

# 2025 Relay For Life

## Event Leadership Position Descriptions

All leadership positions are expected to attend monthly check in meetings throughout the season. Meetings may be virtually held, in person, or hybrid. Leadership members are expected to assist in set up and clean up of event. They have a clear line of communication to the ACS Staff partner to set them up for success. Members that sign on to these positions will receive a Leadership Shirt for the season.

### Event Chair:

- Demonstrate open, honest, consistent, and timely communication with committee and staff partner
- Provide leadership, recruit subcommittee chairs and oversee the planning and execution of the event
- Assist staff with developing and maintaining Relay goals, budget and timeline.
- Set meeting agendas (with staff partner) and facilitate committee meetings
- Focus efforts on leadership development, team development, survivor development, event development and fundraising development
- Recruit and train vice chair to succeed chair position. Address key vacancies on leadership team
- This position spends about 2-6 hours per month on their role. When shared by multiple people the hours may decrease.

\*This position can be taken on by co-leads or tri-leads. But is the mind hive for planning and decision making.

### Event Vice Chair:

- Mentored by the current Event Chair to prepare to succeed to the Event Chair position
- Assists the Event Chair with duties
- Stands in for Event Chair in their absence

### Engagement and Relay Information:

*Positions in this category spend 1-2 hours/month on their role.*

### Team Engagement:

- Identify potential sources for Relay teams
- Connect with various organizations and work with ACS Staff to facilitate presentations to interested organizations
- Responsible for ensuring all teams from previous relay are contacted and are participating in upcoming Relay
- Assist new team captains understand their role as leader of their team-help them with delegation, fundraising and organization tips
- Assists with planning and facilitating monthly Relay meetings
- Work with Event Chair to establish and follow benchmarks & timelines

### **Fundraising:**

- Responsible for training and motivating team captains and team members to plan and employ effective team and community fundraising to reach or exceed their set monetary goals
- Seeks out & leads/coordinates event wide fundraising activities (events that all teams can participate in) work with publicity and social media chairs to create promotional materials
- The goal for this position would be three events during the Relay season

### **Youth Engagement:**

- Position is also open to high school students who would like to increase youth engagement for our event
- Involves working with all schools, sports groups, and youth organizations to increase participation
- This subcommittee would also coordinate any youth themed activities during the Relay season and at the Relay event

### **Recognition:**

- Responsible for recognizing teams or individuals with various successes throughout the year (Pre-event and after)
- Coordinates recognition of participants, teams, and sponsors at the Relay event ( work with Ceremonies position)

### **Online and Social Media:**

- Use social media platforms, including Facebook, Twitter and Instagram to keep Relay relevant through photos, recognition of sponsors, top fundraisers, etc. and our ACS mission
- Use ACSResource.org as a resource for information
- Works closely with ACS staff person to maintain local event information and serve as contact for online questions
- Responsible for keeping website current
- Send out reminder emails for monthly Relay meetings
- Coordinating local emails along side scheduled national emails being sent out
- Using ACSResource.org as a resource for upcoming events/activities/fundraisers
- Works closely with ACS staff person to maintain website with local event information and serve as contact for online questions

### **Marketing:**

- Plans and coordinates interaction with local media to ensure that Relay For Life is being well publicized and represented in the community. This includes working on media releases, public service announcements, and placing signs, posters, flyers, and potentially banners around the community
- Responsible for determining locations to put signage leading up to the event
- Work with ACS staff to ensure all off site signage is created and put out in the surrounding areas
- Create any event signage needed for the committee areas during the event

## **Mission and Impact:**

*Positions in this category spend 2-4 hours/month on their role.*

### **Mission:**

- Works closely with ACS staff and leadership team to ensure that the American Cancer Society's message and mission are shared throughout the Relay season.
- Attend various Event Leadership Team meetings, Relay monthly meetings
- Coordinate relevant and informational posts with social media and website manager
- Use RelayConnect as a resource for information
- Plan activities to educate Relay participants about the American Cancer Society's work
- Recruit grassroots advocates through yearly ACS CAN memberships

### **Sponsorship:**

- Responsible for recruiting new corporate sponsors throughout the community
- This lead would work with the social media, recognition and website chair to ensure recognition perks for all sponsor commitment levels are being met
- Update shared excel spreadsheet to track sponsor level recognition
- Updates to tracking report should be made consistently throughout the relay season
- Work closely with Event Chair and ACS Staff to establish benchmarks and timeline for sponsorship commitments

