

Medical Honoree Roles & Responsibilities

NORTHERN COLORADO JINGLE BELL RUN MEDICAL HONOREE

Primary Objective: Enhance event revenue by engaging personal and professional network for Jingle Bell Run.

General Background: The Jingle Bell Run Medical Honoree is essential to the event success. The Medical Honoree will help increase revenue through patient, staff and vendor engagement, while helping to drive awareness amongst patients of the Arthritis Foundation and our mission to improve the lives of those living with arthritis, and ultimately cure the disease.

Responsibilities:

- Commit to forming a team for Jingle Bell Run.
 - Identify a team captain to head efforts internally for the company team.
 - Recruit an internal steering committee, set a fundraising goal with the help of your Staff Partner
 - Initiate a vendor campaign to leverage support from your office's current list of vendors
- Secure a total of **\$3,600** in new donations for the event. Examples include:
 - Sponsoring event personally as a company at one of the top 3 levels
 - Securing new sponsors through community connections (ex. Hospitals, other offices)
 - Send a patient mailing asking for donations and/or asking patients to join your team and fundraise
- Represent the Arthritis Foundation and its mission as the Jingle Bell Run Medical Honoree on December 2, 2018. Be actively involved in event promotion from the date of commitment to serve as Medical Honoree and 6 weeks post event.
- Provide a photo and a one page biography for use on the event website and in printed materials.
- Be available for photo opportunities, public appearances, and print and broadcast media interviews. (Your schedule will, of course, be considered.)
- Serve as spokesperson for the Northern Colorado Jingle Bell Run
 - Share your personal story or that of someone you know who is living with arthritis (if applicable)
 - Promote the event
 - Promote the Arthritis Foundation (with help from staff) and its programs & services available on www.arthritis.org and jbr.org/northerncolorado websites, and who to contact with questions.
- Attend the Executive Leadership Breakfast and invite five or more other medical professionals to attend with you
- Attend and speak (briefly) at the kickoff event.
- Assist in development and production of the event PSA (possibly)
- Attend Jingle Bell Run on December 2, 2018.
 - Speaking opportunity from the stage.
- Help identify and recruit next year's Northern Colorado Jingle Bell Run Medical Honoree

Committee Chair Liaison

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