

Steering Application

Fall 2015

Dear Prospective Steering Committee Member,

We are very excited that you are interested in joining this year’s Relay For Life of WU Steering Committee! In order to apply for the committee, please answer the following questions. Positions on Steering are not guaranteed—this is one of the biggest and most noteworthy groups on campus and serious dedication is required. **The Steering Committee meets on Thursday nights from 7pm-9pm** and we ask that all applicants are available at this time. The following page includes additional expectations of Steering members that we suggest you review.

**Steering Committee applications are due on Thursday, September 10, 2015 at 5 pm.**

Please email them as a Word attachment to [applications.wurelay@gmail.com](mailto:applications.wurelay@gmail.com).

After we review all applications, we will contact you if you have been chosen for an interview and provide you with more information at that time. Interviews will be September 13th – 15th.

Thank you again for your dedication to Relay For Life! This year’s committee has a solid foundation to build upon and we look forward to seeing what you accomplish in the coming year.

Sincerely,

Rachel Goldberg and Jess Gates

Co-Chairs, 2015-2016

**Steering Committee Requirements & Expectations**

1. Committee members will support Relay For Life both through
   1. **Individual committee tasks**
   2. **General Steering Committee functions** 
      1. Attending all events such as Kickoff, Team Captain Meetings, Bank Night, Information Sessions, etc.
   3. **Helping with publicity, outreach, and recruitment**
2. Expected time commitment is 3-8 hours per week (including weekly meetings), increasing in the weeks before the event.
3. Steering Committee meetings are held weekly on **Thursdays from 7pm-9pm** starting in September and lasting until after the event ends next spring. Attendance at all meetings is required, with exceptions made for exams and illnesses. If selected to be on Steering, you must ensure that you are available on **Thursdays at 7pm.**
4. Committee members will also attend weekly individual committee meetings, to be scheduled by individual Exec Committee members
5. Committee members will love Relay!

**Committee Descriptions**

**Event**

* Responsible for planning and organizing the day of the event
* Examples of responsibilities include contacting student performance groups, communicating with campus partners, and preparing schedules and maps for the day of the event
* Time commitment is medium in the fall, but increases significantly in the weeks before the event
* This position would be a good fit for someone who enjoys planning and delegating, works well under pressure, is creative, and has strong communication skills

**Communications**

* Responsible for both the Relay For Life website as well as all of the advertising campaigns for Relay For Life
* The committee works together to develop and execute various outreach strategies, including flyering, painting the underpass, and social media campaigns
* Develop brand awareness that surround our Relay For Life on this campus and beyond
* Pull reports from the website containing participant statistics to keep the Steering Committee on track throughout the year
* Committee members are responsible for addressing participant needs through the website, maintaining awareness of participant statistics, designing, copying, and printing flyers, and maintaining a social media presence through Facebook, Twitter, and Instagram

**Team Development**

* Responsible for getting undergraduate students, graduate students, and community members to come to our Relay For Life Event
* Team Development organizes team meetings, sends out recruitment emails and flyers, runs the Greek Life competition, and makes sure Relay’s presence is seen and heard all throughout campus
* Committee members need to be enthusiastic and willing to reach out to both people the know and do not know

**Mission**

* Promote the American Cancer Society Mission at all Relay-related events on campus and remind the Wash U community why we Relay
* Responsible for selling Luminaria, coordinating the decorating of Luminaria, and organizing the Luminaria Ceremony
* Responsible for inviting survivors to our event, organizing the survivor lap, the survivor dinner, and facilitating several service opportunities at Hope Lodge
* Responsible for creating and running educational and advocacy related activities at the event

**Fundraising**

* Responsible for planning and executing creative fundraisers on campus and in the St. Louis community
* Work closely with team captains and participants to encourage them to fundraise and/or help develop ideas and give resources for those implementing their own fundraisers for Relay
* Committee members should feel comfortable making calls to business

**Corporate Sponsorship**

* Responsible for working with local and national businesses to get monetary donations as well as in-kind donations for food during the event and the
* Responsible for getting items donated for the silent auction and running the silent auction during the event
* Students should feel comfortable making calls and maintaining relationships with these businesses

**Name** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Graduation Year** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Dorm** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Room #** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **List your top 3 committee choices and describe any positions you would absolutely refuse to do. Use attached descriptions for reference.**

\_\_\_\_\_\_Event

\_\_\_\_\_\_Communications

\_\_\_\_\_\_Team Development

\_\_\_\_\_\_Mission

\_\_\_\_\_\_Fundraising

\_\_\_\_\_\_Corporate Sponsorship

1. **Why do you want this position/these positions?**
2. **What are two ideas you have for the committee you’ve ranked as your first choice?**
3. **What other groups are you involved with or do you plan on being involved with, and what will your time commitments be this year?**
4. **What is your experience with Relay For Life and/or other community service activities?**
5. **What is the most important part of Relay For Life to you and why?**