



FIU Relay for Life Steering Committee

The American Cancer Society is the nationwide community based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer through research, education, advocacy, and service.

The Hope of Relay for Life

Relay for Life is an evening fundraising event (6 hours) where everyone can participate in the fight against cancer. The power of Relay allows our community to grieve for those lost to cancer and to celebrate those who have survived. Relay for Life represents the hope that those lost to cancer will never be forgotten, that those who face cancer will be supported, and that one-day cancer will be eliminated.

Steering Committee Position

There are many ways to participate in Relay for Life. The most exciting and rewarding position though is being part of the Relay for Life Committee. Planning for Relay for Life takes place months in advance. Our committee is comprised of many positions to accommodate many talents. Our mission is to have Relay for Life permeate our campus and give every student, faculty, staff and community member the opportunity to take part in this event; and we do it TOGETHER. We are one BIG RELAY FAMILY, we DEFINITELY have FUN but we also work very hard to make this event Bigger and Better every year.

Being part of the Relay for Life Steering Committee is a commitment we expect to be fulfilled 110%. There will be regular weekly meetings during the Fall and Spring semesters. SPIRIT IS KEY FOR RELAY SUCCESS.

If you have any questions, please contact:

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2021-2022 Relay for Life
Steering Committee Organizational Structure

Overall Director

Logistics Director – E-Board

Entertainment Chair
Pit Events Chair
Night of Hope Chair
Decorations Chair
Volunteer Chair

Advocacy Director – E-Board

Luminaria Chair
Survivorship Chair
Beautiful Lengths Chair
Mission Education Chair

Teams Director – E-Board

Teams Recruitment Chair
Teams Retention Chair
Teams Development Chair
BBC Liaison Chair

Communications Director – E-Board

Social Media Chair
Publications Chair
Merch Chair
Content Creator Chair

Finance Director – E-Board

Accounting Chair
Sponsorship Chair
In-Kind Sponsorship Chair
Teams Fundraising Chair

Street Team Director – E-Board

Campus Partnership Chair
Community Partnership Chair
Education Partnership Chair

Center for Leadership and Service Student Leader Academic Standards

(Required for all committee positions):

- ❖ *Maintain a 2.5 GPA minimum*
- ❖ *Enrollment in a minimum of 6 credits each for the Fall and Spring semesters*
- ❖ *Be in good standing with the University*
- ❖ *Relay for Life steering committee meetings will be on Thursdays from 3:30 – 5:00pm*
- ❖ *Committee meetings are mandatory*

Steering Committee Expectations

E-Board Position Requirements:

- ❖ *Time Commitment: Average 3-5 hours per week (WILL increase closer to event)*
- ❖ *Oversee one of the seven subcommittees*
- ❖ *Advise team members*
- ❖ *Meet regularly with Event Directors and ACS Staff*
- ❖ *Meet regularly with sub-committees to track progress.*
- ❖ *Attend E-Board Meetings – 2pm to 3:15pm and Steering Committee meetings – Thursdays 3:30pm to 5:00 pm*
- ❖ *Raise \$500 towards committee total*
- ❖ *Attend pre-events, Relay for Life Event, and any other Relay activities*

Committee Chair Position Requirements:

- ❖ *Time Commitment: Average 3-4 hours per week (WILL increase closer to event)*
- ❖ *Assignment to one of the seven subcommittees (Finances, Logistics, Communications, Teams, Advocacy, and Street Teams)*
- ❖ *Work individually and as a team to address specific aspects of the event*
- ❖ *Attend committee meetings – Thursdays 3:30pm – 5:00pm*
- ❖ *Raise \$300 towards committee total*
- ❖ *Attend pre-events, Relay for Life Event, and any other Relay activities*

Steering Committee Job Descriptions

Overall Director: As the Overall Director, your primary responsibilities are to recruit a full committee, to ensure that all committee members understand and fulfill their commitments, to develop and implement a 1-year plan to set and accomplish income and non-income goals, to champion all income and non-income goals, and to serve as the voice of the ACS Relay for Life event in the community.

- Identify, recruit, and train volunteers to serve as chairs of the various event committees
- Meet individually with each committee chair to ensure they understand the time commitment and responsibilities of the position for which they have been recruited
- Facilitate a strategic planning session with ACS staff, committee chairs, and other key volunteers (e.g. committee members, top performing team captains, survivors, sponsors, etc.) to develop a plan to grow the income, participation, and quality of the event
- Create a goal-oriented culture for the event, and ensure that all committee chairs, committee members, and team captains are aware of and motivated to reach the income and non-income goals
- Ensure coordination, preparation, and implementation of regular event committee meetings with ACS staff, and committee chairs to activate your plan, share progress, and exchange ideas
- Communicate regularly with ACS staff, and committee chairs to share information, progress, and updates between meetings.

