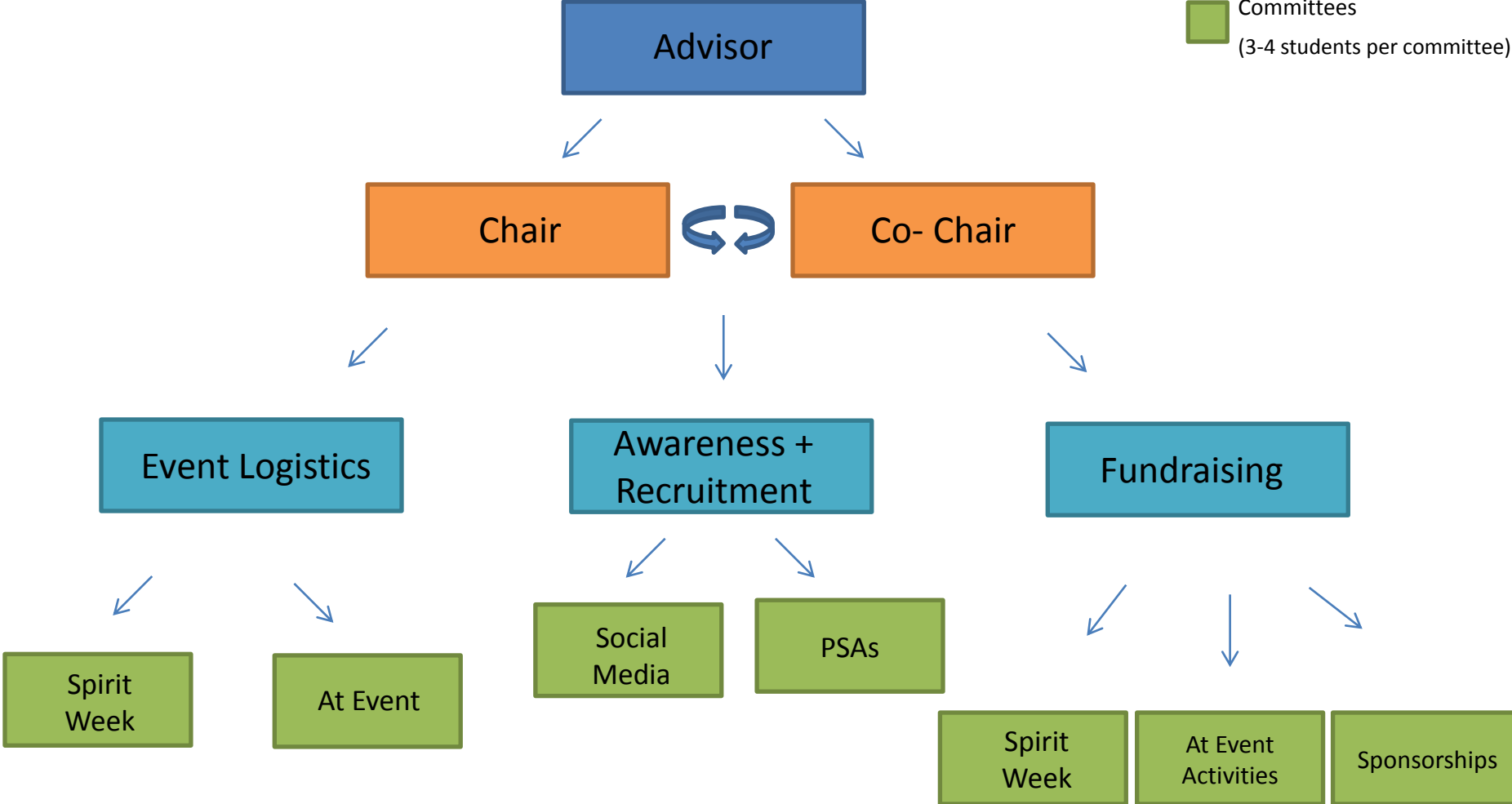


TEAM UP for ST. JUDE™

Spirited by Varsity

- Chair
- Committee Director
- Committees
(3-4 students per committee)



Varsity BRANDS

stjude.org/varsity | #TeamUp4StJude

Advisor

Who:

- Cheer Coach, Teacher, Faculty/ Staff

Roles + Responsibilities:

- Gain approval from Athletic Director and/or Principal to host a Team Up for St. Jude event
- Manage relationship with St. Jude representative
- Advise and assist Leadership Board

Chair and Co-Chair

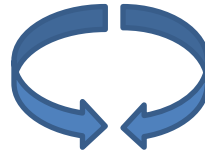
Who:

- Student

Roles +

Responsibilities:

- Manages sub-committees
- Manages communication with advisor
- Leadership Board Spokesperson



These two students work closely together in managing the board and event as a whole

Who:

- Student

Roles +

Responsibilities:

- Leads board meetings
- Sends e-mail communication such as meeting minutes

Chair Director + Committees

Event Logistics Chair

- Leads and manages the Spirit Week and At Event committees in creating the logistics of the Team Up for St. Jude event

Spirit Week Committee

- Manages logistics of activities/ fundraisers leading up to the event
 - Meets with advisor to gain permission for fundraising at school
 - Works closely with the fundraising committee to plan and schedule activities

At Event Committee

- Manages logistics of activities at the Team Up for St. Jude Event
 - Meeting and Organizing a meeting to gain permission to receive a portion of the ticket sales and/or concession stand to go to St. Jude, Half time check presentation, Donation Dash between crowds

Chair Director + Committees

Awareness + Recruitment Director

- Leads and manages the Social Media and PSA committees in spreading awareness of St. Jude Children's Research Hospital

Social Media Committee

- Manages Social Media accounts
 - Promote the event via social media (Facebook event, Twitter, Instagram, etc.)
 - Use the hash tag #TeamUp4StJude

Public Service Announcements Committee

- Manages PSAs to spread the word about the event
 - Daily reminders of the event and Spirit Week fundraisers during morning announcements
 - School Newspaper/ School TV
 - Creating script for At Event announcements

Chair Director + Committees

Fundraising Director

- Leads and manages the Spirit Week, At Event, and Sponsorship committees in creating fundraising plan before and during the Team Up for St. Jude Event

Spirit Week Committee

- Plans activities during spirit week
 - Activities Monday-Friday leading up to event
 - Coin Wars, Donation Dash, Dress Down Day, *Create your own*

At Event Committee

- Plans fundraising events at the event
 - Portion of ticket sales, Battle against the Bleachers, Portion of concession stands, *Create your own*

Sponsorship Committee

- In charge of contacting local businesses for sponsorship opportunities
- Go to stjude.org/teamup for sponsorship suggestions

Best Practices

- Form your executive board a minimum of 6 weeks prior to event date
- Have *bi-weekly* meetings with the whole board
- Chair Directors + Committees should meet *weekly*
- Determine the best way to communicate as a board:
 - Facebook Page
 - Group Text
 - Google Docs
- Have Fun!!

