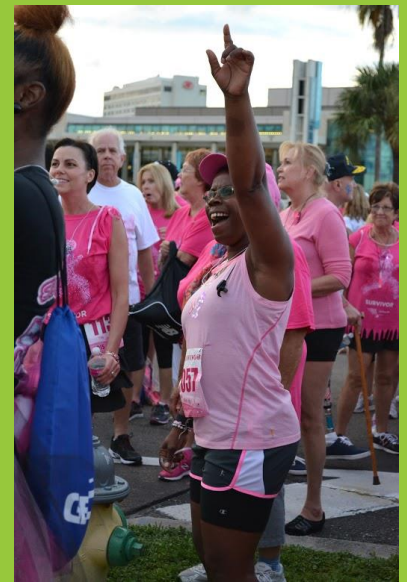




Get involved!

Give back!

Volunteer!



2017 RACE FOR THE CURE COMMITTEE INFORMATION

19th Annual Florida Suncoast Race for the Cure®
Albert Whitted Park | St. Petersburg | Saturday, October 7, 2017



Join the Race Committee!

Join our dedicated Race for the Cure® Planning Committee in putting together our largest event of the year! It is the passion and support of each volunteer that helps us raise vital funds to reach our mission of *a world without breast cancer*. Since 1999 Komen Florida Suncoast has granted over \$14 million to community organizations, helping underserved and uninsured women and men in need. **Help us raise even more this year so that we can meet the critical needs of our community and contribute to national research to find the cure!**

Why is the Race Important?

The signature 10k/5k Run/Walk and 1M Fun Run will honor those who have battled breast cancer and further the mission of Komen Florida Suncoast – *To save lives and end breast cancer forever*. Thanks to the thousands of people who participate in the Race, the hundreds of individuals who volunteer and our dedicated corporate sponsors, Komen Florida Suncoast is playing a vital role in fighting breast cancer in our community.

What does the money raised support?

Funds raised through the Komen Florida Suncoast Race for the Cure® support grants in the local community to non-profit organizations for non-duplicative and potentially lifesaving breast health education, breast cancer screening, treatment, patient support and navigation programs for underserved and uninsured women and men in Hillsborough, Manatee, Pasco, Pinellas, Polk and Sarasota counties.

Up to 75% of the net funds raised by Komen Florida Suncoast stay right here in OUR community, while 25% supports global research grants.

About Komen Florida Suncoast Race for the Cure®

Komen Florida Suncoast has held a Race in St. Petersburg since 1999!
On October 7th, 2017, Komen Florida Suncoast will host its 19th annual Race for the Cure®



Race for the Cure® Committee Information

General Committees Information:

- The Planning Committee consists of-
 - Committee Chairs
 - General Committee Members
- The Full Committee is comprised of 9 sub-committees: Volunteers, Marketing, Media & Public Relations, Survivors, Registration, Teams, Special Programs & Education, Fundraising and Operations
- The Committee is managed by the Special Events Manager, Nicole Huau, who is also the staff liaison to provide assistance to each Committee Chair and Member.

Committee Structure:

- Volunteers can serve on more than one committee, but can only hold one Committee Chair position.
- All positions can be repeated consecutively, but must be approved annually.

Position Term Limits:

POSITION	TERM LENGTH	QUALIFICATIONS	SELECTION PROCESS
Committee Chairs	No limit	At least 1 year Committee Member experience	Selected by Events Manager shortly after prior Race
Committee Members	No limit	Related work or personal experience preferred	Selected by Events Manager with direction from Committee Chairs and Members



2017 Committee Meeting Dates:

- All meetings, unless otherwise noted, are held at the **Carillon Wellness Center conference room A**, located at **900 Carillon Parkway, St. Petersburg, FL 33716**
- Meeting times are 6pm-7/8pm and all meetings are typically held on the **second Wednesday** of the month, unless otherwise noted.
- Individual committees may need to meet outside of committee meetings based on work duties. This will be determined by each committee.
- Depending on work duties, some committee members may not need to attend all meetings. Members will be informed by the Events Manager if they need not attend.
- Additional one-on-one meetings/conference calls with the Committee Chairs/Members and the staff liaison will be scheduled as needed.



2017 Committee Meeting Dates to Remember:

- **Wednesday, February 8, 2017 – Race Committee kick-off**
- **Wednesday, April 12, 2017**
- **Wednesday, June 14, 2017**
- **Wednesday, July 12, 2017**
- **Wednesday, August 9, 2017**
- **Wednesday, September 13, 2017**
- **Friday, October 6, 2017 – Race site meeting/walk-through**
- **Race to be held Saturday, October 7, 2017**
- ***Wednesday, November 8, 2017 – Post-Race wrap-up (*date subject to change)**

Volunteer Time Commitment:

The committee volunteer positions vary in type and time commitment. Whether you are looking for a leadership volunteer role or want to give back, but only have a few hours to give, we have something for everyone!