- Communicate regularly with each director in the areas of Teams, Fundraising/Sponsorship, Advocacy, Logistics, Marketing, and Street-Team on an individual basis to learn about progress they have made, to help them solve problems, to ensure they are following through on their commitments, and to thank them for the work they are doing.
- Develop consistent agendas for executive board and steering committee meetings on a weekly basis
- Keeping the executive board accountable for meeting timely goals and deadlines
- Work closely with ACS staff and other committee chairs to plan and implement motivating, engaging, educational, and inspirational kick-offs (internal and external), team captain meetings, pre events, fundraising training, bank nights/days, and wrap-up meetings.
- Ensuring the leadership development process of the steering committee by having them present their own agendas and goals at meetings
- Serve as a voice of the ACS and Relay for Life in the community and with media partners as appropriate.
- Thank and recognize committee chairs in person and in writing for their time and effort.

LOGISTICS COMMITTEE

Logistics Director: As the Logistics Director, your primary responsibilities are to plan a safe, comfortable, and seamless event for all Relay participants and to help your committee members plan a series of events that create awareness and help promote the actual event.

- Coordinate, prepare for, and implement regular Logistics committee meetings to activate your plan, share progress, and exchange ideas. Communicate regularly with each Logistics committee member on an individual basis to learn about progress they have made, to help them solve problems, to ensure they are following through on their commitments, and to thank them for the work they are doing.
- Work with ACS staff, FIU departments and Directors to secure low-cost and/or no-cost equipment, supplies, and services needed for the Relay event. For example:
 - Event Site / Contingency Site
 - Restrooms / Portable Toilets
 - Trash Cans and Trash Removal / Recycling Containers and Removal
 - Tents /Tables / Chairs
 - Electrical Needs / Lighting on Stage / Sound System
 - Emergency Medical Personnel or Security Personal
- **NOTE: Only ACS staff can sign contracts, agreements, and/or permits with paid and unpaid vendors/suppliers.**
- Work with ACS staff and fellow committee chairs/members to ensure that in-kind sponsors are invited to kick-offs, team captain meetings/rallies, fundraising training, bank nights/days, and wrap-up meetings and that their contributions are highlighted.
- Work with appropriate committee members, site contacts, and ACS staff to prepare a master logistics timeline from beginning to end.

- Work with Team Director(s) and ACS staff to create a master list of team requirements (i.e. campsite needs, power needs, on-site fundraising needs, accessibility needs, etc.)
- Work with the Team Director(s) and ACS staff to prepare a layout/map of the event site, and ensure that all participants are aware of the site layout/map (i.e. post the event site layout/map on the event website, give a copy to all committee members, give a copy to all team captains, and post prominently a multiple locations throughout the event site).
- Adhere to and uphold ACS guidelines and policies regarding safety and risk management policies (NOTE: all entertainment/activities must be approved by ACS staff).
- Create and distribute an Event Committee and Emergency Contact list to all committee members, team captains, ACS staff, and event site contacts.
- Work with appropriate committee members, site contacts, and ACS staff to prepare a crisis/emergency plan to deal with injuries, conflict, and/or inclement weather, and ensure that all participants are aware of the plan (i.e. post the crisis/emergency plan on the event website, give a copy to all committee members, give a copy to all team captains, and make sure a copy of the plan is available at the event registration area).
- Serve as the main point-of-contact for all facilities / logistics needs during the Relay event from set-up to clean-up (e.g. ensure all facilities are accessible/unlocked, make sure all rented/borrowed equipment is returned, etc.).
- Thank and recognize Logistics committee members in person and in writing for their time and efforts.

