



Event Chair

Event Chair

Position Overview:

The Event Chair serves as the volunteer leader for planning and execution of Friendship Walk. This position is responsible for recruiting, training and leading an effective Friendship Walk Committee focused on raising revenue.

Responsible to: Staff Partner

Planning Team: Fund mission, awareness and experience

Qualifications:

- Excellent leadership, communication, delegation and interpersonal skills.
- Goal-driven and results-oriented.
- Strong networking skills and knowledge of key individuals in the community.

Position Responsibilities:

- Work with staff partner to develop and determine event goals, including total participants, number of teams, sponsorship and fundraising revenue, team retention rate and mission-related goals.
- Develop and manage an event budget with the Staff Partner.
- With the help of the Staff Partner, recruit chair positions. Establish relationships with chairs so they feel comfortable reaching out for help and/or guidance.
- Recruit additional committee members by hosting a Volunteer Kickoff Party. Encourage and help chairs to recruit their sub-committee members.
- Host a Committee Orientation to train and educate committee members on Friendship Walk and their individual roles.
- Work with Staff Partner to establish committee meeting dates, times and locations.
- Plan, lead and facilitate all committee meetings.
- Delegate responsibilities and tasks to committee members.
- Maintain regular communication with committee members and the Staff Partner to ensure everyone understands expectations and is on target to meet goals.
- Monitor progress to confirm tasks are completed and assist when needed.
- Ensure that appropriate recognition is given to all committee members, sponsors, volunteers and other contributors to the success of your Friendship Walk.
- Conduct a post-Walk debrief meeting with committee members to determine ideas and areas of improvement for next year.
- Assist Staff Partner with vetting Event Chair successor.



Vice Chair

Event
Vice Chair

Position Overview:

The Vice Chair serves as the volunteer leader for planning and execution of Friendship Walk. This position is responsible for recruiting, training and leading an effective Friendship Walk Committee focused on raising revenue.

Responsible to: Event Chair

Planning Team: Fund mission, awareness and experience

Qualifications:

- Excellent leadership, communication, delegation and interpersonal skills.
- Goal-driven and results-oriented.
- Strong networking skills and knowledge of key individuals in the community.

Position Responsibilities:

- Work with staff partner and Event Chair to develop and determine event goals, including total participants, number of teams, sponsorship and fundraising revenue, team retention rate and mission-related goals.
- Assist Event Chair in recruiting chair positions.
- Establish relationships with chairs so they feel comfortable reaching out for help and/or guidance.
- Assist Event Chair in hosting Volunteer Kickoff Party to recruit additional committee members.
- Encourage and help chairs recruit their sub-committee members.
- Assist Event Chair in hosting a Committee Orientation to train and educate committee members on Friendship Walk and their individual roles.
- Work with Event Chair to establish committee meeting dates, times and locations.
- Plan, lead and facilitate committee meetings if/when the Event Chair cannot.
- Assist Event Chair in the delegation of tasks to committee members.
- Maintain regular communication with the Event Chair and committee members to ensure everyone understands expectations and is on target to meet goals.
- Monitor progress to confirm tasks are completed and assist when needed.
- Work with Event Chair to ensure that appropriate recognition is given to all committee members, sponsors, volunteers and other contributors to the success of your Walk.
- Assist Event Chair with the post-Walk debrief meeting with committee members to determine ideas and areas of improvement for next year.



Team Retention Chair

Team
Retention
Chair

Position Overview:

The Team Retention Chair serves as the leader for retaining teams by recruiting and leading a Team Retention Sub-Committee. The Committee will work year-round on team retention strategies that engage, support and recognize past teams.

Responsible to: Event Chair

Planning Team: Fund mission

Qualifications:

- Excellent leadership, communication, delegation and interpersonal skills.
- Ability to maintain long-lasting, genuine relationships.
- Creative spirit.
- Sincere and personable.

Position Responsibilities:

- Meet with the Event Chair, Vice Chair and Staff Partner to develop a plan to reach and register past teams for the new season.
- Recruit and train the Team Retention Sub-Committee, whose main responsibility is to retain existing teams.
- Manage Team Retention Sub-Committee meetings or check-ins to monitor progress and ensure everyone is on target to meet their goals.
- Provide past team tracking spreadsheet and Team Captain Stewardship Plan as tools for sub-committee members to manage past teams.
- Send personal team touches to past Team Captains to encourage registration, fundraising and engagement.
- Host Internal Kickoffs for large returning teams.
- Organize a Past Team Registration Event four months prior to Walk to help re-register teams and meet team retention goal.
- Promote and advertise fundraising incentive levels including the Friendship Walk T-Shirt.
- Hold a Walk Celebration Party one month after Walk to recognize and reward Team Captains.
- Ensure all Team Captains, Team Retention Sub-Committee members and volunteers are appropriately recognized.



