

## **Relay For Life 2012 Executive Board Application**

Thank you so much for your interest in **Relay For Life!** Please answer the following questions in a page or less. Completed applications should be emailed to: [gtrelay.director@gmail.com](mailto:gtrelay.director@gmail.com) by **September 2<sup>nd</sup> at 5PM.** Please also attach your resume. Be sure to include your name, year in school, email address, and phone number.

- 1) Why do you Relay? Please explain your involvement in Relay For Life.
  
- 2) What unique qualities and strengths do you have that will make you an integral member of the Relay For Life Executive Board? Please use your past experiences to provide specific examples.
  
- 3) Describe your ability to work with others. Provide an example of a specific conflict you have dealt with previously and include the steps you took to resolve it.
  
- 4) If you had to choose a song that describes the way you live your life, what song would you pick?
  
- 5) What other extracurricular activities will you be involved in for the 2011-2012 school year? Please indicate where Relay For Life would fall on your list of commitments, and explain how you plan to balance all of your responsibilities.

*No preference of office is needed at time of application. Preferences will be discussed at time of interview.*

## Relay For Life Recruitment Team

Recruitment Director: Sheila Raman

***Interfraternity Council and NPHC Recruitment Chair:*** Focuses directly on recruiting teams within the Interfraternity and NPHC Councils and serving as their line of contact to the Relay Directors and Recruitment team. Duties include, but are not limited to:

- Chapter, IFC and NPHC General Assembly and NPHC Exec visits
- Serve as a liaison between teams and Relay board. This includes answering questions, being the main point of contact for the team captain and welcoming them to Relay.
- Aiding and fostering team fundraisers as well as helping plan the on-site fundraiser.
- Explore opportunities within the Greek councils and campus to encourage participation.

***Panhellenic Council and MGC Recruitment Chair:*** Focuses directly on recruiting teams within the Collegiate Panhellenic Council and MGC and serving as their line of contact to the Relay Directors and Recruitment team. Duties include, but are not limited to:

- Chapter, IFC and NPHC General Assembly and NPHC Exec visits
- Serve as a liaison between teams and Relay board. This includes answering questions, being the main point of contact for the team captain and welcoming them to Relay.
- Aiding and fostering team fundraisers as well as helping plan the on-site fundraiser.
- Explore opportunities within the Greek councils and campus to encourage participation.

***Alumni and Faculty Recruitment Chair:*** Focuses directly on recruiting alumni and faculty and serving as their line of contact to the Relay Directors and Recruitment team. Duties include, but are not limited to:

- Develop recruitment plans catered to faculty and visit with department heads
- Be in contact with the alumni house for opportunities for recruiting
- Serve as a liaison between teams and Relay board. This includes answering questions, being the main point of contact for the team captain and welcoming them to Relay.

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- Aiding and fostering team fundraisers as well as helping plan the on-site fundraiser.
- Explore opportunities within the Greek councils and campus to encourage participation.

**Fundraising Chair:** Focuses on aiding teams with fundraisers and keeping track of on-site fundraisers. Duties include, but are not limited to:

- Preparing engaging and comprehensive programming on fundraising as well as innovative ideas
- Manage on-site fundraiser submittals by checking for duplicates and communicating with logistics if there are any obstacles
- Responding to help request submittals and aiding teams with fundraisers before the night of

**Organization Recruitment:** Focuses on forming teams from organizations and serving as their line of contact to the Relay Directors and Recruitment team. Duties include, but not limited to:

- Scheduling organization visits
- Serve as a liaison between teams and Relay board. This includes answering questions, being the main point of contact for the team captain and welcoming them to Relay.
- Aiding and fostering team fundraisers as well as helping plan the on-site fundraiser.
- Explore opportunities within the Greek councils and campus to encourage participation.

**Team/Participant Recruitment Chair:** Focuses on recruiting teams and participants from the general student body. Duties include, but not limited to:

- Scheduling weekly tabling and Relay Exec event sign-ups
- Requesting classroom visits
- Working with Marketing on campaigns and recruitment drives
- Ensuring retention for the next year

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## Georgia Tech Relay For Life Production Team

Production Director: James Wells

### **Logistics Chair:**

Responsible for securing all arrangements for the Night Of, and ensuring all required items and facilities are on location,

- Organize main logistical plan for the 1st choice location and the back up location in case of rain
- On-Site Arrangements which includes:
  - Coordinating with Event Staff
  - Acquiring Security
  - Organizing Team Campsites
  - Developing a required Items List
  - Finding out site rules and restrictions and informing other chairs
  - Day Of set up and breakdown
- Recruit a committee

### **Luminaria/Survivorship Chairs:**

Focuses on selling and organizing Luminaria, recruiting Survivors, organizing events for survivors, and serve as the main contact with Colleges Against Cancer.