- Committee Chair positions require more time commitment and volunteers in these roles can expect to spend 2-3 hours per week during peak Race season.
- Committee members typically require less time commitment and can expect to spend about 1 hour per week with some positions only requiring Race prep and day-of-Race duties. Additionally, high work load times vary for each position.
- **Attendance at the Race is critical to its success.** (Please do not sign up for a position that requires Race Day involvement if you are unable to attend and provide Committee support on Race Day).

If you have questions regarding the time commitment for each position, please refer to the Committee/Position descriptions or discuss the different opportunities with Nicole Huau, Special Events Manager, at nicole.huau@komensuncoast.org or by phone at 727-823-0728.

How to Join the Race Committee

We are very excited that you are interested in joining the Komen Florida Suncoast Race for the Cure® Committee! We are confident that this volunteer journey will provide you with a lifetime of memories and meaningful experiences and more importantly, your work will directly impact the women and men in need of breast health services in our local community.

Steps to Joining the Race Committee:

1. The first step to joining our Committee is to review the Committee position descriptions (below) to see what interests you!
2. All Committee applicants must complete our online [Race Committee Self-Nomination Form](#) (takes about 10 minutes). We welcome all current and new volunteers to complete the nomination form indicating their interests.
3. Contact the Special Events Manager, Nicole Huau at 727-823-0728 or nicole.huau@komensuncoast.org with your interest and with any questions.
4. Possible interview by selection committee for **new** Committee applicants.
5. If your interests and qualifications match our needs, you will be placed in a position based on your ranked interests.

Selection Process:

Based on the submission of nomination forms, the selection committee will select the best volunteer for the position. The selection is based on past performance and experience. The same volunteer can be selected for the same position as the previous year, if the selection committee feels the volunteer is the best candidate for the position.

Submission and Notification Dates:

DATE	ACTION
Monday, January 9th	Nomination forms due for Committee Chairs and Members
Tuesday, January 17th	Notifications made for Committee Chairs and Members
Monday, February 6th	Rolling Nominations and Selections Interested volunteers may submit a Nomination form for all open positions. Selections will be made on as needed and rolling basis.



Race for the Cure® 2017 Committee Position Descriptions

Committee Roles Defined:

- **Committee Chairs-** Coordinates all areas of assigned position. Manages committee members and Race Day volunteers (if applicable). Communicates all decisions and position details to Events Manager and staff liaison as necessary.
 - **Committee Members-** Assists in all areas of that committee. Can help with specific Committee Chair or committee in general.
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Volunteers Committee

With over 250 volunteers helping at the Race, volunteers are the key to our success! This committee coordinates them all which includes recruitment, making assignments, logistics, Race Day volunteer management and support, managing the volunteer tent and sending communications as needed.

- **Volunteer Recruitment-** Assist in recruiting volunteers for pre-Race and Race Day activities. May also include attending volunteer fairs.
- **Race Day Coordinator-** Coordinate volunteer check-in and registrations and manage the overall deployment of volunteer assignments/groups on Race Day.

Marketing Committee

Join these creativity masterminds in developing our communications and brand messaging. Committee members will assist in providing their expertise with print, graphic design and Race campaigns.

- **Collateral & Content-** Create and develop Race collateral and content for all online and print materials to communicate the Race brand/message to the general public and sponsors.
- **Graphics-** Create and develop graphics used to promote the Race in all media formats.
- **Race Campaigns-** Build on prior year campaigns (i.e., "It's Personal") and create and coordinate new Race campaigns.

Media & Public Relations Committee

Assist in developing and implementing public relations and marketing plans and facilitating news media coverage for the Race. This committee is also responsible for coordinating the Race Day photography plan and volunteer photographers.

- **Public Relations-** Responsible for ensuring that Komen Florida Suncoast Race for the Cure events and news are released to regional publications and media outlets (broadcast television/radio, print and online) in an effort to gain awareness and increase participation in the Race. Write and edit press releases, assist with media pitches and facilitate news media coverage. Recruit local VIPs/celebrities to participate in Race Day activities.
- **Race Day Photo/Video Coordinator-** Coordinate photography plan and oversee volunteer photographers to cover all areas of the Race. Follow-up with volunteers to ensure that all photos/videos post-Race are turned in directly to Events Manager.
- **Race Day Script-** Develop a detailed written plan with a clear structure for the sequence of events on Race Day.