Team Recruitment Chair

Team
Recruitment
Chair

Position Overview:

The Team Recruitment Chair serves as the lead for recruiting new teams and engaging them in fundraising by recruiting and leading a Team Recruitment Sub-Committee. The Committee will recruit, coach and support new teams from all sectors of the community.

Responsible to: Event Chair

Planning Team: Fund mission

Qualifications:

- Excellent leadership, communication, delegation and interpersonal skills.
- Well-connected in the community and willing to ask others to support the cause.
- Enthusiastic, outgoing and motivating.

Position Responsibilities:

- Meet with the Event Chair, Vice Chair and Staff Partner to develop a plan of action to ensure that team recruitment and New Team Kickoff goals can and will be met.
- Recruit and train the Team Recruitment Sub-Committee, whose main responsibility is recruiting new Walk teams.
- Oversee the Team Recruitment Sub-Committee meetings or check-ins to monitor progress and ensure everyone is on target to meet their goals.
- Develop and implement strategies to recruit new teams in the community, including families and friends, corporations, organizations, facilities, schools, support groups and churches.
- Host Internal Kickoffs for large prospect new teams.
- Facilitate the recruitment of new teams by planning and executing the New Team Kickoff two months prior to Walk.
- Manage the New Team Kickoff invitation list.
- Promote and advertise fundraising incentive levels including the Friendship Walk T-Shirt.
- Facilitate a Team Captain Stewardship Plan to develop relationships with new Team Captains.
- Ensure all Team Captains, Team Recruitment Sub-Committee members and volunteers are appropriately recognized.



Sponsorship Chair

Sponsorship Chair

Position Overview: The Sponsorship Chair serves as the lead for recruiting new sponsors and retaining existing ones. This position works to identify opportunities to engage the business community in our mission and engaging sponsors in all Friendship Walk activities.*

Responsible to: Event Chair

Planning Team: Fund mission

Qualifications:

- Excellent leadership, communication and interpersonal skills.
- Knowledge of business and community resources.
- Ability to cultivate and maintain long-lasting relationships with local companies.
- Comfortable asking for large monetary contributions.

Position Responsibilities:

- Meet with the Event Chair, Vice Chair and Staff Partner to develop a plan of to meet all sponsor recruitment, retention and revenue goals.
- Recruit and train members of the Sponsorship Sub-Committee, whose primary responsibility is to manage sponsor recruitment and retention.*
- Oversee Sponsorship Sub-Committee meetings or check-ins to monitor and ensure everyone is on target to meet their goals.*
- Work with Sponsorship Sub-Committee members to secure renewals from previous sponsors and identify and plan to increase ask capacity if appropriate.
- Help Sponsorship Sub-Committee members compile a list of potential sponsors and develop strategies for engagement.
- Assist in securing in-kind donations and media sponsors.
- Work with other committee members, such as logistics and publicity, to ensure sponsorship benefits are met both prior to and on event day.
- Take steps to ensure an excellent Walk-day experience for sponsors.
- Conduct a post-event Proof of Performance meeting with each sponsor to ensure proper support was achieved, obtain feedback and discuss future engagement.
- Ensure that all sponsors, Sponsorship Sub-Committee members and volunteers are appropriately recognized.

**Depending on the goals and needs of each Walk, Chairs may find it helpful to recruit train and manage Sub-Committees.*



Publicity Chair

Publicity
Chair

Position Overview: The Publicity Chair serves as the lead for promoting and creating awareness for Friendship Walk and supporting events. This position will ensure collateral distribution takes place across the community and build public awareness through various outlets. *

Responsible to: Event Chair

Planning Team: Awareness

Qualifications:

- Excellent leadership, communication and interpersonal skills.
- Knowledge of local community and media outlets.
- Familiarity with grassroots marketing tactics.

