



SPONSOR LEAD POSITION DESCRIPTION

Reports to: Committee Chair/Co-Chairs

Interacts with: Threads of Life staff, Committee Volunteers, local business leaders

Time Commitment: The Steps for Life Sponsor Lead can expect to contribute approximately 6 hours per month from October to May in preparation for and attending Steps for Life.

Responsibilities:

- In consultation with the Chair/Co-Chair, establish the sponsor goals for the coming year.
- Collaborate with the Regional Development Coordinator on efforts to renew sponsors from previous year's walk.
- Work with the committee to identify potential sponsors and develop a plan for initial contact and follow up.
- Document all sponsor solicitation activity and provide a sponsorship report at monthly committee meetings.
- Act as main point of contact for Sponsor Sub-Committee, if applicable.
- Be familiar with the Steps for Life Community Sponsorship levels and ensure that sponsors receive appropriate recognition and stewardship during all stages of walk planning.
- Encourage sponsors to complete the online Sponsor Commitment Form in advance of the deadline.
- Join the Steps for Life committee online chat group and receive notifications to stay up to date on activities and access campaign images and messaging suggestions.
- Report volunteer hours.
- Ensure local sponsors receive a thank you letter following the walk.
- Register and participate on the day of the walk.
- Raise money, either individually or with a team, in support of the walk.

Suggested skills/experience:

- Comfortable to initiate contact with potential sponsors.
- Extensive knowledge of the local business community.
- Strong organizational, communication and interpersonal skills.
- Aware of and able to communicate Threads of Life's mission, vision, and values.
- Familiarity with CRA tax receipt guidelines.

Requirements:

All new volunteers must complete a volunteer application form. The Sponsor Lead will be required to review and sign off on the Threads of Life Code of Conduct and Transportation policies every 2 years.

Threads of Life is a national charity supporting families who have experienced a workplace fatality, life-altering injury, or illness. Our mission is to help families heal through a community of support and to promote the elimination of life-altering workplace injuries, illnesses, and deaths.

Steps for Life is the primary fundraising event for Threads of Life. Steps for Life walks, which are planned by volunteer committees, take place across the county each spring.