American Cancer Society Relay For Life 2014 Committee Position Descriptions - Summary



This document provides a high-level overview of each Relay For Life committee position. For a more detailed description of each committee position, please reference the '2014 RFL Committee Position Descriptions' document.

Committee Role	Summary of Responsibilities
Event Chair	 Retain and recruit committee volunteers that represent the entire community. Recognize and thank committee volunteers. Lead/manage Team Retention & Mentoring Chair, Team Recruitment Chair, Team Recognition Chair, Youth Engagement Chair, Fundraising Chair, Sponsorship Chair, Online Chair, Survivor & Caregiver Chair, Mission Chair, and Advocacy Chair. Lead income and non-income planning and goal-setting process. Champion income and non-income goals. Lead Committee Workshop, Committee Meetings, and other sub-committee meetings as needed. Serve as the face/voice of American Cancer Society and Relay For Life in the community.
Event Co-Chair	 Retain and recruit committee volunteers that represent the entire community. Recognize and thank committee volunteers. Lead/manage Publicity Chair, Registration & Accounting Chair, Luminaria Chair, Entertainment & Activities & Ceremonies Chair, and Logistics Chair. Co-lead income and non-income planning and goal-setting process. Champion income and non-income goals. Co-lead Committee Workshop, Committee Meetings, and other sub-committee meetings as needed.
Team Retention & Mentoring Chair	 Retain and recruit committee volunteers to help with team retention and mentoring. Collaborate with Chair to plan and set goals for team retention and team mentoring. Employ year round strategies to retain and mentor teams. Be an expert on team retention and mentoring materials/resources. Communicate frequently with team captains about team member recruitment, fundraising opportunities, Society accomplishments, advocacy, logistics, etc. Host educational and inspiring kick-offs, team meetings/rallies, fundraising workshops, bank nights, and wrap-ups. Develop relationships with National Corporate Team Partner teams. Ensure that all other committee 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.
Team Recruitment Chair	 Retain and recruit committee volunteers that represent the entire community to help with new team recruitment. Collaborate with Chair to plan and set goals for new team recruitment. Employ year round strategies to recruit new teams that represent the entire Relay community. Be an expert on team recruitment materials/resources. Leverage kick-offs, team meetings/rallies, fundraising workshops, bank nights, event days, and wrap-ups as opportunities to enlist team captains, team members, survivors, and other Relayers to help with new team recruitment. Ensure that all other committee volunteers are considering team recruitment in their plans. Ensure that all team retention and mentoring volunteers/contacts know how much they are appreciated.
Team Recognition Chair	 Retain and recruit committee volunteers to help with team recognition. Collaborate with Chair to plan and set goals for team recognition. Employ year round strategies to ensure that all team captains and team members know how much they are appreciated. Be an expert on team recognition materials/resources and programs. Leverage kick-offs, team meetings/rallies, fundraising workshops, bank nights, event days, and wrap-ups as recognition opportunities. Collaborate with the Fundraising Chair, Online Chair, and Registration & Accounting Chair to ensure all teams and team members are properly credited and recognized for their fundraising efforts. Ensure that all other committee volunteers are considering team recognition in their plans. Ensure that all team recognition volunteers/contacts know how much they are appreciated.

Committee Role	Summary of Responsibilities
Fundraising Chair	 Retain and recruit committee volunteers to help with fundraising. Collaborate with Chair to plan and set goals for event, committee, team, and team member fundraising. Be an expert on pre-event, day-of-event, post-event, 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 kick-offs, team meetings/rallies, bank nights, event days, and wrap-ups as fundraising education opportunities. Collaborate with Team Recognition Chair, Online Chair, and Registration & Accounting Chair 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 Chair 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 do 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 committee volunteers are considering fundraising opportunities in their plans. Ensure that all fundraising volunteers/contacts know how much they are appreciated.
Sponsorship Chair	 Retain and recruit committee volunteers to help with sponsor fundraising, recognition, and stewardship. Collaborate with Chair to plan and set goals for sponsor fundraising, recognition, and stewardship. Be an expert on event-level cash sponsors, team-level cash sponsors, in-kind sponsor materials/resources. Leverage kick-offs, 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 committee volunteers are considering sponsor involvement in their plans. Ensure that all sponsor volunteers/contacts know how much they are appreciated.
Online Chair	 Retain and recruit committee volunteers to help with online registration, team building, fundraising, and communication. Collaborate with Chair 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 kick-offs, 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 Recognition Chair, Fundraising Chair, and Registration & Accounting Chair to ensure all teams and team members are properly credited and recognized for their fundraising efforts. Ensure that all other committee volunteers are considering online strategies in their plans. Ensure that all online volunteers/contacts know how much they are appreciated.
Survivor & Caregiver Chair	 Retain and recruit committee volunteers to help with survivor and caregiver recruitment, recognition, and engagement. Collaborate with Chair 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 committee volunteers, team captains, team members, survivors, and other Relayers 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 kick-offs, team meetings/rallies, fundraising workshops, bank nights, event days, and wrap-ups as opportunities to educate Relayers 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 & Activities & Ceremonies Chair to plan powerful ceremonies that give Relayers an opportunity to celebrate survivors, to thank caregivers, and to remember loved ones. Collaborate with the Mission Chair 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 committee 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.