- Luminaria
  - Promote and sell Luminaria throughout the year and the Night Of.
  - Organize and place Luminaria around the track or field.
- Survivors
  - Recruit Survivors throughout the year
  - Plan the Survivor dinner which takes place shortly before the main event
- Colleges against cancer contact
  - Attend Colleges Against Cancer meetings
  - Serve as the liaison between the two organizations

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### **Events Chairs:**

Main goals are to plan and hold major fundraisers and other fundraisers throughout the year, and organize events throughout the year to promote Relay For Life.

- Hold Fundraisers throughout the year
  - Large, campus-wide fundraisers
  - Smaller fundraising activities for the Executive Board
- Organize events which promote Relay For Life
  - Work with other chairs in order to plan recruitment drives, activity days on campus to promote awareness, and attract people to join the fight by signing up or donating
- Recruit a committee

### **Entertainment Chairs:**

Main responsibilities involve securing entertainment and other activities for the Night Of, and acquiring food and drinks. The entertainment chairs will work with other chairs to secure food and beverages, to plan large events prior to the Night Of, and to work out logistics.

- Find and book entertainment such as bands, dance groups, etc. to perform and entertain Relay attendees throughout the night.
- Plan activities and games throughout the night.
- Secure food and beverages to be supplied for the Night Of.
- Assist with entertainment at large events put on throughout the year by the Executive Board
- Recruit a committee

### **Accounting/Secretary**

Keeps minutes and tracks the bookkeeping from September to night of with funds coming in.

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**Relay For Life Marketing Team**  
Marketing Director: Anna Elliott

***Public Relations Chair***

Focuses directly on activities involving public outreach to help aid recruitment through marketing the event and fundraisers throughout the year. Should be able to lead and will be given a committee of 5 people to assist with various functions. Overall the public relation duties throughout the year are, but are not limited to:

- Responsible for using Georgia Tech's tools such as Weekly Digest, Daily Digest, Plasma Screens, and Newspapers to reach the students.
- Forming a relationship with the Alumni Association and handling Alumni Relations.
- Creating flyers and posters to hand out and put up around the school to promote.
- Handle the Relay Twitter account and create Foursquare for Relay for all events.
- Help recruitment with tabling throughout the school year.
- Coordinating email blasts with your respective committee.
- Will be given a packet of information with locations and contacts for other ways to promote.

\*This chair will have a committee of 5. The PR Chair is not responsible for handling all of these activities alone, but rather coordinating with their committee to make assignments.

***Sponsorship Chair***

The sponsorship chair will handle all communication with companies to gain funding throughout the year. Duties include, but are not limited to:

- Will act as a liaison between companies around Georgia Tech's campus and Atlanta.
- A packet of information will be given that all corporate sponsors should fill out. (More information will come later with a packet including a list of companies to reach out to as well.)
- Will assist in receiving food donations as the event approaches.

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### ***Online/Communications Chair***

Focuses directly on all activities taking place on the websites and communication between these and the parties involved.

Duties are, but are not limited to:

- Responsible for creating and maintaining the Georgia Tech Relay For Life website and the ACS website.
- Handle other social media sites including Facebook and YouTube. The calendar on the website should be updated regularly.
- Should be familiar with these networks so that communication about events and meetings will be updated and easy to find for attendants and the board members.

### ***Graphic/Video Design Chair***

Focuses directly on designs for videos and websites. Assist online chairs in adding the content they have created to all websites and social media. Duties are, but are not limited to:

- Create profile pictures for the Facebook and Twitter pages to promote what is happening at that point in time.
- Help the Public Relations Chair in creating posters and flyers when they need assistance.
- Handle the development of all promotional videos throughout the school year for campaigns, recruitment, etc. This also requires the creating the script and casting members for the videos.
- Coordinate the distribution of the designs and videos.

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