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 and deepening relationships within the communities in which they work and reside. They function as a team of high-level volunteers 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, on social media and among all NBTS constituents
- To serve in at least one of the below roles 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 event
- Nurture a culture among the committee of support and enthusiasm
- Share thoughts and constructive feedback about how to continue to grow the event
- Personally organize, lead and actively fundraise on a walk team raising a minimum of $500
- Leverage personal relationships to support the event

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 the local staff person to discuss committee involvement.

Roles and Responsibilities

Chairperson

- Assist in recruiting, training and supporting all team leaders and sub-committee members
- Develop agendas with committee administrator for all committee meetings
- Rotate facilitating monthly committee meetings with the Director of Development (DOD)
- Connect with all committee roles and members monthly to provide support and direction for next steps
- Leverage personal relationships to support the Freeze specifically in areas of sponsorship and promotions
- Work closely with the Corporate Development Team to create a timeline for corporate gift history, prospects and next moves.
- Identify and mentor Event Co-Chair & Corporate Development Chair Successor for future event

Administrator

- Take minutes at each committee meeting using meeting agenda (google doc)
- Email reminder five days before each committee meeting
- Keep committee organized by reminding grassroot recruitment deadlines, online sponsorship deadlines, and all other important dates and deadlines.
Peer to Peer Recruitment & Mentor
- Contact Alumni Team Captains and invite them back to the event by June 1.
- Contact 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.
- Listen and learn what motivates team captains to lead a group to participate in our event and work to create such experience.
- 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.
- Invite all new team captains to our National Social Media Sites for support.
- Track all progress in a planning and logistics spreadsheet.

Corporate Development
- Work Closely with the Chairperson and the DOD to develop & implement a Corporate Sponsor Strategy.
- Distribute sponsorship proposals and event materials to at least 30 potential sponsors by April 2020.
- Maintain a list of sponsorship prospects and track outcomes (DOD to provide).
- Cultivate corporate prospects appropriately – sending thank you & follow up notes etc.

Publicity & Social Media
- Outreach to community, corporations, civic organizations, libraries, etc.
- List event on online calendars throughout the Greater Sacramento Area as early as allowed (at least 25 online calendars before June 1).
- Actively use the Northern CA Brain Tumor Community Facebook Page to recruit, educate and support inquiries now through event day.
- Develop competitions and execute monthly to engage and encourage fundraising among our NBTS audience through all appropriate social media sites.
- Work with the In-Kind Donations sub-committee to develop and execute strategy to secure in-kind media participation to augment media buys.

Marketing & Grassroots
- Identify, register and recruit volunteers to participate in local grassroots events throughout the Greater Sacramento Area (at least 5 scheduled before June 1).
- Train volunteers to attend and work grassroots events including coordination of pick-up of supplies needed for such events.
- Mail flyers to our hospital/healthcare target lists by end of August 2020 and manage follow up.
- Work with the Volunteer Team to distribute marketing materials to brain tumor treatment centers, doctors’ offices, support groups, coffee shops, local businesses, EVERYWHERE.
- Track all grassroots events and outcomes in planning and logistics spreadsheet.

Volunteer Recruitment & Management
- Work collaboratively with other committee roles to decide where and when volunteers are needed.
- Post volunteer opportunities and recruit volunteers throughout the Greater Sacramento Area for all necessary events (cultivation, promotional, event day, etc.).
- Cultivate relationships with all volunteers before and after their volunteering occurs.
• Identify future committee members and work with the Chair and Director of Development to cultivate those relationships appropriately
• Act as onsite Volunteer Coordinator on event day and or identify a lead volunteer in your place
• Train all volunteers leading up to and at their respective volunteering event

In-Kind Donations & Silent Auction Liaison
• Solicit and secure food, beverage, and other in-kind donations for committee organized parties, kickoff, corporate team events and event day
• Solicit and secure donated items to be used at our silent auction on event day
• Coordinate delivery and setup of all donations
• Identify and solicit prizes for top fundraisers and coordinate distribution of prizes to winners
• Use creativity to group items together to create fun, and desirable packages for silent auction and fundraising prizes
• Maintain list of solicited donations & track progress in the planning and logistics spreadsheet
• Send follow up and thank you communications to donors of goods and prizes

If you have questions about the above committee roles or if you have ideas in which we could develop a new committee role or enhance an existing one, please reach out. When you are ready to commit to the 2020 Sacramento Brain Freeze Planning Committee please circle areas of interest below, sign and return to the NBTS Staff person. A call will be scheduled immediately following submission of this form.

Chairperson        Administrator        Peer to Peer Recruitment & Mentor

Corporate Development        Publicity and Social Media        Marketing & Grassroots

Volunteer Recruitment & Management        In-Kind & Silent Auction Donations

Printed Volunteer Name:        Volunteer Signature:

Thank you in advance for your involvement on the Volunteer Planning Committee for the 2020 Sacramento Brain Freeze. I look forward to working with you this year.

Jenifer Prentiss
Senior Director of Regional Development, West
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