



## Committee Roles, Responsibilities and Expectations

### Sacramento Brain Freeze – 2017

The Committee Members for the National Brain Tumor Society (NBTS) are volunteers who are passionate and knowledgeable about the mission. They are ambassadors of the organization committed to increasing awareness of the mission and deepening relationships within the communities in which they work and reside. They function as a team of sub-committees working together to share information and use creativity to inspire fresh ideas to elevate fundraising and ultimately host a beautiful event for all participants. As a committee member you agree to always:

- Represent the NBTS in a professional and courteous manner in public and among all NBTS constituents
- To serve on at least one of the below sub-committees and complete all discussed tasks associated with that role
- Attend and actively participate in 80% of the scheduled meetings, trainings, conference calls and events in support of the Brain Freeze
- Nurture a culture among the committee of support and enthusiasm
- Share thoughts and constructive feedback about how to continue to grow the event while developing future committee roles and responsibilities after the event is complete

Please read through the committee details below to identify where you would be best suited and offer the most support. Follow up phone calls will be scheduled with Regional Director of Development, Jenifer Prentiss or Jon Kantola, Committee Chairperson to discuss committee involvement.

Thank you in advance for your involvement on the Volunteer Committee for the 2017 Sacramento Brain Freeze. We look forward to working with you this year.

Jon & Jenifer

<p><b>Event Chair:</b> Jon Kantola</p> <p><b>Co-Chair:</b></p>	<p>The Event Chair is responsible for inspiring, cultivating and leading a Volunteer Committee with the over arching goal of increasing revenue through corporate sponsorship and Brain Freeze Team development, expanding the NBTS network by connecting the Sacramento community to the NBTS mission. The Event Chair responsibilities are but are not limited to:</p> <ul style="list-style-type: none"> <li>• Personally organize, lead and actively fundraise on a Brain Freeze Team raising a minimum of \$500 for the NBTS mission</li> <li>• Assist in recruiting, training and supporting all team leaders and sub-committee members through the Brain Freeze</li> <li>• Develop agendas with committee administrator for all committee meetings</li> <li>• Rotate facilitating monthly committee meetings with the Director of Development (DOD)</li> <li>• Connect with sub-committee chairs monthly to provide support and direction for next steps</li> <li>• Leverage personal relationships to support the Brain Freeze in the sub-committee specifically in areas of sponsorship and promotions</li> <li>• Work closely with the Corporate Development Team Leader to create a timeline for corporate gift history, prospects and next moves.</li> <li>• Identify and mentor Event Co-Chair &amp; Corporate Development Chair Successor for 2017</li> </ul>
<p><b>Committee Administrator</b></p> <p><b>Leader:</b></p>	<p>The Committee Administrator will be an integral supporter of the committee with regard to communication and accountability. This role will be responsible for keeping all members on task and “in the loop” about “what’s next?” The Committee Administrator responsibilities are but are not limited to:</p> <ul style="list-style-type: none"> <li>• Personally organize, lead and actively fundraise on a Brain Freeze Team raising a minimum of \$300 for the NBTS mission</li> <li>• Take minutes at each committee meeting</li> <li>• Distribute minutes within three days after the committee meeting</li> <li>• Email meeting agendas and reminders seven days before any committee meeting</li> <li>• Take RSVPs for committee meetings and report out to the Chair and DOD two days before meeting</li> </ul>