CommitteeRole	SummaryofResponsibilities
Mission Chair	Retain and recruit committee 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 Chair 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) and get well (screening) and finds cures (research education).
	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 kick-offs, team meetings/rallies, fundraising workshops, bank nights, event days, and wrap-ups as opportunities to educate Relayers about how to stay well and get well.
	Collaborate with the Entertainment & Activities & Ceremonies Chair and the Advocacy Chair to plan a powerful 'Fight Back' ceremony that includes mission education and activation.
	Collaborate with Logistics Chair to ensure the event's food/beverage plan takes into account the Society's nutrition guidelines.
	 Ensure that all other committee volunteers are considering mission education and activation in their plans. Ensure that all mission volunteers/contacts know how much they are appreciated.
Advocacy Chair	Retain and recruit committee 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 Chair 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 kick-offs, team meetings/rallies, fundraising workshops, bank nights, event days, and wrap-ups as opportunities to educate Relayers about the Society's advocacy efforts/successes, legislative action alerts, and opportunities to join ACS CAN.
	Collaborate with the Entertainment & Activities & Ceremonies Chair and the Mission Chair to plan a powerful 'Fight Back' ceremony that includes advocacy education and activation.
	Ensure that all other committee volunteers are considering advocacy education and activation in their plans.
	Ensure that all advocacy volunteers/contacts know how much they are appreciated.
Publicity Chair	Retain and recruit committee volunteers to help with event promotion and marketing through grassroots forums, social media platforms, and public media channels.
	Collaborate with Co-Chair 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 kick-offs, team meetings/rallies, fundraising workshops, bank nights, event days, and wrap-ups as media partner recognition opportunities.
	 Work with other committee volunteers to identify 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.
	Ensure that all other committee 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.
Registration & Accounting	Retain and recruit committee volunteers to help with event registration, accounting, and data management.
Chair	Collaborate with Co-Chair 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 kick-offs, 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 committee volunteers are considering safe and secure registration and accounting procedures in their plans.
	Collaborate with Online Chair to run, review, and share registration and accounting reports to monitor registration and fundraising progress.
	Collaborate with Team Recognition Chair, Fundraising Chair, and Online Chair 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.

Committee Roles 1 (2)	Summary of Responsibilities .
Luminaria Chair	 Retain and recruit committee volunteers to create a memorable and seamless luminaria experience. Collaborate with Co-Chair to plan and set goals for the luminaria fundraising and the luminaria experience. Be an expert on luminaria materials/resources.
	 Leverage kick-offs, team meetings/rallies, fundraising workshops, bank nights, wrap-ups as opportunities to educate Relayers 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 Chair to lead pre-event and day-of-event luminaria fundraising efforts.
	 Collaborate with the Entertainment & Activities & Ceremonies Chair to plan a powerful 'Remember' ceremony that is brief, logistically simple, respectful, and emotional.
	Ensure that all other committee volunteers are considering luminaria integration in their plans.
	Ensure that all luminaria volunteers/contacts know how much they are appreciated.
Entertainment & Activities &	Retain and recruit committee volunteers to help with entertainment, activities, and ceremonies.
Ceremonies Chair	Collaborate with Co-Chair 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 kick-offs, team meetings/rallies, fundraising workshops, bank nights, wrap-ups as opportunities to educate Relayers about event entertainment, activities, and ceremonies, and enlist their help to make the event more personal for teams.
	Collaborate with the Survivor & Caregiver, Mission, Advocacy, and Luminaria Chairs to plan powerful 'Celebrate', 'Remember', and 'Fight Back' ceremonies that are brief, logistically simple, respectful, and emotional.
	Ensure that all other committee 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.
Logistics Chair	Retain and recruit committee volunteers to help with logistics and hospitality.
	Collaborate with Co-Chair 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 kick-offs, 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 committee 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.
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