Position Responsibilities:

- Meet with the Event Chair, Vice Chair and Staff Partner to develop a plan to promote Friendship Walk in the community to ensure participant, team and sponsor goals are met.
- Recruit and train members of the Publicity Sub-Committee, whose main responsibility is to help promote Friendship Walk through in-kind media, social media and grassroots marketing activities.*
- Manage the Publicity Sub-Committee meetings or check-ins to monitor progress and ensure everyone is on target to meet their goals.*
- Develop relationships with local media outlets and implement strategies to secure donated media.
- Identify “Why I Walk” stories for media, distribute press releases, arrange interviews and media coverage on event day and supporting events days, and work with the Mission Chair to prepare spokespeople.
- Coordinate the delivery of brochures, posters and fliers to distribution points and maintain relationships with lead contacts to ensure adequate supply.
- Organize community blitz days and tabling opportunities at local community events.
- Work with other sub-committees, including sponsorship and logistics, to ensure all benefit obligations are covered.
- Help identify opportunities to expand outreach into diverse communities.
- Ensure all appropriate media outlets, Publicity Sub-Committee members and volunteers are appropriately recognized.

**Depending on the goals and needs of each Walk, Chairs may find it helpful to recruit train and manage Sub-Committees.*



Mission Chair

Mission Chair

Position Overview: The Mission Chair serves as the lead for connecting the community and participants to the mission of Best Buddies year-round. This position will promote core mission elements, share educational messages and celebrate successes. *

Responsible to: Event Chair

Planning Team: Experience

Qualifications:

- Excellent leadership, communication and interpersonal skills.
- Enthusiastic and passionate about the mission of Best Buddies.
- Ability to inspire and influence people to support the cause.

Position Responsibilities:

- Meet with the Event Chair, Vice-Chair and Staff Partner to develop a plan to promote the mission of Best Buddies.
- Recruit and train Mission Sub-Committee members, whose main responsibility is to assist with executing the core mission elements.*
- Work with the Event Chair to ensure that a mission moment occurs at all committee meetings.
- Work with Event Chair, Team Retention Committee and Team Recruitment Committee to ensure a mission component at every supporting event.
- Work with Team Retention and Team Recruitment Committees to ensure that mission elements are featured in year-round communications and team touches.
- Work with the Publicity Committee to collect “Why I Walk” participant stories and to include a mission component in all marketing efforts.
- Work with the Logistics Committee to coordinate opening ceremony on Walk day and other mission related activities.
- Ensure mission education takes place on Walk day.
- Ensure mission speakers, Mission Sub-Committee members and volunteers are appropriately recognized.

**Depending on the goals and needs of each Walk, Chairs may find it helpful to recruit train and manage Sub-Committees.*



Logistics Chair

Logistics
Chair

Position Overview: The Logistics Chair serves as the lead for all Friendship Walk day logistical needs and recruits and trains day of event volunteers to ensure an event that is safe, mission focused and fun for all. This position works with all committee members to ensure all components are planned.*

Responsible to: Event Chair

Planning Team: Experience

Qualifications:

- Excellent organizational skills and attention to detail.
- Ability to create and oversee the execution of the event site map and flow.
- Flexible, adaptive and creative.

Position Responsibilities:

- Meet with the Event Chair, Vice Chair and Staff Partner to develop a plan and timeline that ensures volunteer recruitment goals and all logistical needs are met.
- Recruit and train Logistics Sub-Committee members, whose main responsibilities are to assist with providing seamless event experience and maximizing the event's capacity.
- Manage Logistics Sub-Committee meetings or check-ins to monitor progress and ensure everyone is on target to meet their goals.
- Work with the Event Chair to coordinate all vendors, including table and chair rentals, tents, portable restrooms, transportation, parking, equipment, balloons, start/finish line, staging and route needs.
- Work with the Sponsorship Committee to secure in-kind donations including water, refreshments and other critical onsite needs.
- Recruit and organize onsite volunteers to ensure there is enough support for key event areas.
- Ensure Walk route is exciting, motivational, entertaining and safe.
- Implement exciting start and finish line experiences.
- Plan for overall setup and breakdown of the event. Ensure that all supplies, materials and equipment are delivered to the Walk on time and promptly removed after the event.
- Ensure day-of volunteers, Logistics Sub-Committee members and other volunteers are appropriately recognized.

**Depending on the goals and needs of each Walk, Chairs may find it helpful to recruit train and manage Sub-Committees.*