### **Luminaria:**

- This lead and team will coordinate community outreach throughout the relay season and will be the main source of access to luminaria bags throughout the relay season
- Create fun ways to get the community involved and aware of what luminaria bags are. This could be by, but not limited to, seeking out other various community events to table at, or have a luminaria fundraiser. There will be a shared spreadsheet to track potential businesses, contacts, and events in the community. The goal is to coordinate a minimum of 3 businesses to have a display of luminaria bags for the Relay season
- Keep track of bags sold throughout the relay season and be responsible for getting them to the event and placed on the track
- Work closely with website chair to get up to date reports for online bag purchases and see that those bags are created and taken to the event. These reports are available throughout the season
- This team will coordinate all aspects of the luminaria tent day of the Relay event, including staffing
- Luminaria lead is responsible for recruiting members for this subcommittee to ensure that there is adequate support during the Relay season for community engagement, and support for set up and tear down/clean-up of the Relay event

### **Survivor and Caregiver:**

- Responsible for the coordination of all aspects of survivor/caregiver activities, from recruiting survivors for the event/survivor lap, to planning the activities at the RFL event, and any other planned events/activities throughout the year
- Update shared tracking report to log all potential community contacts
- Work with Event Chair to establish benchmarks and timeline for logging outreach and updates
- Work with Event Chair and ACS Staff to determine budget or potential sponsors for activities and swag for event- sashes, medals, pins etc.

- Deliver any posters, flyers etc. to local community organizations to promote Survivor and Caregiver recruitment and activities
- Survivor Lead is responsible for recruiting members for this subcommittee to ensure that there is adequate support through the year for recruitment as well as support for set up and clean-up of the Relay event

### **DAY OF EVENT**

*Positions in this category spend 1-2 hours/month on their role. Closer to the event and day of event these roles require more time and communication.*

#### **Logistics:**

- Work with the Event Chair and ACS Staff for on-site layout/map and set-up, insurance/risk assessment, organizing traffic control, coordinating delivery of supplies from vendors, and making sure that we have all necessary supplies for the event (radios, pottys, signage, water, cones, ice, etc)
- Coordinates with the set-up/tear down crew and security for event
- Determine the needs of all sub-committees that have a tent area at the RFL event
- Responsible for recruiting members for this subcommittee to ensure that there is adequate support during set up and tear down/clean-up of the Relay event

#### **Experience:**

- Responsible for locating and securing entertainment to take place, including DJ's, bands, performance groups, etc.
- Also responsible for serving as the "Stage Manager" during Relay and making sure that everything runs as scheduled on the main stage
- Coordinate with Activities Chair to get the participants engaged and participating throughout the event
- Work with Event Chair to establish a timeline for securing entertainment

#### **Activities:**

- Responsible for creating/facilitating a schedule of activities for the event teams/participants
- Activities lead is responsible for recruiting members for this subcommittee to ensure that there is adequate support during the event, as well as set up and tear down/clean-up of the Relay event
- Work with Event Chair to establish benchmarks and timelines

#### **Silent Auction:**

- Responsible for organizing and promoting silent auction
- Communicate with Teams about Silent Auction rules, needs, and deadlines
- The Silent Auction chair is responsible for recruiting members for this subcommittee to ensure that there is adequate support during the event

#### **Volunteer Coordinator:**

- Recruit volunteers for day of event and assign them to appropriate areas where needed
- This position will be present to coordinate volunteers on the day of the event

### **Accounting and Registration:**

- Oversees collection and processing of money throughout the relay season- includes monthly meetings and day of event
- Assist in informing all Relay participants of proper accounting guidelines
- Work with ACS Staff to ensure that adequate accounting supplies are on hand
- Recruit the volunteers needed to staff the registration/check-in area at the RFL event
- Responsible for making sure all the volunteers are trained fully to work the registration area
- Coordinate all registration volunteers day of the Relay event
- Responsible for basic knowledge of the Relay event
- Facilitate a lost & found area during the event
- The registration lead is responsible for recruiting members for this subcommittee to ensure that there is adequate support during set up and tear down/cleanup of the Relay event

### **MC and Ceremonies:**

- Responsible for working closely with Event Chair and ACS Staff to plan the event ceremonies
- Ceremonies include Opening, Fight Back, and Closing ceremonies. – making sure they are meaningful and inspirational
- May also work closely with Survivor and Caregiver and Luminaria chairs to ensure ceremonies are put together

Thanks so much for taking the time to consider this volunteer opportunity. If you have any questions about these positions, please contact:

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