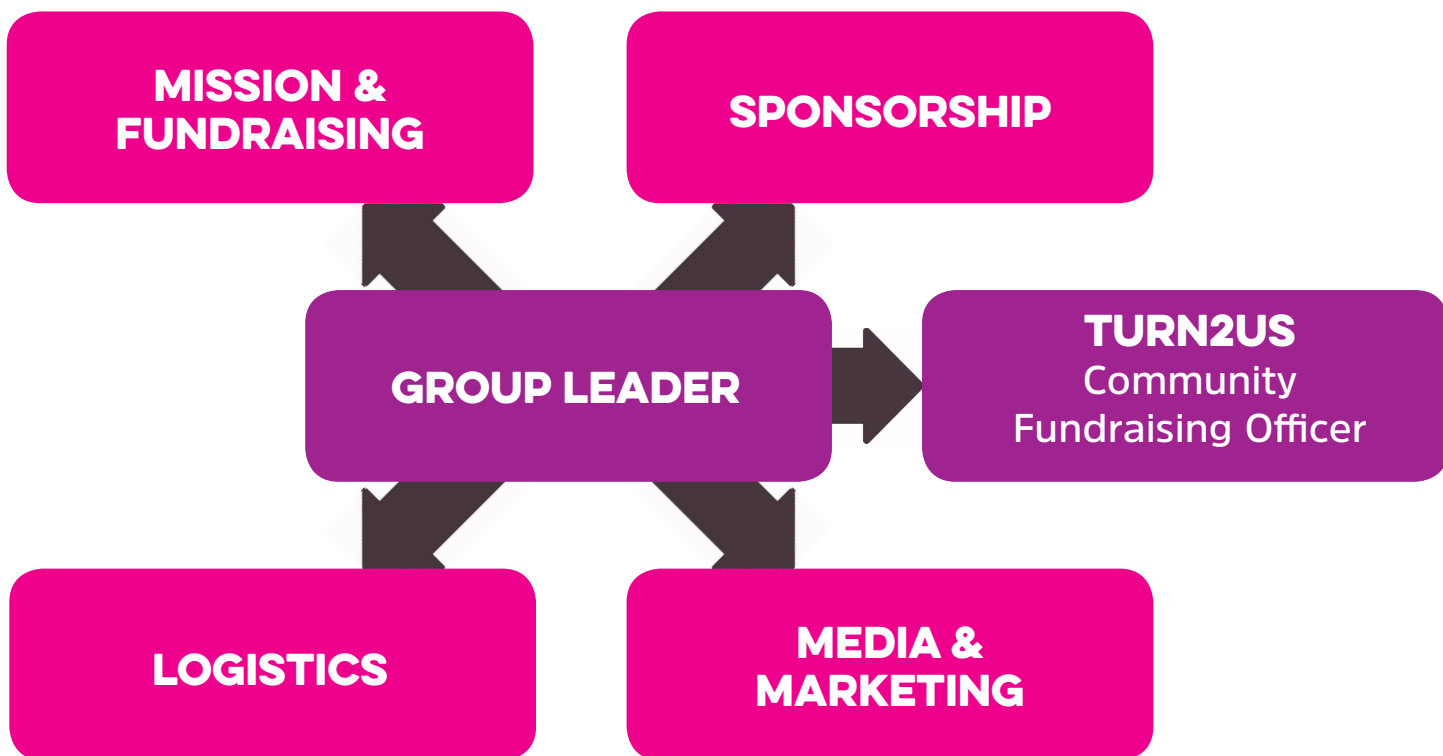


ORGANISING GROUP STRUCTURE



GROUP LEADER (1-PERSON)

Person specifications:

- Extremely well organised with a strong attention to detail
- Strong leadership and communication skills
- Respect and understand the roles of other committee members and Turn2us staff

Responsibilities:

- Liaise with Turn2us on registration and JustGiving event page setup
- Organise meeting dates and location
- Chair meetings (send out agenda and meeting minutes)
- Determine goals and outcomes for the event (e.g. anticipated financial and registrant targets)
- Develop the budget and monitor expenditure
- Work with each committee member to ensure their responsibilities are being achieved effectively and efficiently and assist accordingly
- Act as spokesperson for your event
- Be the go-to person for event enquiries

