

Volunteer Position Descriptions

Committee Chair

Summary:

The *IG Wealth Management Walk for Alzheimer's* Committee Chair (or Co-Chair) operates with the guidance and support of the Alzheimer Society of B.C. Development Officer. With the *Walk* Committee, the Chair is responsible for engaging their community to support the event through sponsorship, participation and fundraising. The Chair has a primary role in recruiting, leading and motivating committee members.

Responsibilities and duties:

- Maintain regular contact with the Development Officer, *Walk for Alzheimer's* for feedback, instruction and support
- Review and become familiar with guidelines, as set out in the *IG Wealth Management Walk for Alzheimer's* manual and as communicated by the Development Officer
- Attend training sessions for volunteer *Walk* Chairs
- Liaise with regional Alzheimer Society of B.C. staff
- Play a lead role in recruiting committee members
- If applicable, organize any local on-site event logistics, based on Provincial Health guidelines
- Ensure all committee members are familiar with guidelines
- Act as liaison between the committee and the Development Officer
- Plan committee meetings and follow up with committee members on their commitments
- Motivate, support and assist committee members with their roles
- Oversee the *Walk* timeline and ensure committee members adhere to it
- Liaise with committee members to ensure all marketing materials is submitted in an appropriate timeframe
- Ensure all funds/materials/reports are submitted appropriately and on time

Benefits of volunteering:

The Chair will have the opportunity to lead a team of volunteers in a dynamic planning process to create a successful fundraising event in support of people living with dementia and their families. The position offers training and networking opportunities, as well as the opportunity to enhance event planning and leadership skills.

Promotion and Publicity Coordinator

Summary:

Reporting to the *Walk* Committee Chair and supported by the Society's Marketing & Communications Coordinator, the volunteer is responsible for engaging within Alzheimer Society of B.C. guidelines to promote and publicize the *IG Wealth Management Walk for Alzheimer's* in their community.

Responsibilities and duties:

- Attend committee planning meetings as required
- Stay in close contact with the Social Media Coordinator to align on event promotion
- Become familiar with and operate within the guidelines as outlined in the *IG Wealth Management Walk for Alzheimer's* manual
- Read the event's brand toolkit and commit to following the provided style
- Develop and implement a media plan to promote the *Walk* in your community (in cooperation with the Society's marketing and communications department and their provincial outreach)
- Ensure that local content is added to the media templates provided
- Approach local media to garner support and sponsorship for the event
- Research digital media opportunities in your community and submit promotional materials to the outlets
- Engage with your committee's Sponsorship Coordinator to ensure that sponsors are appropriately recognized in local media

Benefits of volunteering:

The Promotion and Publicity Coordinator will have the opportunity to participate in a dynamic planning process with a team of volunteers and to create a successful fundraising event in support of people living with dementia and their families. The position offers networking opportunities and the opportunity to enhance skills.

Social Media Coordinator

Summary:

Reporting to the *Walk* Committee Chair and supported by the Society's Marketing & Communication Coordinator, the volunteer is responsible for promoting the event through social media and for using the platform to engage participants and provide event updates.

Responsibilities and duties:

- Attend committee planning meetings as required
- Stay in close contact with the Promotions and Publicity Coordinator to align on event promotion
- Become familiar with and operate within the guidelines as outlined in the *IG Wealth Management Walk for Alzheimer's* manual
- Read the event's brand toolkit and commit to following the provided style
- Create a social media plan for the event
- Follow the Society's social media accounts and share posts on community channels
- Use templates provided by the Society
- Engage with your committee's Sponsorship Coordinator to ensure that sponsors are appropriately recognized through social media

Benefits of volunteering:

The Social Media Coordinator will have the opportunity to participate in a dynamic planning process with a team of volunteers and to create a successful fundraising event in support of people with dementia and their families. The position offers networking opportunities and the opportunity to enhance skills.

