meetings/rallies, fundraising workshops, Bank Nights, event days, and wrap-ups as opportunities to educate Relay participants about how to stay well and get well.</li> <li>• Collaborate with the entertainment lead, activities lead, and ceremonies lead and the advocacy lead to plan a powerful closing ceremony that includes mission education and activation.</li> <li>• Collaborate with logistics lead to ensure the food/beverage plan takes into account the Society’s nutrition guidelines.</li> <li>• Ensure that all other leadership team volunteers are considering mission education and activation in their plans.</li> <li>• Ensure that all mission volunteers/contacts know how much they are appreciated.</li> </ul>
<b>ACS CAN Lead</b>	<ul style="list-style-type: none"> <li>• Retain and recruit volunteers to help with advocacy education and activation (i.e. create opportunities for participants to join the American Cancer Society Cancer Action Network (ACS CAN)).</li> <li>• Collaborate with event lead and fund the cure lead to plan and set goals for advocacy education and activation.</li> <li>• Be an expert on the Society’s legislative priorities and ACS CAN materials/resources.</li> <li>• Cultivate relationships with volunteers and community members who have directly benefitted from the Society’s advocacy efforts, and identify those who are willing to share their stories in person, in writing, and/or with the media.</li> <li>• Leverage kickoffs, team meetings/rallies, fundraising workshops, Bank Nights, event days, and wrap-ups as opportunities to educate Relay participants about the Society’s advocacy efforts/successes, legislative action alerts, and opportunities to join ACS CAN.</li> <li>• Collaborate with the entertainment lead, activities lead, and ceremonies lead and the mission lead to plan a powerful closing ceremony that includes advocacy education and activation.</li> <li>• Ensure that all other Leadership Team volunteers are considering advocacy education and activation in their plans.</li> <li>• Ensure that all advocacy volunteers/contacts know how much they are appreciated.</li> </ul>
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