

Down and Dirty 5km Obstacle Course – Committee Member: Marketing/Community Outreach (4 positions available)

Our strategic goals at the Alberta Cancer Foundation are focused on helping Albertans every step of the way. They include: prevention and early detection/screening; diagnosing cancer early, reducing its risk, improving the effectiveness of treatment and improving the care and quality of life for patients and families. Fundraising events such as Down and Dirty 5km Obstacle Course is vital in helping the Foundation reach our goals of investing \$20 million dollars annually across the province.

This role would work closely with event organizer, Dr. Rob Deltombe, to coordinate outreach to communities and businesses to help with event exposure, sponsor acquisition and prize acquisition.

Responsibilities:

Specifically this role would be responsible for:

- Coordinating outreach to communities and businesses to help with event exposure, sponsor acquisition and prize acquisition.
- Developing a list of potential sponsors/groups within the following categories: recreation and competitive sports teams, health and wellness clinics, gyms and fitness studios, etc.
- Communicate with decision maker to determine appropriate event support.

Time commitment:

- Can be as short or as long as volunteer committee member chooses.

Skills:

To be successful in this position it is beneficial to have the following knowledge, skills and abilities:

- Awareness of Alberta Cancer Foundation, its mission, vision and values
- Research skills
- Computer skills
- Ability to work as part of a team

This volunteer role reports directly to:

- Dr. Rob Deltombe, volunteer event organizer for the Alberta Cancer Foundation

Following your contribution will be an informal dual feedback process where the Alberta Cancer Foundation and volunteer can determine if contribution to the event meets desired outcomes as outlined by event organizer.

Thank you for your interest in supporting the Alberta Cancer Foundation and for making life better for Albertans facing cancer.

