

ACS GenNow Network Chapter Leadership Descriptions



Membership Lead (filled)

The ACS GenNow Network recruitment lead is responsible for overseeing recruitment strategy and best practices for the chapter and represents the American Cancer Society (ACS) in the community.

This person is directly responsible for building relationships, developing volunteer leaders, advancing the overall work of the chapter, and continuously recognizing the hard work of the volunteers. They will use their sphere of influence to garner support for the three GenNow Network pillars: Mission, Mentorship, and Impact.

- Reports to the Membership Director of the chapter
- Oversees strategy for new chapter member recruitment
- Actively engages in recruitment efforts to foster chapter growth and development
- Knowledge and awareness of the community to help assure the chapter has diverse involvement from a variety of community sectors
- Partners with Membership Director and Engagement Lead to establish an on-boarding strategy for newly recruited chapter members
- Builds a subcommittee (as needed) to carry out and support responsibilities within the recruitment space of the chapter
- Serves as a chapter leader, helping to advance growth and development and enhance overall member experience
- Leads by example by incorporating the American Cancer Society's mission into recruitment effort for the chapter
- Attendance at all meetings; virtual or in person
- Sells at least three tickets to signature event (sales are credited towards \$1,000 annual fundraising goal)
- Brings at least two people to meetings and events throughout the year who might be interested in joining the chapter
- Volunteers for at least two non-GenNow ACS events

ACS GenNow Network Chapter Leadership Descriptions



Engagement Lead

The ACS GenNow Network chapter engagement lead reports to the Membership Director and is responsible for developing the involvement of each of the chapter members. To ensure that once they have committed to being involved, they are provided information and guidance on how to stay engaged with chapter activities and opportunities.

- Develops a plan for keeping chapter members engaged in the three pillars of the GenNow Network: Mission, Mentorship and Impact
- Partners with Membership Director and Recruitment Lead to establish an on-boarding strategy for newly recruited chapter members
- Works with mission director and mission lead to oversee the strategy, timeline and plan for educating chapter members on the mission of the American Cancer Society
- Serves as a chapter leader, helping to advance growth and development and enhance overall member experience
- Encourages professional growth of members by introducing ideas for new, relevant chapter activations
- Builds a subcommittee (as needed) to carry out and support responsibilities within the engagement and volunteer space of the chapter
- Oversees the strategy for providing chapter members with volunteer activation opportunities within other ACS programs and events
- Connects with ACS Staff Partner for updated list of available volunteer opportunities to be shared with the chapter members
- Leads by example by incorporating the American Cancer Society's mission into communication and interactions with chapter members
- Sells at least three tickets to signature event (sales are credited towards \$1,000 annual fundraising goal)
- Brings at least two people to meetings and events throughout the year who might be interested in joining the chapter
- Volunteers for at least two non-GenNow ACS events

ACS GenNow Network Chapter Leadership Descriptions



Mission Lead

The ACS GenNow Network chapter mission lead reports to the mission director in developing best practices and strategies to help educate the chapter on the mission of the American Cancer Society (ACS). They will consistently focus on elevating and advancing the knowledge of chapter members to empower them to be the best ambassadors of the ACS mission in the community.

- Works with mission director and engagement lead to oversee the strategy, timeline and plan for educating chapter members on the mission of the American Cancer Society
- Connects with ACS Staff Partner for materials, resources, and framework to support educating chapter members on ACS mission.
- Oversees the strategy for providing chapter members with information on mission-centric opportunities (Hope Lodge dinners, ACS Cares, events, etc.)
- Serves as a chapter leader, helping to advance the knowledge and awareness of ACS mission for chapter members.
- Builds a subcommittee (as needed) to carry out and support responsibilities within the mission space of the chapter
- Leads by example by incorporating the American Cancer Society's mission into communication and interactions with chapter members
- Attends and reports at chapter meetings; virtual or in person
- Responsible for following the chapter Give/Get commitment of \$1,000 annually

Network Opportunities Lead (filled)

The ACS GenNow Network chapter network opportunities lead reports to the mentorship director and is responsible for identifying and cultivating networking opportunities for the chapter members. These opportunities are intended to focus on fulfilling the mentorship pillar of the chapter.

