

Scotiabank AIDS Walk for Life – Marketing and Teams Committee

Supervisor: Development Coordinator and Communications Coordinator

Level: Committee members are ranked as a **Tier 2 position**. (see brochure for details on tiers)

Position Description: The Scotiabank AIDS Walk for Life Committee will include a sub-committee of 2 to 3 people who will work to promote the Walk and to recruit new individual walkers and teams. Volunteers will make use of marketing materials, opportunities to attend community events, as well as create new strategies to spread the word about the Walk throughout Calgary.

Objective: Every year, hundreds of Calgarians walk, run, bike, and rollerblade in support of the fight against HIV/AIDS. Funds raised from the walk help provide services to people living with HIV/AIDS in Calgary, as well as support HIV/AIDS prevention and education initiatives in your community.

Time Commitment:

- The committee will be active between May 2010 and October 2010
- Each volunteer will attend approximately 2 meetings per month and have regular assigned independent work
- Each volunteer must be available on event day (Sept 12/10) and attend a final wrap-up meeting in early-October

Responsibilities:

- Recruit new individuals and teams to participate in the walk.
- Approach and encourage participation from businesses, community associations, sporting groups, personal contacts etc. Be available to answer questions, motivate and share fundraising ideas with teams and individual walkers.
- Attend or arrange for a volunteer to attend festivals, fairs or other events throughout the summer to market the Scotiabank AIDS Walk for Life.
- Assist in distribution of event materials (posters, brochures, etc) to various locations in the city, such as: schools, post-secondary institutions, businesses, community associations/groups, social/sporting groups, personal contacts, etc.
- Ensure accurate completion of permits and assist with hanging banners in select areas.
- Assist the Communications Analyst with media, entertainment and communications related tasks as necessary.
- Submit a final report detailing the work done by the Teams committee
- Attend all meetings, complete independent work as assigned and track hours contributed
- Communicate regularly with committee members and supervisor
- Respect AIDS Calgary Awareness Association's confidentiality policy and represent AIDS Calgary in a professional and respectful manner while working with the community

Qualifications:

- Excellent communication and recruitment skills, especially via email and phone
- Comfortable approaching/speaking with strangers and group, as well as making "cold calls"
- Energetic, positive and motivating attitude
- Detail oriented and excellent organization skills
- Must be able to work independently and within a group setting, and follow up with deadlines
- Previous participation at a Walk event, fundraising or committee experience is an asset

Training:

- At the first meeting AIDS Calgary staff will give a brief introduction to the history and purpose of the Scotiabank AIDS Walk for Life
- Completion of Core Training would be an asset

Benefits:

- Volunteer hours and participation will be tracked and can be provided by the Volunteer Program Coordinator for various purposes required by the volunteer, such as post-secondary applications or work references (after completion of 30 volunteer hours)
- Develop skills such as planning and leadership
- Opportunity to support People Living with HIV/AIDS
- Increase understanding of HIV/AIDS in your community
- Meet new friends, build relationships in the community, take part in an exciting event
- Invitation to the Executive Committee wrap up dinner

Application Requirements:

- Submit a volunteer application
- Interview with Volunteer Program Coordinator
- Read and sign a Volunteer Contract and Oath of Confidentiality

Questions? Interested in being an AIDS Calgary Volunteer?

Contact us:

volunteer@aidsalgary.org

(403) 508-2500

Or download the application form from our website

<http://www.aidsalgary.org/getinvolved/volunteer/volunteerapplication.cfm>