



## NAMIWalks Your Way Committee Position Descriptions

### Event Chair

**Description:** This leader works closely alongside the NAMIWalks Your Way Walk Manager to serve as the face and voice for NAMIWalks Your Way within the community, while leading and empowering the committee. This person will want to serve as a cheerleader and compass, providing encouragement and guidance to the committee.

### Tasks:

- Oversee all planning aspects of NAMIWalks Your Way in partnership with the NAMIWalks Committee and Walk Manager.
- In partnership with the Walk Manager, ensure a successful NAMIWalks Your Way event in your community.
- Actively recruit and retain NAMIWalks Your Way Committee Chairs with the support of your Walk Manager.
- Encourage your Committee Chairs to recruit and retain subcommittees to accomplish tasks.
- Monitor progress to fundraising, sponsorship and recruitment goals.
- Communicate regularly with the Walk Manager and members of the NAMIWalks Committee to provide updates and information.
- Lead regular meetings of the NAMIWalks Your Way Committee with the Walk Manager.

### Skills & Traits:

- Well-connected in the community.
- Able to motivate and coach others to success.
- Passion for the NAMI mission!

### Staff & Volunteer Partners:

- NAMIWalks Your Way Walk Manager: XXX
- Logistics Chair
- Marketing and Public Relations Chair
- Sponsorship Chair
- Team Recruitment and Retention Chair



## NAMIWalks Your Way Committee Position Descriptions

### Logistics Chair

**Description:** This leader works closely alongside the NAMIWalks Your Way Walk Manager, Event Chair and other committee chairs. The Logistics Chair will coordinate and provide a safe, comfortable and seamless experience for all NAMIWalks Your Way participants. This leader will help secure logistics for the NAMIWalks Your Way event, as well as, pre-event activities.

### Tasks:

- Organize and create an implementation plan for site selection, event layout, signage, electrical and mechanical materials, restrooms, trash receptacles, tents, safety, risk management, security, medical support and set-up & clean-up needs.
- Secure the proper amount of day-of volunteers needed to execute the NAMIWalks Your Way event in partnership with the NAMIWalks Your Way Committee.
- With the Walk Manager and Event Chair, determine the appropriate vendors and secure necessary items for logistical needs.
- Serve as the liaison for both vendors and day-of-event volunteers.

### Skills & Traits:

- Organized project manager.
- Detailed oriented.
- Creative problem solver with the ability to stay calm under pressure.

### Staff & Volunteer Partners:

- NAMIWalks Your Way Walk Manager: XXX
- Event Chair
- Marketing and Public Relations Chair
- Sponsorship Chair
- Team Recruitment and Retention Chair
- Day-of Event Volunteers



## NAMIWalks Your Way Committee Position Descriptions

### Marketing and Public Relations Chair

**Description:** This leader works closely alongside the NAMIWalks Your Way Walk Manager and Event Chair. The Marketing and Public Relations Chair will create, develop and implement a publicity and marketing strategy to raise awareness and community participation for NAMIWalks Your Way.

### Tasks:

- Cultivate and leverage relationships with community influencers and media outlets including, but not limited to, newspapers, radio stations and television outlets.
- Leverage relationships with business contacts and other supporters to promote the efforts of NAMIWalks Your Way.
- In partnership with the Walk Manager and Event Chair, implement a social media engagement plan to increase awareness of NAMIWalks Your Way and grow the social media presence for NAMIWalks Your Way. Tools and resources will be provided.
- Create and implement strategies for distribution of press releases to local media outlets and marketing materials within the community.
- Implement ways local media outlets can be a presence at the NAMIWalks Your Way Event.

### Skills & Traits:

- Strong knowledge of local media outlets.
- Stellar oral and written communication skills.
- Creative thinker!

### Staff & Volunteer Partners:

- NAMIWalks Your Way Walk Manager: XXX
- Event Chair
- Logistics Chair
- Sponsorship Chair



## NAMIWalks Your Way Committee Position Descriptions

### Sponsorship Chair

**Description:** This leader works closely alongside the NAMIWalks Your Way Walk Manager and Event Chair. The Sponsorship Chair will cultivate, strengthen and retain relationships with past sponsors, in addition to, prospecting, engaging and recruiting new sponsors. The focus of this role is to steward and obtain local monetary and in-kind sponsorships for NAMIWalks Your Way. This leader will implement a sponsorship engagement plan to ensure duplicate solicitation does not occur. Templates and messaging will be provided by the Walk Manager.

### Tasks:

- Generate monetary and in-kind sponsorships to support NAMIWalks Your Way, along with the Walk Manager.
- In partnership with the Walk Manager and Event Chair, actively recruit and retain Sponsorship Committee Members to accomplish tasks.
- Create a sponsorship outreach plan to meet all sponsor recruitment, retention and revenue goals with the Walk Manager.
- Monitor progress towards sponsor recruitment, retention and revenue goals.
- Communicate regularly with the Walk Manager, Event Chair and Sponsorship Committee (if applicable) regarding community outreach and progress towards goals.
- In partnership with the Team Recruitment and Retention Chair, coach NAMIWalks Your Way Sponsors to have a team for NAMIWalks Your Way.
- Ensure that all sponsorship benefits are fulfilled.
- Maintain accurate records of all sponsorship by collecting all necessary paperwork to track and report monetary and in-kind sponsorships.

### Skills & Traits:

- Strong connections in the business community.
- Exceptional public speaking skills.
- Comfortable securing large financial donations.

### Staff & Volunteer Partners:

- NAMIWalks Your Way Walk Manager: XXX
- Event Chair
- Logistics Chair
- Marketing and Public Relations Chair
- Team Recruitment and Retention Chair



## NAMIWalks Your Way Committee Position Descriptions

### Team Recruitment and Retention Chair

**Description:** This leader works closely alongside the NAMIWalks Your Way Walk Manager and Event Chair. The Team Recruitment and Retention Chair plays a crucial role in creating awareness of NAMIWalks Your Way within the community and the overall success of the event through recruitment and retention efforts. This leader will work to prospect, engage and recruit new teams, as well as, perform retention efforts to retain past teams for NAMIWalks Your Way.

### Tasks:

- Serve as the primary lead for the recruitment and retention of NAMIWalks Your Way teams and participants.
- In partnership with the Walk Manager and Event Chair, develop a team recruitment and retention plan to ensure all team goals are met.
- Monitor progress towards team goals.
- Develop and implement strategies to prospect, engage and recruit new teams to NAMIWalks Your Way from all areas of the community and retain teams from previous NAMIWalks Your Way events with the Walk Manager.
- Work with the Sponsorship Chair to ensure sponsors are forming a team for NAMIWalks Your Way.
- Utilize the provided electronic communications (emails) to communicate with NAMIWalks Your Way team captains and participants.
- In partnership with the Walk Manager, Event Chair and Logistics Chair, ensure all team captains and participants have a great experience at NAMIWalks Your Way.

### Skills & Traits:

- Well-known in the community/always meeting new people.
- Friendly and outgoing -- not afraid to talk on the phone or in-person!
- Willing to ask others to support NAMI!

### Staff & Volunteer Partners:

- NAMIWalks Your Way Walk Manager: XXX
- Event Chair
- Logistics Chair
- Sponsorship Chair