



American Cancer Society Relay For Life

2015 Event Leadership Team Position Descriptions

Summary

This document provides a high-level overview of each Relay For Life Event Leadership Team position. For a more detailed description of each position, please reference the 2015 Recruiting for Success document.

Committee Role	Summary of Responsibilities
Event Lead	<ul style="list-style-type: none"> • Retain and recruit leadership volunteers that represent the entire community. • Recognize and thank Leadership Team volunteers. • Lead/manage: people lead, experience lead, and the fund the cure lead. • Lead/manage other Leadership Team members as needed. • Lead income and non-income planning and goal-setting process. • Champion income and non-income goals. • Lead: Leadership Team workshops, Leadership Team meetings, and other meetings as needed. • Serve as the face/voice of American Cancer Society and Relay For Life movement in the community.
People Lead Experience Lead Fund the Cure Lead	<ul style="list-style-type: none"> • Retain and recruit leadership volunteers that represent the entire community. • Recognize and thank leadership team volunteers. • People lead leads/manages: community champions, team ambassadors, survivor and caregiver lead; youth champions. • Experience lead leads/manages: publicity/marketing lead, luminaria lead, entertainment lead, activities lead, ceremonies lead, online and social communication lead, and logistics lead. • Fund the cure lead leads/manages: mission lead, ACS CAN lead, sponsorship lead, fundraising lead, and registration and accounting leads. • Co-lead income and non-income planning and goal-setting process. • Champion income and non-income goals. • Co-lead Leadership Team workshop, Leadership Team meetings, and other meetings as needed.
Team Ambassadors	<ul style="list-style-type: none"> • Retain and recruit volunteers to help with team retention, recognition, information sharing and mentoring. • Collaborate with event lead and people lead to plan and set goals for team retention and team mentoring. • Employ year-round strategies to retain, inform, and mentor teams. • Be an expert on team retention and mentoring materials/resources. • Communicate frequently with team captains about team member recruitment, team member delegation, fundraising opportunities, Society accomplishments, advocacy, logistics, etc. • Host educational and inspiring kickoffs, team meetings/rallies, fundraising workshops, Bank Nights, and wrap-ups. • Develop relationships with National Corporate Team Partner teams. • Ensure that all other Leadership Team volunteers are considering team retention and mentoring in their plans. • Ensure that all team retention and mentoring volunteers/contacts know how much they are appreciated.

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Community Champions	<ul style="list-style-type: none"> • Retain and recruit volunteers that represent the entire community to help with championing Relay For Life in the community. • Collaborate with event lead, people lead, and team ambassadors to plan and set goals for new team recruitment. • Employ year-round strategies to recruit new teams that represent the entire Relay For Life community. • Develop relationships with National Corporate Team Partner teams • Be an expert on team recruitment materials/resources. • Leverage kickoffs, team meetings/rallies, fundraising workshops, Bank Nights, event days, and wrap-ups as opportunities to enlist Team Captains, team members, survivors, and other Relay participants to help with new team recruitment. • Ensure that all other Leadership Team volunteers are considering team recruitment in their plans. • Ensure that all team retention and mentoring volunteers/contacts know how much they are appreciated.
Youth Champion	<ul style="list-style-type: none"> • Retain and recruit volunteers to help with youth engagement. • Collaborate with event lead and people lead to plan and set goals for youth engagement. • Be an expert on the Relay Recess, Relay Field Day, and Coaches vs. Cancer® programs and materials/resources. • Cultivate relationships with contacts in schools, sports groups, and other youth organizations. • Develop relationships with youth-based National Community Partner teams. • Leverage kickoffs, team meetings/rallies, fundraising workshops, Bank Nights, event days, and wrap-ups as youth engagement opportunities. • Ensure that all other Leadership Team volunteers are considering youth engagement in their plans. • Ensure that all youth engagement volunteers/contacts know how much they are appreciated.
Fundraising Lead	<ul style="list-style-type: none"> • Retain and recruit committee volunteers to help with fundraising. • Collaborate with event lead and fund the cure lead to plan and set goals for event, Leadership Team, teams, and team member fundraising. • Be an expert on pre-event, day-of-event, post-event, and online and offline fundraising materials/resources. • Host educational and inspiring fundraising workshops to ensure that all participants understand best practices for fundraising (and know what fundraising practices to avoid). • Leverage kickoffs, team meetings/rallies, Bank Nights, event days, and wrap-ups as fundraising education opportunities. • 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. • Champion the Team Fundraising Club, Individual Fundraising Club, Grand Club, and All Star programs. • Collaborate with luminaria lead to lead pre-event and day-of-event luminaria fundraising efforts. • Lead event-level fundraisers (e.g. auctions, raffles [where legal], committee fundraisers, etc.). • 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.). • Ensure that all other leadership team volunteers are considering fundraising opportunities in their plans. • Ensure that all fundraising volunteers/contacts know how much they are appreciated.