Support provided by Turn2us:

- One-on-one meeting with Turn2us staff member
- Ongoing support and mentorship from Turn2us through email, phone and skype
- Registration, fundraising and branding support
- On-the-day administration support

MEDIA & MARKETING (1-PERSON)

Person specifications:

- Has a keen interest and experience in social media
- Creative flair and ideas of looking outside the box
- Respect and understand the roles of other committee members and Turn2us staff
- Strong communication skills and attention to detail

Responsibilities:

- Recruitment of runners
- Create a communication plan to include all key messaging of media
- Liaise with Turn2us in regard to all branding
- Liaise with turn2us in regard to printing of collateral
- Draft and edit of all social media postings
- Draft and edit of all traditional media
- Pursue other creative publicity ideas and execute accordingly
- Recognise top performers in fundraising and recognise their efforts through media
- Build a relationship with local media outlets to pitch story ideas
- Invite media contacts to the event to gain post-event coverage. Meet them on the day and answer any questions they may have, give them pointers of best spots for photography and videography
- Have spokespeople (both your leader and Turn2us staff) readily available for interviews
- Distribute event collateral through all avenues such as noticeboards, heavy traffic areas, newsletters and social clubs

Support provided by Turn2us:

- Ongoing support and mentoring from Turn2us through email, phone and skype
- Branding support

LOGISTICS (1-2 PEOPLE)

Person specifications:

- Extremely well organised, strong communication skills and attention to detail
- Can handle multitasking
- Respect and understand the roles of other committee members and Turn2us staff

Responsibilities:

- Source best location for event
- Work with the chair to make all necessary facility arrangements, including details on safety, permission to use amenities, access to water and power, clean up arrangement
- Acquire correct permits for venue
- Work with the leader and relevant committee members to organise launch event
- Organise track activities such as foam room, light tunnel etc.
- Organise DJ or after party / event
- Secure all items needed for smooth running of the event, such as chairs, tables, tents, PA systems, lighting, stage and other relevant items
- Undertake a risk assessment
- Measure course. Design site layout map and decide where start/finish, track activities, post-event entertainment and registration tents will be located
- Recruit and manage on-the-day volunteers or volunteer group for set up, pack up and track assistance.
- Organise and manage on-site first aid
- Act as first point of contact regarding event issues and work to solve these issues while keeping leader and committee in the loop

Support provided by Turn2us:

- Ongoing support and mentorship from Turn2us through email, phone and skype.

SPONSORSHIP (1-2 PEOPLE)

Person specifications:

- Very strong communication skills and a passion for developing new relationships within the community
- Well organised and strong attention to detail
- Respect and understand the roles of other committee members and Turn2us staff

Responsibilities:

- Set up your sponsorship goals and strategize how you will reach these goals
- Determine sponsorship proposal levels and benefits according to community and event size
- Contact sponsors face-to-face or by phone before sending sponsorship proposal via email or post
- Maintain communication and relationship with potential and confirmed sponsors
- Consider the desires and needs of your sponsors and work with them to meet these through whatever level of sponsorship they have signed up for (e.g. stall at event or activity run at event)
- Recognize and thank sponsors appropriately throughout and post-event

Support provided by Turn2us:

- Ongoing support and mentorship from Turn2us through email, phone and skype.

MISSION AND FUNDRAISING (1-PERSON)

Person Specifications:

- A passion for making a difference in the community and getting people involved
- Well organised and strong attention to detail
- Respect and understand the roles of other committee members and Turn2us staff

Responsibilities:

- Educate yourself and your committee on Turn2us' mission and the message you want your audience to receive (Liaise with Turn2us staff member for information)
- At each committee meeting, communicate a new statistic or fact about Turn2us/poverty to your committee to motivate the message into the core organisation of the event
- Work with registrants who would like to do their own form of fundraising pre-event, providing them with appropriate materials and assistance
- Work with Media and marketing to provide case study examples for social and traditional media
- Organise an on-the-day mission activity which will get participants involved pre and/or post event (Liaise with Turn2us for guidance)
- Organise a guest speaker for on-the-day event

Support provided by Turn2us:

- Ongoing support and mentorship from Turn2us through email, phone and skype