Entertainment Chair:

- ✓ Plans games, obtains equipment, and solicits prizes for Relay
 - Collaborates with Sponsorship Chair for raffles and prizes
- ✓ Arranges for activities and entertainment throughout the event
- ✓ Promotes activities, games, and entertainment. Provides a schedule to team participants in advance of event to encourage participation.
- ✓ Provides master schedule of entertainment and activities to the Directors and Logistics chair.
- ✓ Coordinates interactive activities to be held throughout the night (ensures the Mission message is delivered and cancer education activities are included)
- ✓ Works closely with the Overall Director in planning and organizing activities and entertainment
- ✓ Works with the Logistics Director(s) to coordinate the needs of the entertainment, performers, games, etc. that are scheduled
- ✓ Works with the Advocacy Director(s) to coordinate music, speakers etc. for the Survivors Lap and Opening Ceremony
- ✓ Works with the staff partner and Overall Director to adhere to approved budget

Pit Events Chair

- ✓ Oversee pit events in GC that promote Relay and provide students information on the cancer awareness for the month
 - September (childhood), October (breast), and November (lung)
 - Must work with GC event planning to create a layout of tables/stations
- ✓ Work with Advocacy team to obtain educational materials and set up a Luminaria station

- ✓ Work with Decorations Chair to identify/purchase/organize tabling items and food
- ✓ Work with In-Kind Sponsorship chair to coordinate other food/beverage items for these events from restaurants that are open to donating
- ✓ Collaborate with other team members who are hosting their own fundraising initiatives and invite them to set up a station

Night of Hope Chair

- ✓ Plans Night of Hope Gala by coordinating the theme and recruitment/onboarding of contestants
- ✓ Work with Communications to develop flyers and marketing campaign for recruitment and the main Night of Hope gala
- ✓ Works with Logistics Director(s) to confirm fundraising and social media contests leading up to the main Gala event
 - Update packet for contestants that includes contests, dates/deadlines, and scoring information
- ✓ Hosts and presents informational session for contestants prior to the Gala event to discuss contest activities and scoring transparency
 - Contracts must be updated and given to contestants to confirm they read and understood scoring and contest activities
- ✓ Recruit judges to select the final winner(s) and hosts to MC the event
- ✓ Update and finalize script and schedule
- ✓ Work with Logistics Directors and GC Event Planning to confirm layout of the event
- ✓ Work with Decorations Chair to identify/purchase/organize materials such as tablecloths, centerpieces, etc.
- ✓ Work with Logistics Directors to manage shifts and responsibilities of all committee members during the event

Decorations Chair

- ✓ Work with Night of Hope and Pit Events Chairs to organize a list of items and materials needed
 - Night of Hope: centerpieces, tablecloths, photo station, balloons, etc.
 - Pit Events: tablecloths, items for activities, giveaways, balloons, etc.
- ✓ If items or materials need to be purchased, work with advisors to order or buy them
- ✓ Collaborate with other committee members who initiate their own special fundraising events to provide them decorative items/materials if needed
- ✓ Works with the Advocacy Director(s), Logistics Director(s) and Overall Directors to coordinate the decorations for Beautiful lengths, survivor dinner, stage, and overall Relay decorations
- ✓ Works with the staff partner and Overall Director to adhere to approved budget

Volunteers Chair:

- ✓ Create a master document with all the information of each volunteer and create volunteering shifts for the whole event
- ✓ Recruit volunteers from FIU by visiting SLS Classes, promoting it on social media, attending Team Captain meetings, and contacting highschool activity directors to promote volunteer opportunities

- ✓ After the event, send out thank you emails and prepare community service hours certificates if needed
- ✓ Identify, recruit, and train volunteers to provide custom service to all Relayers at the event. For example, each event should have:
 - Greeter Volunteers: These volunteers are in place at each entrance to the venue for the duration of the event to welcome Relayers/guests, to thank them for participating/attending, to provide maps/programs, to provide direction, and/or answer questions. Volunteers to serve as greeters at all entrances to the venue of the event. (NOTE: Many events engage Teams as greeters. In other words, each Team might be responsible for greeting Relayers/guests for one hour during the event.)
 - Welcome/Information Volunteers: These volunteers staff the welcome/information tent for the duration of the event to answer questions, provide direction, and/or to help Relayers/guests locate each other.
 - Floater Volunteers: These volunteers are scheduled to make regular (e.g. once every hour) laps around the Relay track/venue to make sure that participants know about upcoming activities/ceremonies/fundraisers, to find out if anyone has questions, and/or to thank Relayers/guests for participating.
 - Beautiful Lengths Volunteers: These volunteers assist the Beautiful Lengths tent with hair prepping and crowd control.
 - Luminaria Volunteers: These volunteers assist the Luminaria Committee members with the lighting and prep of all luminaria bags.

TEAMS COMMITTEE

Teams Director: The Team Directors are responsible for building relationships with and developing teams. It is recommended to have all committee members helping to recruit, retain, recognize, and mentor new teams. Teams participating in Relay For Life should represent the entire community and ensure that all teams are given the information/tools they need to be successful fundraisers.