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Sponsorship Lead	<ul style="list-style-type: none"> • Retain and recruit volunteers to help with sponsor fundraising, recognition, and stewardship. • Collaborate with event lead and fund the cure lead to plan and set goals for sponsor fundraising, recognition, and stewardship. • Be an expert on event-level monetary sponsors, team-level monetary sponsors, in-kind sponsor materials/resources. • Leverage kickoffs, team meetings/rallies, fundraising workshops, Bank Nights, event days, and wrap-ups as sponsor recognition opportunities. • Develop relationships with National Corporate Team Partner teams as appropriate. • Ensure that all other Leadership Team volunteers are considering sponsor involvement in their plans. • Ensure that all sponsor volunteers/contacts know how much they are appreciated.
Online and Social Communications Lead	<ul style="list-style-type: none"> • Retain and recruit volunteers to help with online registration, team building, fundraising, and communication. • Collaborate with event lead and experience lead to plan and set goals for online registration, team building, fundraising, and communication. • Be an expert on online registration, team building, fundraising, and communication materials/resources. • Leverage kickoffs, team meetings/rallies, fundraising workshops, Bank Nights, event days, and wrap-ups as online registration, team building, and fundraising education opportunities. • Maintain the event web site by keeping all information accurate and up-to-date. • Run, review, and share online reports to monitor registration, team building, and fundraising progress. • Collaborate with team ambassadors, fundraising lead, registration lead, and accounting lead to ensure all teams and team members are properly credited and recognized for their fundraising efforts. • Ensure that all other Leadership Team volunteers are considering online strategies in their plans. • Ensure that all online volunteers/contacts know how much they are appreciated.
Survivor and Caregiver Lead	<ul style="list-style-type: none"> • Retain and recruit volunteers to help with survivor and caregiver recruitment, recognition, and engagement. • Collaborate with event lead and people lead to plan and set goals for survivor and caregiver recruitment, recognition, and engagement. • Employ year round strategies to recruit survivors and caregivers to participate in the event. • Enlist Leadership Team volunteers, Team Captains, team members, survivors, and other Relay participants to help with survivor and caregiver recruitment. • Be an expert on survivor and caregiver recruitment, recognition, and engagement materials/resources. • Cultivate relationships with survivors and caregivers 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. • Leverage kickoffs, team meetings/rallies, fundraising workshops, Bank Nights, event days, and wrap-ups as opportunities to educate Relay participants about what it means to be a survivor and/or a caregiver, to recognize survivors and caregivers, and to further engage survivors and caregivers. • Collaborate with the entertainment lead, activities lead, and ceremonies lead to plan powerful ceremonies that give Relayers an opportunity to celebrate survivors, to thank caregivers, and to remember loved ones. • Collaborate with the mission lead to ensure all survivors and caregivers are educated about the Society's cancer prevention, screening, support services, research, and advocacy efforts. • Ensure that all other Leadership Team volunteers are considering survivor and caregiver recruitment, recognition, and engagement in their plans. • Ensure that all survivor and caregiver volunteers/contacts know how much they are appreciated.

Committee Role	Summary of Responsibilities
Mission Lead	<ul style="list-style-type: none"> • 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.). • Collaborate with event lead and fund the cure lead to plan and set goals for mission education and activation. • 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). • 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. • 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. • 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. • Collaborate with logistics lead to ensure the food/beverage plan takes into account the Society's nutrition guidelines. • Ensure that all other leadership team volunteers are considering mission education and activation in their plans. • Ensure that all mission volunteers/contacts know how much they are appreciated.
ACS CAN Lead	<ul style="list-style-type: none"> • 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)). • Collaborate with event lead and fund the cure lead to plan and set goals for advocacy education and activation. • Be an expert on the Society's legislative priorities and ACS CAN materials/resources. • 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. • 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. • 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. • Ensure that all other Leadership Team volunteers are considering advocacy education and activation in their plans. • Ensure that all advocacy volunteers/contacts know how much they are appreciated.
Marketing Lead	<ul style="list-style-type: none"> • Retain and recruit volunteers to help with event promotion and marketing through grassroots forums, social media platforms, and public media channels. • Collaborate with event lead and experience lead to plan and set goals for event publicity. • Be an expert on event promotion and marketing materials/resources. • Cultivate relationships with contacts in media outlets and other organizations with a broad reach. • Leverage kickoffs, team meetings/rallies, fundraising workshops, Bank Nights, event days, and wrap-ups as media partner recognition opportunities. • Work with other Leadership Team volunteers to identify volunteers and community members who have directly benefitted from the Society's mission and advocacy efforts, and identify those who are willing to share their stories in person, in writing, and/or with the media. • Ensure that all other Leadership Team volunteers are considering event promotion and marketing in their plans. • Plan and execute high-quality photo and video opportunities. • Ensure that all publicity volunteers/contacts know how much they are appreciated.