Survivors Committee

Assist with overall survivor participation, recruitment and publicity. On Race Day, create a celebratory, relaxing area exclusive for breast cancer survivors.

- **Survivor Tent Coordinators-** Coordinate all survivor tent logistics which includes survivor food/beverage, give-a-ways, tent decoration and survivor tent activities.
- **Survivor Activities-** Coordinate all pre- and Race Day survivor activities held on the venue including the Survivor Sunset Walk.
- **Outreach Leader-** Develop and implement a plan to increase Survivor participation at the Race. Work with Events Manager to recruit a local survivor honorary chair.

Registration Committee

Assist in developing and implementing a plan to increase participant registration through advertisement, grassroots campaigns and targeted marketing to special interest groups. This committee will also plan and attend registration rallies in the community and manage pre- and Race Day registration logistics. Overall goals are to increase community awareness and Race participation.

- **New Teams-**
 - **Corporate:** Develop and implement a plan for the recruitment of **new** corporate teams that have not participated in the Race to increase registration and fundraising goals.
- **Kids' Race Recruitment-** Develop and implement a marketing and recruitment plan to increase participation in the Kids for the Cure program on Race Day.
- **Logistics-** Manage pre- and Race Day registration logistics at all packet pick-up locations. Oversee volunteers that are welcoming in-person registrants and assist them with completing their forms.
- **Marketing Material Distribution-** Coordinate a grassroots campaign including blitz days in the service area to manage the physical distribution of Race flyers, registration forms and any other applicable marketing materials.

Teams Committee

Provide support to Race for the Cure Team Captains, focusing on team retention, team member recruitment and fundraising, and team Race Day experience. Assist with marketing strategies and materials for teams in regards to recruitment and fundraising.

- **Teams Liaison-** Communicate with Team Captains by phone, email and in-person and provide them with materials and toolkits to encourage Team Captains to register their teams and set fundraising goals. Following registration, the Team Liaison will assist in goal setting, regularly check-in with captains to motivate fundraising and team member registration leading up to the Race.
- **Team Tailgate Coordinator(s)-** Coordinate all Team Tailgate logistics which includes incentives, food/beverage donations, give-a-ways, top teams special recognition (*VIPink Team Tailgate*), set-up coordination and communication with Team Captains regarding Race Day logistics.

Special Programs Committee

Coordinate and oversee all Race Day special programs including education, Kids for the Cure, Memoriam and Yard Signs. Provide input on ways to add value and meaning to each program to enhance the participant Race Day experience.

- **I Am Komen-** This committee helps every committee add educational components to their activities, as well as the Race as a whole by teaching Race Day participants about breast health messages through rover and Cure leader volunteers. Duties include assisting with volunteer recruitment, training and Race Day deployment, as well as managing tent activation and supplies/inventory.
- **Kids Activities-** Create and coordinate a fun and interactive area for our Kids Race for the Cure® participants to enjoy on Race Day including face painting, balloon animals, arts and crafts and games. Also assist with medals for the Kids for the Cure Dash on Race Day.
- **Memoriam-** Create and coordinate details for the Remembrance Tent to honor and remember those who were lost to breast cancer.
- **Bling Your Race Bib-** Assist in gathering “bling” for this Race weekend activity where participants can “bling” their Race bibs for a donation.
- **NEW PROGRAMS FOR 2017!** To be announced...

Fundraising Committee

Assist with sponsor research, outreach and fulfillment, as well as greeting sponsors on Race Day. Coordinate sponsor recognition and post-Race follow-up.

- **Financial Sponsorship-** Assist with sponsor research, outreach and donations and to help recruit new sponsors within the service area.
- **Sponsor Liaison-** Assist in coordinating all national and local sponsor needs and fulfillment. Coordinate Race Day set-up and provide customer service to sponsors on Race Day to ensure they have everything they need.
- **In-Kind Donations-** Actively solicit businesses for donations to use as fundraising incentives, team/individual awards and Race Day food/beverage needs. Manage solicitation lists, progress and collected donations. Assist with developing and implementing a plan for using incentives effectively in order to gain more fundraising participation.
- **Shop Komen-** Coordinate the Shop Komen tent which includes assisting with ordering, logistics, tent set-up and activation, etc.

Operations Committee

Coordinate behind-the-scenes activities including food/beverage, technology and main stage Race Day activities.

- **Information Technology-** Provides a range of technology support as it relates to the Race and other Komen Florida Suncoast events.
- **Stage Manager-** Coordinate all aspects of main stage Race Day activities, including Race Day entertainment, speakers, Race Day script, etc.
- **Food & Beverage Coordinator-** Manage inventory, pick-up/delivery, set-up and distribution of all food and beverages at the Race venue.