<p><b>Logistics Team</b></p> <p><b>Leader:</b> Courtney Gessford</p> <p><b>Members:</b></p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> </ul>	<p>Working in partnership with the Director of Development and Event Chair the Logistics Team is responsible for supporting the logistical aspects and creating an atmosphere for the participants to experience an incredible event day that will encourage future participation and support while minimizing the amount of overhead costs associated with the Brain Freeze. The Logistics Team responsibilities include but are not limited to:</p> <ul style="list-style-type: none"> <li>• Personally organize, lead and actively fundraise on a Brain Freeze Team raising a minimum of \$300 for the NBTS mission</li> <li>• Plan and design the course route &amp; creation of the site map – two months before Brain Freeze date</li> <li>• Place reservations for all rental equipment, including port-a-potties, police by all suggested deadlines</li> <li>• Secure musician, photographer and emcee – two months before Brain Freeze</li> <li>• Determine site needs and equipment for sponsors as needed</li> <li>• Purchase any necessary DOD supplies - TBD</li> <li>• Plan VIP and HC parking</li> <li>• Secure HC ramp as route and event location requires</li> <li>• Coordinate supplies for children’s area with volunteers working the tent</li> </ul>
<p><b>Team Mentor Team</b></p> <p><b>Leader:</b> Jenifer Prentiss</p> <p><b>Members:</b></p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> </ul>	<p>The Team Captain Mentor works closely with the Director of Development to introduce the new participants to the brain tumor community, link them with their fundraising support and resources and establishes measurable goals with new teammates quickly after registration with the intention of increasing overall team revenue by 5% year over year. New Team Captain Mentor responsibilities include but are not limited to the following:</p> <ul style="list-style-type: none"> <li>• Personally organize, lead and actively fundraise on a Brain Freeze Team raising a minimum of \$300 for the NBTS mission</li> <li>• Call all New Team Captains within a week of their registration date to introduce yourself and welcome them to the event on behalf of the committee and organization</li> <li>• Listen and learn what motivates them to lead a group to participate in our event and work to create such experience</li> <li>• Educate all team captains about the mission by sending them to our “Team Captain Materials” on the event website and or mailing Team Captain collateral as requested</li> <li>• Invite all new team captains to our National Social Media Sites for support</li> <li>• Establish a fundraising plan with Team Captains including discussion of fundraising goals and proposed deadlines for meeting such goals</li> <li>• Regularly (monthly) follow-up</li> <li>• Track all progress in a document provided by the Director of Development</li> </ul>
<p><b>Individual Participant Mentor Team</b></p> <p><b>Leader:</b></p> <p><b>Members:</b></p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> </ul>	<p>Working with Director of Development to establish year-round strategies and activities to connect, thank, and support all past Individual Participants with the intention of increasing retention of individual participants and elevating individual fundraising. Individual Participant Mentor responsibilities include but are not limited to:</p> <ul style="list-style-type: none"> <li>• Personally organize, lead and actively fundraise on a Brain Freeze Team raising a minimum of \$300 for the NBTS mission</li> <li>• Call all New participants within a week of their registration date to introduce yourself and welcome them to the event on behalf of the committee and organization</li> <li>• Listen and learn what motivates them to participate in the event and help create the best possible experience</li> <li>• Educate all participants about the mission by sending them to our “Fundraising Materials” on the Brain Freeze website and or mailing NBTS collateral as requested</li> <li>• Introduce all participants to our event website for answers to their questions</li> <li>• Establish a fundraising plan with including discussion of fundraising goals and proposed deadlines for meeting such goals</li> <li>• Regularly (monthly) follow-up</li> <li>• Track all progress in a document provided by the Director of Development</li> </ul>

<p><b>Corporate Development Team</b></p> <p><b>Leader:</b></p> <p><b>Members:</b></p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> </ul>	<p>Work with Director of Development to identify and recruit sponsors and corporate teams with a goal to increase corporate revenue via Brain Freeze sponsorship, flagship, and corporate Brain Freeze Teams by 3% year over year. Provide support to ensure top sponsors are a priority in managing sponsor relationships and retention efforts. The Corporate Development Team responsibilities include but are not limited to:</p> <ul style="list-style-type: none"> <li>• Personally organize, lead and actively fundraise on a Brain Freeze Team raising a minimum of \$300 for the NBTS mission</li> <li>• Work Closely with the Event Chair and the Director of Development to develop &amp; implement a Corporate Sponsor Event (breakfast or happy hour) before the Brain Freeze Kickoff with a goal of getting 15-20 potential Corporate Sponsors in the room to hear about why they should support NBTS' signature event in Sacramento</li> <li>• Distribute sponsorship proposals and event materials to at least 30 contacts three months prior to the Brain Freeze (November)</li> <li>• Maintain a list of sponsorship prospects and track outcomes</li> <li>• Cultivate corporate prospects appropriately – thank you &amp; follow up notes etc.</li> </ul>
<p><b>Publicity &amp; Social Media Team</b></p> <p><b>Leader:</b> Grace Moore</p> <p><b>Members:</b></p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> </ul>	<p>Working closely with the Event Chair, with the Director of Development and with the NBTS Marketing Communications staff to support defined public relations and media outreach plans including, identifying participant and team stories to use in local media outreach, contributing to and supporting social media strategies to promote event, top teams, sponsors, and fundraisers, and providing insight on other relevant contacts, angles, or leads for use in media outreach. Publicity Team responsibilities include but are not limited to:</p> <ul style="list-style-type: none"> <li>• Personally organize, lead and actively fundraise on a Brain Freeze Team raising a minimum of \$300 for the NBTS mission</li> <li>• Outreach to community, corporations, civic organizations, libraries, etc..</li> <li>• List event on online calendars throughout Sacramento as early as allowed (at least 25 online calendars before January 1)</li> <li>• Create social media posts for all committee members to use as recruitment tools throughout the campaign</li> <li>• Actively use the Northern California Facebook Page to recruit, educate and support inquiries now through the Brain Freeze</li> <li>• Develop competitions and execute monthly to engage and encourage fundraising among our NBTS audience through all appropriate social media sites</li> <li>• Develop and execute strategy to secure in-kind media participation to augment media buys</li> </ul>
<p><b>Marketing &amp; Grassroots Team</b></p> <p><b>Members:</b> All hands on deck</p>	<p>Working with the Director of Development and the Volunteer Team to organize a group of volunteers to publicize the Brain Freeze through low overhead-grassroots marketing. Aim to get the event exposed early and coverage throughout Sacramento while reducing the costs associated with traditional marketing efforts resulting in more dollars going back to the NBTS mission. The Marketing &amp; Grassroots Team responsibilities are but are not limited to:</p> <ul style="list-style-type: none"> <li>• Personally organize, lead and actively fundraise on a Brain Freeze Team raising a minimum of \$300 for the NBTS mission</li> <li>• Identify, register and recruit volunteers to participate in local grassroots recruitment events throughout Sacramento (at least 6 scheduled before February 1)</li> <li>• Train volunteers to attend and work grassroots events including coordination of pick up of supplies needed for such events</li> <li>• Create geographic hospital/healthcare target lists for strategic and timely outreach</li> <li>• Work with the Volunteer Team to distribute marketing materials to brain tumor treatment centers, doctors' offices, support groups, coffee shops, local businesses, EVERYWHERE</li> <li>• Track all grassroots events and outcomes in a document provided by the Director of Development</li> </ul>

