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## **Job Description**

### **HopeFest Planning Committee Volunteers**

#### **SUMMARY**

Alexandra House hosts the annual HopeFest event in the fall (generally the last Saturday in September). This is our lead into October – Domestic Violence Awareness Month. We are looking for volunteers to help us make it a successful event! We need energetic, spirited and motivated individuals to work on the planning committee.

#### **ABOUT HOPEFEST**

HopeFest is one of Alexandra House's signature events that raises awareness about domestic and sexual violence – while raising funds for Alexandra House. The core principles of the event are to raise awareness about domestic and sexual violence, remember those we have lost, and honor the many survivors. The event features include a brief program, a 2-mile walk, kidz dash, kid's activities, and a resource fair. This year, enhancements will include food trucks and vendors, music and more.

In the months leading up to the HopeFest, teams and individuals raise funds in their community to help Alexandra House achieve its mission to empower victims of domestic and sexual violence, and inspire social change, through education, support, and advocacy.

#### **COMMITTEE OBJECTIVE**

Overall execution of the HopeFest event. This could include sponsorships, activities, event logistics, and fundraising to hit event goal of \$65,000.

#### **LENGTH OF INVOLVEMENT**

- April - October
- 1 hour meetings monthly from May, June, August, and September
- 1 hour debrief meeting in October

#### **TIME COMMITMENT**

- **1-3** hours per month

#### **RESPONSIBILITIES:**

- Attend the HopeFest event on Saturday, September 28<sup>th</sup>
- Attend monthly committee meetings ( in person or on phone)
- Start a team for HopeFest, and fundraise amongst friends and family
- Advertise the event throughout your social circle.
- Help execute various parts of the event as needed/assigned by the Chair.
- Help generate new revenue for the event by accessing personal connections (in-kind donors, sponsors, etc.)
- Sign up for a specific sub-committee, listed on the next page

## **SUB-COMMITTEES**

### **SPONSORSHIP COMMITTEE**

- Develops a comprehensive list of potential sponsorship opportunities and in-kind needs.
- Coordinates this effort with Community Engagement Coordinator, Communications Marketing Director, and Committee Chair.
- Develops a comprehensive list of potential sponsors and/or event underwriters and in-kind needs.
- Solicits individuals and businesses to establish sponsorship relationships based on the goals and criteria of the plan.
- Ensures that all donors, underwriters and sponsors receive proper recognition before, during and after the event (including signage, event promotion, programs, etc.)
- Writes thank you letters to all sponsors - cash and in-kind.

### **EVENT LOGISTICS COMMITTEE**

- Food & Beverage Vendor
  - Secure food & beverage donations or vendor
- Entertainment
  - Secured Balloon Artist, Facepainter, etc
- Vendor/Exhibitor Fair Area
  - Assist with set up of area and sponsors as needed
- Kidz Zone
  - Plan activities (yard games/inflatables)for day of event
  - Recruit volunteers to help in kids' area
- Route
  - Sets day of route for participants
  - Recruits additional adults to help set up course
  - Oversee logistics on course

### **MARKETING & PR COMMITTEE**

- Ensure that the public is well informed of the event.
- Help create and implement a PR Timeline & media plan with help of AH staff
- Work to secure media sponsors
- Press releases to media outlets
- Canvassing
- Help build awareness in the Community by putting up posters and attending community events
- Social Media

### **VOLUNTEER RECRUITMENT & COORDINATION (will overlap with other committee roles)**

- Recruits and energizes volunteers.
- Works with all event committees to find out volunteer needs.
- Communicates with volunteers.
- Can help with the organizing and delegating event day tasks.
- Help send thank you notes to volunteers following the event.