Committee Role	Summary of Responsibilities
Registration Lead Accounting Lead	<ul style="list-style-type: none"> • Retain and recruit volunteers to help with event registration, accounting, and data management. • Collaborate with event lead and fund the cure lead to plan and set goals for registration, accounting, and data management. • Be an expert on event registration, accounting, and data management materials/resources. • Cultivate relationships with contacts in banking and security to minimize risk and to ensure safe donation processing. • Leverage kickoffs, team meetings/rallies, fundraising workshops, Bank Nights, event days, and wrap-ups as opportunities to train volunteers about proper registration, donation handling, and accounting procedures and to facilitate the safe, secure, and timely processing of donations. • Ensure that all other Leadership Team volunteers are considering safe and secure registration and accounting procedures in their plans. • Collaborate with online lead to run, review, and share registration and accounting reports to monitor registration and fundraising progress. • Collaborate with team ambassadors, fundraising lead, and online lead to ensure all teams and team members are properly credited and recognized for their fundraising efforts. • Ensure that all registration, accounting, and data management volunteers/contacts know how much they are appreciated.
Luminaria Lead	<ul style="list-style-type: none"> • Retain and recruit volunteers to create a memorable and seamless luminaria experience. • Collaborate with event lead and experience lead to plan and set goals for the luminaria fundraising and the luminaria experience. • Be an expert on luminaria materials/resources. • Leverage kickoffs, team meetings/rallies, fundraising workshops, Bank Nights, wrap-ups as opportunities to educate Relay participants about the importance of luminaria for fundraising and the significance of luminaria at the event. • Encourage people who make luminaria donations to decorate their own bags to create a more personal and emotional experience. • Collaborate with Fundraising Lead to lead pre-event and day-of-event luminaria fundraising efforts. • Collaborate with the entertainment lead, activities lead, and ceremonies lead to plan a powerful luminaria ceremony that is brief, logistically simple, respectful, and emotional. • Ensure that all other Leadership Team volunteers are considering luminaria integration in their plans. • Ensure that all luminaria volunteers/contacts know how much they are appreciated.
Entertainment Lead Activities Lead Ceremonies Lead	<ul style="list-style-type: none"> • Retain and recruit volunteers to help with entertainment, activities, and ceremonies. • Collaborate with event lead and experience lead to plan and set goals for entertainment, activities, and ceremonies. • Be an expert on entertainment, activities, and ceremonies materials/resources. • Plan and implement a master entertainment and activities schedule that appeals to all participants and that offers opportunities for participants to engage in the Society’s guidelines for physical activity. • Leverage kickoffs, team meetings/rallies, fundraising workshops, Bank Nights, wrap-ups as opportunities to educate Relay participants about event entertainment, activities, and ceremonies, and enlist their help to make the event more personal for teams. • Collaborate with the survivor and caregiver lead, mission lead, advocacy lead, and luminaria lead to plan powerful opening, luminaria, and closing ceremonies that are brief, logistically simple, respectful, and emotional. • Ensure that all other Leadership Team volunteers are considering entertainment, activities, and ceremonies integration in their plans. • Ensure that all entertainment, activities, and ceremonies volunteers/contacts know how much they are appreciated.

Committee Role	Summary of Responsibilities
Logistics Lead	<ul style="list-style-type: none"> • Retain and recruit volunteers to help with logistics and hospitality. • Collaborate with event lead and experience lead to plan and set goals for logistics and hospitality. • Be an expert on logistics and hospitality materials/resources. • Create a master plan for the site selection, overall event schedule, track layout, campsite layout, signage, A/V, electrical, restroom, trash/recycling, tents, safety, risk management, contingency location, security, medical support, set-up, and clean-up needs. • Recruit and train day-of-event volunteers to help create a seamless experience for all participants (e.g. set-up, site maintenance, clean-up, information tent, event greeters, etc.). • Ensure that food/beverage is available during the event (may be vendor or team-driven food/beverage sales as appropriate depending on local health department code). • Leverage kickoffs, team meetings/rallies, fundraising workshops, Bank Nights, and wrap-ups as opportunities to educate volunteers and answer questions about event logistics and risk management. • Ensure that all other Leadership Team volunteers are communicating logistics needs (e.g. staging, sound, tables, tents, power, etc.). • Ensure that all logistics and hospitality volunteers/contacts know how much they are appreciated.