<p><b>In-Kind Donations Team</b></p> <p><b>Leader:</b></p> <p><b>Members:</b></p> <ul style="list-style-type: none"> <li>• Courtney Gessford</li> <li>•</li> </ul>	<p>The In-Kind Donations Team will work with the community to secure donated food, drink and fundraising prizes with the intention of reducing overhead costs and ultimately allowing for more dollars to go back to the NBTS mission. The In-Kind Donations Team responsibilities are but are not limited to:</p> <ul style="list-style-type: none"> <li>• Personally organize, lead and actively fundraise on a Brain Freeze Team raising a minimum of \$300 for the NBTS mission</li> <li>• Solicit and secure food, beverage, and other in-kind donations for committee organized parties, kickoff, corporate team events and Brain Freeze day</li> <li>• Send follow up and thank you communications to donors of goods</li> <li>• Coordinate delivery and setup of all food donations with Logistics Team Leader</li> <li>• Work with the other Volunteer Mentors to track fundraising contest results and prize distribution</li> <li>• Identify and solicit prizes for top fundraisers and coordinate distribution of prizes to winners</li> <li>• Use creativity to group items together to create fun, creative, desirable packages</li> <li>• Maintain list of solicited and received donations &amp; track progress in a document provided by the Director of Development</li> </ul>
<p><b>Volunteer Recruitment &amp; Management Team</b></p> <p><b>Leader:</b></p> <p><b>Members:</b></p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> </ul>	<p>Volunteers are the lifeblood of the organization and without them the events would not be possible. The intention of this team should be three fold: broaden awareness of the NBTS Mission through recruitment of volunteers in new areas, strengthen existing relationships with NBTS supporters and to support all NBTS community events through volunteer support leading up to and executing day of events. The Volunteer Recruitment and Management Team responsibilities are but are not limited to:</p> <ul style="list-style-type: none"> <li>• Personally organize, lead and actively fundraise on a Brain Freeze Team raising a minimum of \$300 for the NBTS mission</li> <li>• Work collaboratively with other sub committee leaders to decide where volunteers are needed – how many and when</li> <li>• Post volunteer opportunities and recruit volunteers throughout the greater Sacramento area for all necessary events</li> <li>• Cultivate relationships with all volunteers before and after their volunteering occurs</li> <li>• Identify future committee members and work with the Event Chair and Director of Development to cultivate those relationships appropriately</li> <li>• Act as onsite Volunteer Coordinator on event day</li> <li>• Organize volunteer check-in table</li> <li>• Develop volunteer check-in list (alpha by last name) for Director of Development and Event Chair</li> <li>• Train all volunteers leading up to and at their respective volunteering event</li> </ul>
<p><b>Sustainability Team</b></p> <p><b>Leader:</b></p> <p><b>Members:</b></p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> </ul>	<p>The role of the sustainability team is to reduce the waste of resources and to discover ways for our Brain Freeze to be more “green”. With 3,000+ people in attendance we have an opportunity to consciously reduce our impact on the environment if we proactively seek alternate forms of serving our community while maintaining the charm of our event. The Sustainability Team responsibilities are but are not limited to:</p> <ul style="list-style-type: none"> <li>• Personally organize, lead and actively fundraise on a Brain Freeze Team raising a minimum of \$300 for the NBTS mission</li> <li>• Work on securing recycling receptacles</li> <li>• Investigate and secure composting</li> <li>• Work with Volunteer Sub-Committee Chair to staff the composting and recycling areas</li> <li>• Explore other options to make the event greener – encouraging participants to carry their reusable water bottle, staff the water stops with water jugs and not water bottles</li> <li>• Work with the Promotions and Social Media volunteers to promote the green opportunities at the upcoming event</li> <li>• Line up a local food shelter to receive all left over donated food and deliver post event</li> </ul>

<b>Committee Meeting Dates</b>	<p>The following are the committee meeting dates for the 2017 Sacramento Brain Freeze. All meetings are via conference call at 6:30p.m., unless otherwise announced.</p> <ul style="list-style-type: none"><li>• March 30, 2017 *please note this is the 5th Thursday of the month</li><li>• April 27, 2017</li><li>• May 25, 2017</li><li>• June 22, 2017</li><li>• July 27, 2017</li><li>• August 24, 2017</li><li>• September 28, 2017</li><li>• October 12, 2017</li><li>• October 26, 2017</li><li>• November 4, 2017 – Sacramento Brain Freeze Event Day</li><li>• November 30, 2017 Post Event – Committee Wrap Up &amp; Celebration</li></ul>
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