



VOLUNTEER OUTREACH COMMITTEE

Committee Descriptions

Walk to End Alzheimer's Chair / Co-Chair

Objective:

The Walk to End Alzheimer's Event Chair serves as the volunteer outreach leader of the Walk to End Alzheimer's. The volunteer leader works closely with the Walk to End Alzheimer's Staff Coordinator to develop an outreach plan for a successful Walk. The chair and co-chair work will create a plan for an effective volunteer committee structure in order to execute the Walk to End Alzheimer's outreach objectives. They oversee the recruiting and activities of the volunteer committees to ensure goals are met.

Chair Volunteer Job Description:

- Be knowledgeable about the Alzheimer's Association mission and chapter programs
- In close coordination with the Walk to End Alzheimer's staff, develop a plan of action outreach efforts
- Oversee and manage the following subcommittee volunteer positions:
 - Marketing Leader
 - Logistics Leader
 - Sponsorship Leader
 - Walker Leader
- Conduct ongoing status and working meetings with the Walk to End Alzheimer's subcommittees
- Work with Walker Subcommittee to host kick-off events and information sessions
- Hold meetings for Subcommittee Leaders at least once a month prior to Walk and more frequently as Walk draws closer
- Conduct follow-up activities with committees and the Walk to End Alzheimer's staff
- Serve as an official volunteer spokesperson for the Walk to End Alzheimer's in your community

Community Outreach

Objective:

Generate greater participation via promotion of the event; and to build public awareness of the Alzheimer's Association and Alzheimer's disease in the promotion of the Walk to End Alzheimer's via outreach to religious, social services, government and any other relevant communities.

Subcommittee & Leader Job Description:

- Works in conjunction with the other outreach teams, particularly diversity outreach and social media outreach.
 - Augments existing base outreach with creative strategies
 - Oversees and manages the following volunteer positions:
 - Religious Outreach
 - Social Services Outreach
 - Government Outreach
- in conjunction with:
- African-American, Latino, Chinese, Russian, Korean and Arabic outreach
- Provides support for building Teams by promoting the Walk to End Alzheimer's Team participation via advertising, kick-off events, material distribution around local centers, etc.
- Assists with Chapter Table at event

Diversity Outreach

Objective:

Generate greater participation via promotion of the event; and to build public awareness of the Alzheimer's Association and Alzheimer's disease in the promotion of the Walk to End Alzheimer's via outreach to religious, social services, government and any other relevant communities.

Subcommittee & Leader Job Description:

- Works in conjunction with the other outreach teams, particularly community outreach and sponsorship outreach.
- Augments existing Chapter outreach with creative strategies
 - o Focus is on the Walk (whereas Chapter outreach is mainly on Programs and Services within that community)
- Oversees and manages the following volunteer positions:
 - Religious Outreach
 - Social Services Outreach
 - Government Outreachin conjunction with:
 - African-American, Latino, Chinese, Russian, Korean and Arabic outreach
- Provides support for building Teams by promoting the Walk to End Alzheimer's Team participation via advertising, kick-off events, material distribution around local centers, etc.
- Assists with Chapter Table at event

Sponsorship Outreach

Objective:

To secure corporate, media and in-kind sponsorship for day-of event; to build public awareness of the Alzheimer's Association and Alzheimer's disease in the promotion of the Walk to End Alzheimer's.

Committee & Leader Job Description:

- Sets sponsorship objectives
- Oversees and manages the following volunteer positions:
 - Corporate Sponsorship
 - Media Sponsorship
 - In-Kind Sponsorship
- Sets-up initial discussions to determine sponsor interest
- Actively explores free media opportunities
 - Newspaper ad listings
 - 30 second and 60 PSA for TV or radio
 - Other ad campaigns
- Schedules meetings and follows-up with prospective sponsors
- Actively solicits donations including (but not limited to) cash donations, day-of event food and drink, etc.
- Works with ALZ Walk Staff to ensure sponsorship fulfillment agreement is met on both ends
- Writes a thank-you note after the event
- Assists with Chapter Table at event

Social Media Outreach

Objective:

Generate greater participation via promotion of the event; and to build public awareness of the Alzheimer's Association and Alzheimer's disease in the promotion of The Walk to End Alzheimer's via Facebook, Twitter, YouTube and other active and aggressive online social media promotion campaign strategies.

Volunteer Job Description:

- Works in conjunction with the other outreach teams, particularly community and diversity outreach.
 - Augments existing base outreach with creative strategies
 - Oversees and manages the following volunteer positions:
 - Social Networking
 - Microblogging
 - Blogs
 - Events
 - Social News
 - Multimedia
- in conjunction with:
- Religious, social services and government outreach as well as African-American, Latino, Chinese, Russian, Korean and Arabic outreach
- Provides support for building Teams by actively promoting the Walk to End Alzheimer's Team participation via advertising, kick-off events, material distribution via local social media channels, etc.
 - Assists with Chapter Table at event