

Corporate Chair

Objective: Generate 20% of overall event budget in new revenue to ensure year-over-year overall Walk to Cure Arthritis event growth. Manage Revenue Committee; assist Sponsorship and New Team Recruitment Chairs in securing sponsors and teams.

Length of Involvement: 9-12 months

Time Commitment: 3-4 hours per month

Responsibilities:

- Generate new revenue from Chair's own company campaign:
 - Sponsorship opportunity/upgrade
 - Team growth
 - Personal fundraising
- Recruit 5-7 volunteers to focus on securing new revenue through their own teams, sponsorship, new teams and/or outreach to others
- Host event to recruit peer volunteers
- Serve as a spokesperson for the event throughout the campaign
- Assist in recruiting Walk to Cure Arthritis Leadership with staff support
- Conduct meetings or calls with revenue-focused volunteers monthly or as needed
- Hold monthly progress meeting with Arthritis Foundation staff
- Attend Walk to Cure Arthritis event
- Participate in post-event debrief meeting

Benefits

- Chair and chair's company receive positive pre-event publicity, day-of exposure and post success publicity:
 - Pre-event press releases announcing chair
 - Speaking opportunity at team captain kick off and on stage day of event
 - Business networking opportunities throughout campaign
 - Recognition of partnership with the Arthritis Foundation - one of the most well-known and respected charities