



Outreach & Engagement Coordinator, Cycling Committee Volunteer Position

**Volunteer- Two Year Term
February 2020**

About ALS Society of Canada

A charitable organization that lives its values of **accountability, collaboration, compassion, integrity, resiliency** and **respect**, ALS Society of Canada works with the ALS community to improve the lives of people affected by amyotrophic lateral sclerosis through support, advocacy and investment in research for a future without ALS. Fully funded by donors, we were fortunate to benefit from the generosity of Canadians during the Ice Bucket Challenge of 2014, and are now focused on implementing our 2018 to 2023 strategic plan in support of the following long-term impacts: people affected by ALS receive the best possible standard of care; more treatments are available to improve quality of life and extend lifespan; and people are empowered to make informed decisions about ALS.

Our world is challenging. The people we serve are dealing with a devastating illness. But in the midst of it, their resiliency and spirit is remarkable and moving. You will be touched by the community and will find a way to naturally and effectively engage.

About ALS Society of Canada's Cycling Event

ALS Society of Canada will be adding to its signature event series with the addition of a new cycling event in 2021. This cycling event will be a one-day fundraiser with multiple route lengths to choose from through beautiful, scenic Ontario by bike! Launching the campaign in late 2020, we are looking for passionate volunteers to join this committee-led event, from planning through to launch!

Role Description

The Outreach & Engagement Coordinator will work with ALS Society of Canada staff to develop and oversee the implementation of ALS Society of Canada's inaugural Cycling Fundraiser. The primary function of their role will be to oversee the recruitment of volunteers and participants for the event day for the Cycling event, serve as an advisor to staff leads and support the overall execution and strategic vision of the event.

Responsibilities

- Demonstrate leadership
- Support and influence the vision and direction of ALS Society of Canada's Cycling fundraising event, within the mandate of the committee
- Establish and build a strong, effective and a constructive working relationship with Staff Leads and committee members
- Support the recruitment and training of event day volunteers
- Develop connections with local schools and organizations to recruit event day volunteers
- Support the recruitment of event participants and promotional materials

- Responsible for Bike Show Logistics (e.g. set up/ tear down, working the booth)
- Source other shows/ fairs to attend
- Create relationships with local schools, teams regarding event day volunteer recruitment
- Assists with team and participant recruitment efforts
- Utilize personal networks to develop potential partnership and sponsorship opportunities
- Attend bimonthly in person committee meetings
- Abide by committee terms of reference
- Act as an ambassador for the cause and organization
- Attend external networking events as a representative and spokesperson for ALS Society of Canada as required
- Encourage event participation within personal network
- Fundraises to the VIP level
- Attend ALS Society of Canada's Cycling event in spring 2021

Qualifications

- Previous experience volunteering as a part of a not for profit/ health charity committee,
- Experience leading or supporting charity fundraising events, or experience with cycling events an asset
- Professional experience with event management and/or volunteer management required
- Strong understanding of fundraising
- Strong attention to detail and creative problem-solving skills
- Previous experience leading or supporting charity fundraising events; experience with cycling events an asset
- Willingness to leverage personal networks to develop partnership and sponsorship opportunities
- Previous experience volunteering as a part of a not for profit health charity committee an asset
- Strong English written and verbal communication abilities
- Experience working with people with diverse backgrounds
- Interest in working with and supporting individuals and families affected by ALS
- Ability to attend in-person meeting in Toronto every 2 months and commit an estimated 4-6 hours monthly

Apply

Submit a cover letter and resume in pdf format to volunteer@ALS.ca by March 31st, 2020. Please be sure to indicate the position title in your subject title.

ALS Canada is committed to accommodating the individual needs of candidates, in accordance with the Accessibility for Ontarians with Disabilities Act (AODA), ALS Canada is committed to accommodating applicants with disabilities within our recruitment processes. Please contact the HR department at volunteer@als.ca if you require an accommodation during the recruitment process.

ALS Canada is committed to being an equitable employer, we strongly encourage people from equity seeking groups to apply.