



Committee Job Descriptions

Event Chair(s)

Time commitment: 12 months

Goal: Acts in partnership with Arthritis Foundation staff to ensure that the Jingle Bell Run meets financial goals and objectives.

Activities:

- Recruit and lead a team of volunteers to build and implement the overall event strategy
- Meet regularly with committee members to track progress

Marketing Committee

Marketing & PR Chair (reports to event chairs)

Time commitment: 9-12 months

Goal: Ensure that the Jingle Bell Run receives maximum visibility in the community and enhances our advertising and recruiting efforts.

Activities:

- Recruit and lead a team of volunteers to develop marketing & PR strategy/timeline including online/social media, grassroots efforts, press releases, present stories and coordinate interviews with radio, TV and print publications.
- Implement strategy to integrate AF mission and programming into event communications.
- Coordinate event day media, emcee scripting and message points
- Work with media sponsor to promote event

Online & Social Media Lead (reports to marketing chair)

Time commitment: 9-12 months

Goal: Ensure that the Jingle Bell Run receives maximum visibility on the web and enhances our recruiting efforts online.

Activities:

- Coordinates updates for event web site regularly
- Increases and maintains online presence utilizing social media, blogs, online calendars, etc.

Grassroots Marketing Lead (reports to marketing chair)

Time Commitment: 6-9 months

Goal: Ensure that the event receives maximum visibility in the community and enhances our advertising and recruiting efforts.

- Coordinate brochure distribution and placement
- Identifies & secures promotional opportunities at community events (other races/fun runs, farmers markets, sporting events, etc.) to raise awareness of the Arthritis Foundation and Jingle Bell Run

Mission Delivery Lead (reports to marketing committee chair)

Time Commitment: 6-12 months

Goal: Ensure that the Arthritis Foundation mission is communicated throughout all aspects of the event.

Activities:

- Identify, recruit and cultivate honoree(s) and/or grand marshals
- Identify opportunities within event cycle to increase mission connection and implement activities to drive awareness

- Plan and implement activities/area at Jingle Bell Run showcasing Arthritis Foundation mission components: Advocacy & Access, Help & Support, Juvenile Arthritis and Scientific Discovery

Honorees/Heroes/Grand Marshals

Time Commitment: 6-12 months

Goal: Be the “face of arthritis” for the Jingle Bell Run event

Activities:

- Willingness and ability to share their story/AF connection via website and/or emails, at kickoff and other campaign events, with the media and be recognized at the event

Recruitment Committee

New Teams Lead (reports to event chairs)

Time Commitment: 9-12 months

Goal: Identify, prioritize and cultivate new teams in conjunction with staff

Activities:

- Lead a team of volunteers to identify and acquire new teams
- Participate in team goal setting process
- Develop relationships with new team captains, coaching them through the process of recruiting their teams and utilizing fundraising tools
- Track progress towards fundraising goal and work with staff and event chairs to achieve positive results
- Plans kickoff event
- Assists sponsorship committee to coordinate corporate kickoff

Returning Teams Lead (reports to event chairs)

Time Commitment: 9-12 months

Goal: Cultivate, prioritize and grow returning teams in conjunction with staff

Activities:

- Lead a team of volunteers to cultivate and motivate returning teams
- Participate in team goal setting process
- Provide support and motivation to teams
- Track progress towards fundraising goal and work with staff and event chairs to achieve positive results
- Plans kickoff event
- Assists sponsorship committee to coordinate corporate kickoff

Logistics Committee

Logistics Chair (reports to event chairs)

Time Commitment: 6 months, heaviest in weeks leading up to event

Goal: Plan and implement all day of event logistics

Activities:

- Lead a team of volunteers to ensure all event day logistics are planned, coordinated, and efficiently run.
- Recruit and train day - of event volunteers
- Work closely with Race Director or Timing Company
- Oversee event set-up and tear-down including placement of event registration area, staging, refreshments, sponsors booths, rentals, etc

Sponsorship Committee

Sponsorship Chair (reports to event chairs)

Time Commitment: 9-12 months

Goal: Solicit financial sponsorships to underwrite expenses, increase revenue, and boost event experience

Activities:

- Lead and manage a team of volunteers to identify and secure new corporate partners (\$AMOUNT)
- Work with staff and event chairs to ensure sponsorship goal is met (\$GOAL)
- Takes a leadership role for the planning and successful execution of the corporate kickoff

Procurement Lead (reports to sponsorship chair)

Time Commitment: 6-12 months

Goal: Solicit in-kind donations to decrease expenses, increase revenue and boost event experience

- Identify and seek in-kind support that will help decrease event expenses (i.e. printing, tables & chairs, food, DJ, etc)
- Identify and procure in-kind donations (sports tickets, restaurant gift certificates, etc.) to be used as raffle items and fundraising contest prizes leading up to the event.