- Cultivates and expands our chapter network within the market
- Fosters strategic partnerships and enhances collaboration opportunities for the chapter
- Oversee the coordination and communication of networking and mentorship opportunities with chapter members
- Serves as a chapter leader, helping to advance growth and development and enhance overall member experience
- Builds a subcommittee (as needed) to carry out and support responsibilities within the networking/mentorship space of the chapter
- Leads by example by incorporating the American Cancer Society's mission into communication and interactions with chapter members
- Attends and reports at all meetings; virtual or in person
- Sells at least three tickets to signature event (sales are credited towards \$1,000 annual fundraising goal)
- Brings at least two people to meetings and events throughout the year who might be interested in joining the chapter
- Volunteers for at least two non-GenNow ACS events

ACS GenNow Network Chapter Leadership Descriptions



Marketing Lead

The ACS GenNow Network marketing lead will work closely with the marketing/communications director in developing a timeline, carrying out marketing needs, and creating strong partnerships within the community to help with chapter marketing and promotions.

This person is responsible for knowing the best opportunities within the community to help market the success of the chapter. To have a pulse on the most effective ways to grow and develop the chapter through marketing in the community.

- Ensures that the opportunities and benefits of the chapter is known to the community
- Builds a subcommittee (as needed) to carry out and support responsibilities within the marketing space of the chapter
- Works with ACS Staff Partner to ensure that communication with electronic, print and broadcast media are completed in a timely manner
- Manages overall timeline and content of social media platforms for the chapter Leads by example by incorporating the American Cancer Society's mission into marketing opportunities
- Reports at meetings; virtual or in person
- Ensures that appropriate sponsors are named in press releases per the amenities that have been promised.
- Makes presentations at appropriate organizations and club meetings giving the mission statement for the organization, the scope of the chapter, and opportunities for involvement
- Searches for free sources of advertising (real estate publications, marquees, community magazines, billboards, etc.) that would target the chapter audience.
- Serves as a chapter leader, helping to advance growth and development and enhance overall member experience
- Sells at least three tickets to signature event (sales are credited towards \$1,000 annual fundraising goal)
- Brings at least two people to meetings and events throughout the year who might be interested in joining the chapter
- Volunteers for at least two non-GenNow ACS events

Third Party Events Lead (filled)

The ACS GenNow Network Third Party Events Lead will manage activities that serve as income sources to the chapter, while not being the primary event. This role will report to the Impact Director of the chapter.

This person is responsible for keeping the chapter members aware of other fundraising events and opportunities that are available to support.

- Primary contact for third-party fundraising events or activities hosted by members of the chapter
- Builds a subcommittee (as needed) to carry out and support responsibilities within the recruitment space of the chapter
- Serves as a chapter leader, helping to advance growth and development and enhance overall member experience
- Reports at meetings; virtual or in person
- Leads by example by encouraging the incorporation of the American Cancer Society's mission to third party activities and events
- Sells at least three tickets to signature event (sales are credited towards \$1,000 annual fundraising goal)
- Brings at least two people to meetings and events throughout the year who might be interested in joining the chapter
- Volunteers for at least two non-GenNow ACS events

ACS GenNow Network Chapter Leadership Descriptions



Sponsorship Lead (filled)

The ACS GenNow Network sponsorship lead will work closely with the impact director to cultivate, retain and steward sponsorship relationships for the chapter/event. This role also focuses on the development and maintenance of a pipeline of sponsors to continue to work on integrating to the chapter/event.

- Works with the ACS Staff Partner and Impact Director to create customized company ask materials as needed for potential sponsors
- Works with ACS Staff Partner and Impact Director to develop a prospect list with individuals and companies to be considered for event sponsorship or underwriting.
- Assists in the recruitment of a strong subcommittee that will offer additional names of individuals and companies that can be approached for event support and ensures that the list is properly vetted through ACS channels.
- Reports at meetings; virtual or in person
- Leads by example by connecting sponsorship asks to the American Cancer Society mission
- Begins sponsorship and underwriting solicitation process ten (10) months before the event date (at a minimum) and recruits sponsors according to best practice benchmarks and event deadlines
- Manages follow up to sponsor asks, commitments, payments, etc. as needed
- Ensures that sponsorship and underwriting benefits are carried out
- If a company declines sponsorship, ensures that information is shared regarding other partnership opportunities
- Supports completion of impact reports upon wrap up of event to steward sponsors
- Serves as a chapter leader, helping to advance growth and development and enhance overall member experience
- Sells at least three tickets to signature event (sales are credited towards \$1,000 annual fundraising goal)
- Brings at least two people to meetings and events throughout the year who might be interested in joining the chapter
- Volunteers for at least two non-GenNow ACS events