- Oversee subcommittee that includes outreach and retention of previous teams, development of team captains, spirit points, and coaching of all teams.
- Be knowledgeable about Team Recruitment, Team Captain Kits, Team Member Guides, registration processes (online & offline), and other team development materials.
- Be knowledgeable about day-of-event details regarding parking, campsite set-up, site maintenance, site clean-up, schedule of events, banking hours, etc.
- Support the fundraising events hosted by various teams throughout the year by sending emails to all other teams with information about the fundraising event.
- Communicate the expectation that all team captains and team members pay an individual registration fee of \$15.
- Visit each tent for all of your team captain contacts during the event to welcome each team and to thank them for participating.

- Encourage all participants to complete the 'Customer Satisfaction Survey' they will receive via email post-event.
- Thank and recognize your team captain contacts in person and in writing for the time and effort.
- Report online progress before, during and after the event to prepare ACS staff and fellow committee members for recruitment, retention, mentoring, and recognition efforts. For example, use data to determine who has/hasn't registered, who has/hasn't started fundraising, who the top fundraisers are, who the survivors are, etc.
- Develop incentives and awards as appropriate to engage team members in online fundraising.
- Setting criteria for event awards and recognition at the beginning

Recruitment Chair:

- ✓ Work closely with the Team Committee, Event Directors and ACS staff to develop and implement a plan to set and achieve new team recruitment goals.
- ✓ Become an expert of the team recruitment materials and resources available to you.
- ✓ Know your new team recruitment goal, and don't stop until you reach or surpass it.
- ✓ Be inclusive in your new team recruitment efforts to ensure the event accurately reflects the community.
- ✓ Communicate regularly with team captains through face-to-face interactions, phone calls, letters, email, social media, and text messages as appropriate.
- ✓ Enlist committee chairs/members, Relayers, and personal/professional contacts to help you meet your new team recruitment goals.

Retention Chair:

- ✓ Work closely with the Teams Committee, Event Directors and ACS staff to develop and implement a plan to set and achieve team retention goals.
- ✓ Know your team retention goal, and don't stop until you reach or surpass it.
- ✓ Enlist committee chairs/members, Relayers, and personal/professional contacts to help you meet your team retention goals.
- ✓ Ensure all team captains feel informed, equipped, and empowered to be successful in their role. Specifically:
 - Educate team captains about the registration processes (online & offline).
 - Provide team captains with Team Captain Kits, Team Member guides, meeting schedules, fundraising tools, important websites, committee contact information, and other team captain tools, and take time to orient them to these resources.
 - Communicate regularly with team captains through face-to-face interactions, phone calls, letters, email, social media, and text messages as appropriate.
 - Encourage team captains to attend kick-offs, teams captain meetings, pre-events, bank nights/days, and wrap-up meetings, and make reminder calls before each event to improve attendance.
 - Provide team captains with day-of-event details regarding parking, campsite set-up, site maintenance, site clean-up, schedule of events, banking hours, etc.

- Employ creative, engaging, and personal strategies to mentor teams. For example: plan special meetings for new or struggling teams to learn tips and tricks for building a successful team and/or fundraising
- Work with the Teams Committee and Finance to get up-to-date team rosters and/or team income progress to help manage communication with both high- and low-fundraising teams.

Development Chair:

- ✓ Work closely with the Teams Committee, Directors, and ACS staff to develop and implement a comprehensive, creative, and personal plan to recognize teams for all their efforts.
- ✓ Keep an organized and confidential sheet for Spirit Points.
- ✓ Communicate regularly with team captains through face-to-face interactions, phone calls, letters, email, social media, and text messages as appropriate.
- ✓ Ensure all team captains and team members know how much they are appreciated. Leverage kick-offs, teams captain meetings, pre-events fundraising training, bank nights/days, and wrap-up meetings as recognition opportunities.

BBC Liaison Chair:

- ✓ Be knowledgeable about Team Recruitment, Team Captain Kits, Team Member Guides, registration processes (online & offline), and other team development materials.
- ✓ Be knowledgeable about day-of-event details regarding parking, campsite set-up, site maintenance, site clean-up, schedule of events, banking hours, etc.
- ✓ Work hand in hand with the Team Co-Chairs for recruiting BBC teams, and the Logistics Chair for pre-events.
- ✓ Communicate the expectation that all team captains and team members pay an individual registration fee of \$15.
- ✓ Visit each tent for all of your team captain contacts during the event to welcome each team and to thank them for participating.
- ✓ Encourage all participants to complete the 'Customer Satisfaction Survey' they will receive via email post-event.
- ✓ Thank and recognize your team captain contacts in person and in writing for their time and effort.