Recruitment Coordinator

Summary:

Reporting to the *Walk* Committee Chair, the volunteer is responsible for engaging within Alzheimer Society of B.C. guidelines to recruit new individuals and teams to participate in the *Walk*. The Recruitment Coordinator also provides support to past participants as necessary and engages with the committee to create a distribution plan for brochures/posters.

Responsibilities and duties:

- Attend committee planning meetings as required
- Become familiar with and operate within the guidelines as outlined in the *IG Wealth Management Walk for Alzheimer's* manual
- Engage with Committee Chair to plan successful recruiting strategy
- Collaborate closely with volunteer group to follow-up with past participants
- Collaborate closely with Teams Coordinator to identify and recruit potential teams
- Collaborate closely with the Social Media & Publicity and Promotions Coordinators to promote recruitment messaging

Benefits of volunteering:

The Recruitment Coordinator will have the opportunity to participate in a dynamic planning process with a team of volunteers and to create a successful fundraising event in support of people living with dementia and their families. The position offers networking opportunities and the opportunity to enhance skills.

Teams Coordinator

Summary:

Reporting to the *Walk* Committee Chair, the Teams Coordinator is responsible for engaging within Alzheimer Society of B.C. guidelines to recruit and support team captains by providing them with the necessary tools to help them raise pledges and enhance their experience as part of the *IG Wealth Management Walk for Alzheimer's*.

Responsibilities and duties:

- Attend committee planning meetings as required
- Become familiar with and operate within the guidelines as outlined in the *IG Wealth Management Walk for Alzheimer's* manual
- Collaborate closely with Recruitment Coordinator to identify and recruit team captains and team members
- Support team captains and provide suggestions for increasing awareness and fundraising opportunities

Benefits of volunteering:

The Teams Coordinator will have the opportunity to participate in a dynamic planning process with a team of volunteers and to create a successful fundraising event in support of people living with dementia and their families. The position offers networking opportunities and the opportunity to enhance skills.

Sponsorship Coordinator

Summary:

Reporting to the *Walk* Committee Chair, the Sponsorship Coordinator is responsible for engaging within Alzheimer Society of B.C. guidelines to solicit local cash and in-kind sponsors for the *IG Wealth Management Walk for Alzheimer's* and participate in the overall planning process.

Responsibilities and duties:

- Attend planning meetings as required
- Become familiar with and operate within the sponsorship guidelines as outlined in the *IG Wealth Management Walk for Alzheimer's* manual
- Consult regularly with Development Officer about potential sponsors, sponsor benefits and sponsor recognition
- In consultation with Development Officer and *Walk* committee, develop a list of potential local sponsors to approach
- Solicit cash and in-kind sponsorships for the event (from list approved by Development Officer)
- Manage ongoing relationships with local sponsors
- Arrange for delivery and secure storage for event prizes
- Implement prize draw plan (if applicable)
- Ensure that sponsors are recognized appropriately as per signed sponsorship agreements including post event thank-you's

Benefits of volunteering:

The Sponsorship Coordinator will have the opportunity to participate in a dynamic planning process with a team of volunteers and to create a successful fundraising event in support of people living with dementia and their families. The position offers networking opportunities and the opportunity to enhance skills.

Accounting Coordinator

Summary:

Reporting to the *Walk* Committee Chair, the Accounting Coordinator is responsible for overseeing the process of accepting donations and ensuring any cash received is done so in accordance to current guidelines.

Responsibilities and duties:

- Attend planning meetings as required
- Become familiar with and operate within the guidelines and procedures as outlined in the *IG Wealth Management Walk for Alzheimer's* manual
- Engage with Alzheimer Society of B.C. staff to ensure appropriate accounting procedures are followed and to arrange for deposit of funds
- Prepare supplies and write list of duties for event
- Ensure that any additional accounting volunteers are trained/oriented prior to event (if applicable)
- Set up and oversee accounting station on *Walk* day

Benefits of volunteering:

The Accounting Coordinator will have the opportunity to participate in a dynamic planning process with a team of volunteers and to create a successful fundraising event in support of people living with dementia and their families. The position offers networking opportunities and the opportunity to enhance skills.