

Gala Experience Planning Committee –Job Description



Responsible To: American Cancer Society – South Region
Staff Partner: Christina Valentine, Senior Development Manager
Time Commitment: Minimum 2-4 hours per month. Attend monthly committee meetings held in-person or virtually.
Recruited By: ACS Staff Partner

DESCRIPTION

The American Cancer Society invites you to continue the legacy of the Champions of Hope Gala as one of Denver’s premier events by serving as a member of the Experience Planning Committee. This committee will work with the ACS Staff Partner to create a meaningful and inspiring event experience to support the success of the Gala.

GENERAL DUTIES

- Understand and help promote the mission of the American Cancer Society
- Attend planning meetings via phone, video conference or in-person
- Take on tasks to be completed outside of meetings
- Assist with gala set up and tear down
- Attend or volunteer at night of gala
- Help sustain the committee by recruiting other volunteers

ROLES & RESPONSIBILITIES

Primary focus will be to drive revenue through the procurement of high-valued silent and live auction items. Each committee member is responsible for establishing 25 new business leads and obtaining items to be packaged with a fair market value of \$400 or more.

Auction: Solicit and procure unique, one-of-a-kind silent and live auction items and experiences, work to “package” items, write package descriptions, strategize values, and stage the items for the event, assist at auction close.

Revenue Enhancers: Develop revenue enhancing activities for the night of gala and secure donations as needed. This may include a wine/liquor pull, Golden Ticket, games, etc. (maximum of 2).

Entertainment & Decor: Help select and coordinate entertainment and décor based on gala theme. Work with photographer, photo booth and musical entertainment on night of gala.

Volunteer Recruitment & Coordination: Recruit, manage and train event volunteers. Develop and implement thank you plan post-event.

Stewardship: Thank guests, sponsors, and donors in meaningful ways.

RECOGNITION:

In appreciation of your participation, you will be recognized in the following ways:

- Membership on the Experience Planning Committee for Champions of Hope Gala.
- Recognition on Champions of Hope Gala event collateral.

QUALITIES:

- Have a desire to advance the mission of the American Cancer Society.
- Ability to make necessary time commitment to the position.
- Strong leadership skills with the ability to work well with other people.
- Assertiveness and willingness to leverage contacts by asking for underwriting support, silent and live auction items, etc.
- Community leader with the ability and connections to enlist strong business contacts, community contacts, and key community leaders.
- Able to serve as a positive community representative for ACS and the event.