FINANCE COMMITTEE

Finance Director: As the Finance Chair, your primary responsibility is to grow Relay For Life income through working with team captains and team members and providing them information and resources to fund-raise.

- Oversee subcommittee that includes fundraising, sponsorship, and donations to achieve fundraising goals.
- Identify, recruit, and train additional Accounting committee member(s) to help you achieve fundraising goals as needed.
- Work with Event Directors and Staff partner to determine fundraising plans and goals for all teams.

- Work with ACS staff and fellow committee chairs/members to ensure that teams/donors are appropriately recognized at pre-event, event, and post-event activities.
- Ensure that all the committee members are knowledgeable about resources and that they are prepared to educate team captains about fundraising to meet their fundraising goals.
- Work with ACS staff to track contact information, contribution details, and recognition for donors.
- Work with the appropriate Chair's/Committee Members to ensure teams and their guests have a great experience at the Relay event.
- Visit each business/company team's campsite during the event to welcome them and to thank them for participating.
- Encourage all teams to complete the 'Customer Satisfaction Survey' they will receive via email post-event.
- Meet with team contacts post event to share results and to thank them for their support.
- Thank and recognize Fundraising committee members, business/company contacts in person and in writing for their time and effort.
- Coordinate, prepare for, and implement regular Finance committee meetings to activate your plan, share progress, and exchange ideas. And, communicate regularly with each Finance committee member to see his or her progress.

Accounting Chair:

- ✓ Ensure that security procedures are followed at all times.
- ✓ Ensure that accounting procedures are followed at all times.
- ✓ Collect and record registration fees.
- ✓ Coordinate with the Finance Director to keep track of committee fundraising goals.
- ✓ Work with Logistics chair and staff partner to secure necessary equipment, supplies and security needed onsite.
- ✓ Coordinate Bank Night/Day with the Overall Director, Associate Director, Teams Co-Chairs and ACS staff partner.
- ✓ Collect and count team money at team captain meetings, Bank Night/Day, and the day of the event.

Sponsorships Chair:

- ✓ Become familiar with sponsorship package, sponsorship deadlines, and sponsor recognition resources/tools, and be able to clearly articulate the benefits of getting involved in Relay to decision-makers in businesses/companies.
- ✓ Develop relationships with and serve as the primary contact for decision-makers at businesses/companies and other professional organizations. For example:
- ✓ CEOs, presidents, community relations leaders, marketing/communications leaders
- ✓ Relay For Life National Corporate Team contacts
- ✓ Chamber of Commerce leaders, business park management leaders
- ✓ Ensure that all past sponsors are contacted and invited to the event (NOTE: Committed donations should be secured as early as possible so that sponsors can be recognized during pre-event meetings, promotions, communications, and on the event's website)
- ✓ Work with ACS staff and fellow committee chairs/members to ensure that sponsors and potential sponsors are invited to kick-offs, team captain meetings, pre-events, fundraising trainings, bank nights/days, and wrap-up meetings and that sponsor accomplishments/contributions are highlighted.
- ✓ Work with ACS staff and fellow committee chairs/members to ensure that sponsors are appropriately recognized (according to sponsorship package amenities) at pre-event, event, and post-event activities.

In-Kind Sponsorship Chair:

- ✓ Develop, communicate, and implement strategies to increase in-kind and mission support from businesses/companies in the Relay community.
 - Prepare list of sponsors to obtain and keep track of physical donations to Relay such as food for our survivor dinner or pit events, gift cards for special events or campaigns, rocks from Home Depot for luminaria bags, etc.
- ✓ Become familiar with sponsorship packages, sponsorship deadlines, and sponsor recognition resources/tools, and be able to clearly articulate the benefits of getting involved in Relay to decision-makers in businesses/companies.
- ✓ Ensure that all past sponsors are contacted and invited to the event (NOTE: Committed donations should be secured as early as possible so that sponsors can be recognized during pre-event meetings, promotions, communications, and on the event's website)
- ✓ Work with ACS staff and fellow committee chairs/members to ensure that sponsors and potential sponsors are invited to kick-offs, team captain meetings, pre-events, fundraising training, bank nights/days, and wrap-up meetings and that sponsor accomplishments/contributions are highlighted.
- ✓ Work with ACS staff and fellow committee chairs/members to ensure that sponsors are appropriately recognized (according to sponsorship package amenities) at pre-event, event, and post-event activities.

