

YOUTH CHAIR

PURPOSE

This position will make an impact in the American Cancer Society's Campus fundraising market to better support the American Cancer Society's lifesaving mission. When done successfully, this role has the power to help bring the American Cancer Society fundraising events to new markets and develop national strategy to encourage current Campus events, especially high schools, to expand within their own community. This strategy may include traditional Youth events, such as Relay Recess and Relay Field Day, but a strong focus should be placed on assessing the relevance of fundraising events, and if necessary, the design of new events. By encouraging event growth within the youth market and retention of these volunteers through college, this new role has the capacity to create lifelong volunteers earlier.

RESULTS

This position will work within the National Campus Leadership Team to empower volunteers at all ages in the youth and Campus market to support the American Cancer Society through their transition from youth to high school, and high school to college. Overall, this position should ensure relevance within ACS Youth and Campus fundraising, engage youth in the mission of the ACS through new and existing national initiatives, and discover and meet the training needs of fundraising events to increase fundraising revenue in the Campus market.

MEASURE

Success will be measured in this role through the quality of innovative strategies and initiatives from this position. These strategies and initiatives will take place through resource development, volunteer support, field research, and innovation in youth and campus market expansion. Ultimately, success can be measured through number of relevant and updated resources available to event leads and staff, in the support given to the team goal of increasing campus market revenue events, and through acquired feedback from event leads and staff to assess whether their needs are met.

POTENTIAL PROJECTS

- ✓ Collaborate with the Regional Campus Leadership Teams (RCLTs) to mentor campus leaders who are fundraising for ACS through high school or youth initiatives other than Relay For Life
- ✓ Monitor existing and new youth event challenges and successes to create resources and provide support through idea generation and problem solving
- ✓ Assess the advantages of expansion into different youth market fundraisers depending on existing ACS involvement and related fundraising data, youth population, and local community culture
- ✓ Collaborating with RCLT members to assess the needs and difficulties of the youth fundraising events and volunteers transitioning between events, and then addressing those needs through resource creation or advising coaching strategies
- ✓ Collecting best practices from local level events through surveys, social media, staff and volunteer networks, and RCLT members

QUALIFICATIONS

- ✓ Must be at least 18 years of age by February 2018
- ✓ At least one year on a Relay For Life Event Leadership Team
- ✓ Strong written and oral communication skills
- ✓ Promptly responds to digital communication
- ✓ Available to participate in team meeting in-person in February and subsequent digital team meetings every other week
- ✓ Ability to give and receive critical feedback in a team environment
- ✓ Experience volunteering with ACS at a youth event or high school event is preferred, but not required

DESIRED QUALITIES

- ✓ Works well in a team
- ✓ Proven record of idea-creation and implementation
- ✓ Comfortable working independently to generate ideas and projects
- ✓ Working understanding of Google Suites
- ✓ Holds self to a high standard of quality
- ✓ Genuine excitement for the potential of the ACS Campus market
- ✓ Comfortable leading trainings, whether through phone, video, or in person

TIME INVESTMENT

This is a high-commitment position. Please expect to spend, on average, the following amount of time, though this will vary throughout the year.

- ✓ 1-2 hours a week on phone/video communication for team collaboration.
- ✓ 1-2 hours a week on email communication.
- ✓ 2-4 hours a week on outreach, research, and resource and project development.

SUPPORT AND COLLABORATION

The person in this role will receive support and training from the team's staff partner, the co-chairs of the team, and their teammates. This team is highly collaborative. The Youth Chair can expect to provide support and ideas to others while receiving support and ideas in return.

BENEFITS TO VOLUNTEER

Volunteers who have previous experience being change-makers will have the opportunity to continue their work on a larger scale. This volunteer will receive professional development and networking within the organization. They will get to work and bond with a team of like-minded individuals. They can also expect a few travel opportunities. The most significant benefit is knowing this role will create more funds which support patient services and research. This role saves lives.

