

ACS GenNow Network Philadelphia Chapter Leadership Descriptions



Chapter President

The ACS GenNow Network chapter president is the volunteer leader of the chapter and represents the American Cancer Society (ACS) in the community. This person is 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.

- The chapter president will be responsible for overseeing all director roles: Mission, Mentorship, Membership, Mark/Comm, Impact
- Serves as overall chapter leader, helping to advance growth and development and enhance overall member experience
- Actively engages in recruitment efforts to foster chapter growth
- Encourages professional growth of members by introducing ideas for new, relevant chapter activations
- Leads by example by incorporating the American Cancer Society's mission into chapter activities
- Presides at all meetings; virtual or in person
- Leads the chapter for a recommended term of two years
- Provides strategic volunteer leadership for the chapter
- Mentors the vice president and other chapter leaders
- Establishes and drives annual strategies and financial goals
- Coordinates chapter communications in conjunction with ACS partner
- Sells at least five tickets to signature event (sales are credited towards \$2,500 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

Chapter Vice President

The ACS GenNow Network chapter vice president is the volunteer leader of the Chapter and represents the American Cancer Society (ACS) in the community. The chapter vice president is 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.

- The chapter vice president will be responsible for overseeing all director roles: Mission, Mentorship, Membership, Mark/Comm, Impact
- Commits to transitioning to the role of president when the current leader's two-year term is complete
- Serves as a chapter leader, helping to advance growth and development and enhance overall member experience
- Actively engages in recruitment efforts to foster chapter growth
- Encourages professional growth of members by introducing ideas for new, relevant chapter activations
- Leads by example by incorporating the American Cancer Society's mission into chapter activities
- Presides at all meetings; virtual or in person
- Leads the chapter for a term of two years
- Provides strategic volunteer leadership for the chapter
- Mentors other chapter leaders
- Establishes and drives annual strategies and financial goals
- Sells at least five tickets to signature event (sales are credited towards \$2,500 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

Membership Director

The ACS GenNow Network chapter membership director will work closely with the president and vice president in developing strategies for membership growth, retainment, engagement, and development.

This person is responsible for implementing structures and foundations to steward chapter members, as well as creating strong community relationships to meet growth and retention goals.

- The membership director will be responsible for overseeing: **Recruitment Lead and Engagement Lead**
- Attends and reports at chapter meetings; virtual or in person
- Leads by example by incorporating the American Cancer Society's mission into chapter activities
- Oversees strategies for new member recruitment
- Sells at least five tickets to signature event (sales are credited towards \$2,500 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

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Mission Director

The ACS GenNow Network chapter mission director will work closely with the president and vice president 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.

This person is responsible for integration of the ACS mission into meetings, activities, and events while also cultivating opportunities for chapter volunteers to support ACS in other mission capacities.

- The mission director will be responsible for overseeing: **Mission Lead**
- Ensures chapter members are well informed about volunteer opportunities and additional ways to support ACS outside of signature event(s)
- Implements at least 1 mission-focused project within the chapter (advocacy, patient support, research, etc.)
- Attends and reports at chapter meetings; virtual or in person
- Leads by example by incorporating the American Cancer Society's mission into chapter activities
- Mentors chapter members and leads
- Sells at least five tickets to signature event (sales are credited towards \$2,500 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

Mentorship Director

The ACS GenNow Network chapter mentorship director will work closely with the president, vice president, and ACS Partner to develop strategies and mentorship opportunities for the chapter members. They should be focused on the professional development and networking interests of the members and finding ways we can leverage ACS partnerships to create opportunities to achieve them.

This person is responsible for recognizing how we can best serve our chapter members in the mentorship capacity.

- The membership director will be responsible for overseeing: **Network Opportunities Lead**
- Coordinate and communicate mentorship opportunities with chapter members (trainings, lunch & learns, panel Q&As, happy hours, 1:1 connections, etc.)
- Attends and reports at chapter meetings; virtual or in person
- Sells at least five tickets to signature event (sales are credited towards \$2,500 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

Marketing & Communications Director

The ACS GenNow Network chapter marketing and communications director will work closely with the chapter president and vice president in developing strategies to market the three GenNow Network pillars: Mission, Mentorship, and Impact.

This person is responsible for building relationships in the community that will bolster the brand of both the GenNow Network chapter and the American Cancer Society (ACS) in a positive light and bring awareness to the work of ACS as well as funding and partnership opportunities.

- The marketing & communications director will be responsible for overseeing: **Marketing Lead**
- Attends and reports at chapter meetings; virtual or in person
- Leads by example by incorporating the American Cancer Society's mission into chapter activities
- Oversees management of ACS GenNow Network Website
- Oversees management of ACS GenNow Network Social Media
- Collaborates with the event chair on event needs
- Builds strong community relationships to support the ACS mission and outreach efforts
- Sells at least five tickets to signature event (sales are credited towards \$2,500 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

Impact Director

The ACS GenNow Network chapter impact director will work closely with the chapter president & vice president in developing strategies for sponsorship growth, retainment, and goal achievement.

This person is responsible for implementing structures and foundations to ensure all chapter members are working toward their annual Give/Get fundraising commitment. They will work closely with their American Cancer Society (ACS) partner and with the ACS Corporate team to make strategic asks, align on income needs, and to develop pipelines for new members, volunteers, and sponsors. The impact director is responsible for building strong and bold relationships in the community that will bolster and support targeted goals toward income.

- The impact director will be responsible for overseeing: **Third Party Events**
- **Lead**
- Attends and reports at chapter meetings; virtual or in person
- Leads by example by incorporating the American Cancer Society's mission into chapter activities
- Oversees strategies for new sponsorship pipelines for goal attainment
- Oversees membership Give/Get opportunities and identifies areas of opportunity within the chapter for member engagement
- Tracks income progress and drives strategies for success
- Manages chapter budget responsibilities with ACS partner
- Sells at least five tickets to signature event (sales are credited towards \$2,500 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



Event Chair

The ACS GenNow Network event chair will work closely with the impact director in developing the outline, logistics, theme, and plans for the chapter event. They will oversee the Sponsorship Lead.

This person is responsible for building strong community relationships that will result in a memorable event experience including, but not limited to: venue, décor, food, beverage, guests, and revenue enhancers.

- The event chair will be responsible for overseeing the planning committee and **Sponsorship Lead**
- Reports at meetings; virtual or in person
- Leads event planning committee meetings
- Leads by example by incorporating the American Cancer Society's mission into chapter activities
- Leads by example, using community connections to enhance events
- Mentors committee members and leads
- Appoints committee leads
- Oversees management of event logistics: venue, permitting, layout, timelines, etc.
- Oversees management of event experience: décor, food, beverage, game play, ticket pricing (offering), entertainment, layout, etc.
- Manages event budget in collaboration with ACS partner
- Collaborates with marketing and revenue directors on event needs
- Sells at least five tickets to signature event (sales are credited towards \$2,500 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