Teams Fundraising Chair

- ✓ Collaborate with Team Chairs to determine ways to increase team fundraising
- ✓ Work with ACS staff to develop team fundraising challenges with incentives
- ✓ Communicate with Team and Finance Directors to attend team captain meetings to motivate teams to fundraise
- ✓ Attend bank nights to collect and count team money at team captain meetings, Bank Night/Day, and the day of the event
- ✓ Communicate with teams and/or team captain meeting coordinator regarding teams reaching certain levels of fundraising and what is the next level to achieve.
- ✓ Collect and record all team donations.

ADVOCACY COMMITTEE

Advocacy Director: As the Advocacy Director, your primary responsibilities are to recruit, organize, and engage Beautiful Length and Shave-A-Thon volunteers. You will also help recruit, recognize, and engage survivors and caregivers that represent the community and to give all an opportunity to heal and support each other. This role spreads the mission of ACS and encourages the community to learn about their programs and services.

- Oversee subcommittee which includes Mission Education, Survivorship, Beautiful Lengths and Luminarias
- Develop, communicate, and implement strategies to improve survivor and caregiver recruitment, recognition, and year-round engagement.
- Coordinate, prepare for, and implement regular Advocacy committee meetings to activate your plan, share progress, and exchange ideas. And, communicate regularly with each Advocacy committee member on an individual basis to learn about progress they have made, to help them solve problems, to ensure they are following through on their commitments, and to thank them for the work they are doing.
- Thank and recognize Advocacy committee members and others who helped with survivor and caregiver recruitment, recognition, and engagement in person and in writing for their time and effort.
- Assist Advocacy committee members with recruiting hair donors for the main event.

- Develop, communicate, and implement strategies to improve Beautiful Length Ceremony.
- Assist Beautiful Lengths committee members with the recruiting of hairdressers to volunteer their services on the night of the event.
- Aid the Mission Education committee member with planning Mission Moments and hosting awareness events for the FIU community.
- Create a plan/strategy to run the Beautiful Length ceremony as smoothly as possible.
- Thank and recognize donors and others who helped with the Beautiful Length Ceremony in person and in writing for their time and effort.

Survivorship Chair:

- ✓ Become familiar with survivor and caregiver recruitment resources/tools.
- ✓ Develop relationships with and serve as the primary contact at organizations that serve and/or interact with large numbers of survivors and caregivers. For example: hospitals, treatment centers, clinics or support groups, faith-based groups, employers, schools, and other large systems
- ✓ Know your survivor and caregiver recruitment goal, and don't stop until you reach or surpass it.
- ✓ Plan and coordinate survivor activities at the Relay event
- ✓ Ensure that Team Directors, and committee members are knowledgeable about survivor and caregiver recruitment goals and that they are prepared to educate team captains about recruiting survivors and caregivers to join their teams.
- ✓ Work with ACS staff and fellow committee chairs/members to ensure that new and returning survivors and caregivers are invited to kick-offs, team captain meetings/rallies, fundraising training, bank nights/days, and wrap-up meetings.
- ✓ Work with ACS staff to ensure all survivors and caregivers register online or offline and that personal registration information is protected.
- ✓ Work with the Logistics Chair to ensure that parking is available, that the survivor and caregiver registration/check-in are easily accessible, and that signage is highly visible to make the Relay experience as seamless as possible for survivors and caregivers.
- ✓ Work ACS staff and the Logistics Chair to ensure all survivors and caregivers are recognized/honored during the appropriate event ceremonies (e.g. Survivor Lap, Caregiver Lap, Luminaria Ceremony, etc.).
- ✓ Work with the Logistics Chair to coordinate a special day-of-event reception to honor survivors and caregivers.
- ✓ Work with appropriate committee members and ACS staff partners to secure token gifts to recognize/honor survivors and caregivers at the Relay event.

Luminaria Chair:

- ✓ Develop a plan to promote luminaria sales throughout FIU and your community.
 - "Luminaria parties" serve as successful events for increasing sales and decorations of luminarias
- ✓ Attend Team Captain meetings to educate teams on Luminarias and Luminaria "sales".
- ✓ Plan and coordinate the logistics of the luminaria ceremony with the assistance of the Logistics Chair, Overall Director, and Associate Director.

