



The Butterfly Run Ottawa/Gatineau Organizing Committee Roles & Responsibilities

Positions:

#	Position	Current Incumbent
1	Chair	Vacant
2	Marketing and Media Coordinator	Vacant
3	Social Media Coordinator	Amanda Hardonk
4	Sponsorship Coordinator	Vacant
5	City Liaison Coordinator	Rachel Samulack
6	Fundraising Coordinator	Vacant
7	Run Coordinator	Vacant
8	Volunteer Coordinator	Vacant
9	Outreach Coordinator	Vacant
10	Treasurer	Vacant
11	Administrative Assistant	Vacant

Descriptions of Positions:

1. Chair (VACANT)

- Provides leadership for the overall event planning process
- Orchestrates the overall production, providing guidance to the committee and volunteers as needed
- Acts as the spokesperson for the entire group (ex. acts as spokesperson with the media, at the event, on the radio, etc. - as coordinated by the Marketing and Media Coordinator)
- Communicates responsibilities and ensures objectives are met
- Recruits committee members and leads committee succession planning
- Organizes and chairs committee meetings
- Solicits guidance from past committee members, for mentorship

Last Updated: 3 February 2018

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To volunteer, e-mail: butterflyrunottawa@gmail.com

For more information, visit: www.butterflyrunottawa.ca



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2. Marketing and Media Coordinator (*VACANT*)

- Oversees all marketing, advertising and promotion with newspapers, radio and television
- Designs all materials (signage, brochures, tickets, programs, shirts, etc.)
- Prepares press releases and interacts with media
- Solicits local media (ex. radio stations) for attendance at the event
- Researches promotional opportunities and creates a promotion schedule
- Develops and maintains a media contact list
- Creates and distributes media packages, press releases and follow-up advertising
- Oversees layout and printing of all materials
- Assists with the design of signage, including sponsor recognition
- Oversees design and final copies of video presentations
- Develops event programs
- Coordinates post-event thank you messaging

3. Social Media Coordinator (*Amanda Hardonk*)

- Manages website and social media accounts (Facebook, Twitter and Instagram)
- Maintains the website, including the blog
- Utilizes messaging prepared by the Marketing and Media Coordinator and Sponsorship Coordinator

4. Sponsorship Coordinator (*VACANT*)

- Establishes a list of all potential sponsorship opportunities at varying financial levels
- Develops and maintains a sponsorship package
- Contacts local businesses and seeks sponsorships
- Manages a list of contacts, requests and outcomes
- Prepares sponsorship material and information for the website (provided to the Social Media Coordinator)
- Ensures all sponsors receive all benefits as outlined in sponsor agreements in recognition for their financial contributions prior to, during and after the event
- Writes thank you letters to all sponsors and supporters



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5. City Liaison Coordinator (*Rachel Samulack*)

- Liaises with the City of Ottawa for events calendars, permits, permissions, advice, etc.
- Ensures that the event has insurance (researches and chooses event insurance)
- Completes any forms or paperwork as required with the City of Ottawa

6. Fundraising Coordinator (*VACANT*)

- Organizes fundraising events (ex. paint nite, silent auction)
- Coordinates all aspects of these fundraisers, including volunteers and promotion for these events
- Works closely with the Marketing and Media Coordinator and Social Media Coordinator to ensure fundraising efforts are marketed
- Solicits for door prizes
- Writes thank you letters for silent auction donations

7. Run Coordinator (*VACANT*)

- Plans and coordinates all aspects of the run (race route, signage on the route, water stations, registration, food, drinks, chairs, tables, set up, tear down, timing, ordering medals, decorating the venue etc.)
- Provides maps of the run area with directions for volunteers and participants, for use day-of and also for communications online (provided to the Social Media Coordinator)
- Liaises with first aid attendants
- Collaborates with foundations such as the Senators Foundation for online registration, follows up with the Senators Foundation to keep track of number of registrants
- Solicits help from volunteers, via the Volunteer Coordinator, as needed
- Plans and leads registration and race kit pick up logistics
- Orders race kits and contents of race kits, and coordinates the preparation of these kits

8. Volunteer Coordinator (*VACANT*)

- Solicits volunteers as required
- Communicates with volunteers

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- Fosters an environment that promotes self-motivation and ambition to act on their own initiative and embraces a team concept
- Establishes a list of potential volunteers and recruits volunteers for specific tasks
- Creates a volunteer schedule including replacement help when needed
- Establishes a protocol for volunteer recognition
- Creates opportunities for volunteer succession planning through mentor programs and post event evaluations
- Ensures the volunteer experience is meaningful, fulfilling, and most importantly fun!

9. Outreach Coordinator (*VACANT*)

- Establish and maintain contacts and outreach with organizations, programs and services in the fields of perinatal loss, infant loss and infertility
- Leads political outreach initiatives (engaging with politicians)
- Act as the lead liaison between The Butterfly Run and Mom Friends to support the Butterfly Box

10. Treasurer (*VACANT*)

- Establishes a budget and maintains financial controls

11. Administrative Assistant (*VACANT*)

- Takes minutes at committee meetings
- Manages e-mail account