- ✓ Coordinate with the Volunteers Committee Member to have volunteers assist with the making of Luminaria bags and organization of the bags throughout the track.
- ✓ Have Directors, Chairs, and committee members assist with crowd control during the Luminaria Ceremony.
- ✓ Coordinate for all luminarias to be picked up after the event is finished.
- ✓ Secure luminaria supplies with ACS staff

Beautiful Lengths Chair:

- ✓ Develop relationships with and serve as the primary contact for organizations such as: hairdressers, barber Hair donors, and Beautiful Length “hair prepping” volunteers.
- ✓ Know your goals, and don’t stop until you reach or surpass it.
- ✓ Ensure that Team Directors, and committee members are knowledgeable about beautiful length and shave-a-thon goals and that they are prepared to educate team captains about recruiting volunteers.
- ✓ Work with the Communications Director to identify hair to share their stories with the local media (e.g. newspaper, radio, television) to encourage others to get involved.
- ✓ Verify that all supplies needed for the event are all well stocked and ready to go for the Beautiful Lengths ceremony and Shave-A-Thon.
- ✓ Coordinate with Mission Chair, committee members, and Event Directors to have crowd control during the whole ceremony.
- ✓ Coordinate with the Volunteers Committee Member to have volunteers assist at the Beautiful Lengths tent and the hairdresser’s area.
- ✓ Communicate with hair donors ahead of time to ensure an organized ceremony
- ✓ Send out a list of the order of teams donating hair to hair donors so they can prep their hair with time
- ✓ Develop a QR code to determine a check-in system and have a total number of donors for the night of Relay
- ✓ Enhance the Shave-A-Thon experience by creating a fundraising competition

Mission Education Chair:

- ✓ Work with Teams committee members to ensure survivors and caregivers are invited and encouraged to join teams or start teams of their own.
- ✓ Plan events that can bring awareness to FIU such as movie nights and motivational speakers.
- ✓ Educate team captains and participants about Relay for Life and the American Cancer Society.
- ✓ Work with Mission Chair in order to prepare “Mission Moments” for each committee meeting and for each hour of the actual event.
- ✓ Assist Mission Chair/Survivorship committee member with the planning of the Survivor dinner, lap, and opening ceremony.
- ✓ Work with the committee to identify opportunities for survivors and caregivers to volunteer beyond Relay.
- ✓ Educate survivors and caregivers about Society programs and services to assist patients and their families including 800-227-2345 and cancer.org before, during, and after the event.

COMMUNICATIONS COMMITTEE

Communications Director: As the Communications Director, your primary responsibilities are to develop and implement grass roots and media-driven marketing to raise awareness about FIU Relay For Life.

- Oversee subcommittee that includes publications and social media for both campuses.
- Develop, communicate, and implement strategies to increase awareness about Relay For Life and to inspire community members to support it and/or get involved.
- Coordinate, prepare for, and implement regular marketing committee meetings to activate your plan, share progress, and exchange ideas. And, communicate regularly with each marketing committee member on an individual basis to learn about progress they have made, to help them solve problems, to ensure they are following through on their commitments, and to thank them for the work they are doing.
- Become familiar with resources/tools to promote and market the event (e.g. posters, flyers, brochures, postcards, press releases, public service announcement, social media posts, newsletter content, etc.).
- Develop relationships with and serve as the primary contact for decision-makers at media outlets and other organizations with a broad reach. For example:
 - Community outreach staff newspaper, radio, and television organizations
 - Communications staff for large employers
 - Content editors for organizations with regular newsletter publications
- Leverage relationships with media contacts, business contacts, and other supporters to promote Relay For Life. For example:
 - Seek permission to hang posters and distribute flyers and brochures at local businesses, hospitals, cancer treatment centers, libraries, schools, etc.
 - Distribute press releases, letters-to-the-editor, community calendar updates, and public service announcements to newspaper, radio, and television outlets.
 - Provide social media posts Relay committee volunteers, team captains, team members, and survivors, and ask them to post on Facebook, Twitter, etc.
 - Ensure that all media partners are contacted and invited to serve as media sponsors for the event. (NOTE: Commitments should be secured as early as possible so that media partners can be recognized during pre-event meetings, promotions, communications, and on the event's web site as appropriate)
- Work with social media committee members to develop social media marketing strategies.
- Work with fellow committee members and ACS staff to ensure all media partners who actively promote the event are appropriately recognized (according to predetermined amenities) at the kick-off, the event, and the wrap-up.
- Thank and recognize Publicity committee members, media contacts, and others who helped to promote the event in person and in writing for their time and effort.

Publications Chair:

- ✓ Assist Marketing Chair/committee with ideas for flyers, posters, and online flyers to promote Relay For Life.
- ✓ Be responsible for “Tabling” Days around the University and verify that all materials needed are at hand.
- ✓ Assist Communications Director with promoting the use of our website.
- ✓ Meet with the Communications Director regularly to update on progress and share any concerns.

Social Media Chair:

- ✓ Keep all social media outlets fresh and with accurate information, especially on the LinkTree account.
- ✓ Promote Team Captain fundraising events through our social media outlets.
- ✓ Recognize committee members.
- ✓ Promote the Relay For Life event web site as a registration and fundraising tool to team captains and team members and to update the web site with current/relevant information as needed.
- ✓ Work with ACS staff and fellow committee chairs/members to promote the event website as the central hub for registration, fundraising, and event-related information at kick-offs, team captain meetings, pit-events, fundraising trainings, bank nights/days, and wrap-up meetings, and use these gatherings to initiate online challenges.
- ✓ Work with ACS staff and fellow committee chairs/member to ensure that top online fundraisers are appropriately recognized through all social media outlets (Facebook, Instagram, TikTok).

Merchandise Chair:

- ✓ Designing ideas for the apparel that will be sold throughout the year
- ✓ Collaborating with the social media chair to find ways to advertise the product.
- ✓ Assisting the Marketing committee with ideas for merchandise that can be purchased by the public
- ✓ Work with the Publications Chair for proper promotion tactics

Content Creator Chair:

- ✓ Arrange for photographs to be taken for RFL operations (e.g. headshots) and events (Night of Hope Gala, Survivors Dinner, etc.)
- ✓ Create video and marketing tools to promote RFL through social media outlets
- ✓ Assist the Social Media Chair by providing pictures to be used in all social media outlets
- ✓ Create special filters or hashtags and promote usage to participants for the main Relay event to hype it up

STREET-TEAM COMMITTEE

Street-Team Director: As the Street-Team Director, your primary responsibility is to increase the presence of FIU Relay by creating campaigns for different groups in and out of FIU. We want to see members of different communities join us at our main Relay event and to participate in various ways. This role spreads the mission of ACS and encourages all communities participate in relay so that we can meet fundraising goals throughout the year.

- Oversee subcommittee which includes Campus Partnership Chair, Community Partnership Chair, Education Partnership Chair
- Work closely with the Missions teams and Teams Committee to ensure proper education of the events is passed on.
- Educate community centers and participants about Relay For Life and the American Cancer Society.
- Communicate regularly with community centers through face to face interactions, phone calls, letters, emails, social media, and text messages as appropriate.
- Plan any prevent deemed necessary in promotion of community center for participating in Relay For Life
- Recruit community centers and local High Schools to partake in Relay For Life FIU, either the day and or small events at their own locale.
- Will be responsible for building relationships and developing teams from the community. This is not just limited to community centers such as YMCA or the Boys and Girls Club, but in additionally local High Schools and other such facilities of sorts.

Campus Partnerships Chair:

- ✓ Develop and execute a strategy to effectively recruit different academic and non-academic programs to create teams with FIU Relay (examples: College of Engineering, Honors College, Global Learning, etc.).
- ✓ Prepare presentations for SLS and other classes at FIU
- ✓ Network with a variety of faculty/staff at all campus locations to encourage participation in special Relay events: Night of Hope Gala, Survivorship Dinner, Beautiful Lengths, Luminaria sales, our main Relay event
- ✓ Must actively follow up with groups and prepare communications as needed

Community Partnerships Chair:

- ✓ Develop and execute a strategy to effectively recruit different nonprofit organizations, local businesses/clinics, and community groups to create teams with FIU Relay
- ✓ Prepare presentation for these entities as needed
- ✓ Network with members outside of FIU to increase affinity for Relay for Life of FIU to encourage participation in special Relay events: Survivorship Dinner, Beautiful Lengths, Luminaria sales, our main Relay event
- ✓ Must actively follow up with groups and prepare communications as needed

Education Partnerships Chair:

- ✓ Develop and execute a strategy to effectively recruit high schools and community colleges to create teams with FIU Relay
- ✓ Prepare presentation for these entities as needed
- ✓ Network with local schools and community colleges to increase affinity for Relay for Life of FIU to encourage participation in special Relay events: Survivorship Dinner, Beautiful Lengths, Luminaria sales, our main Relay event
- ✓ Must actively follow up with groups and prepare communications as needed