



# OUTREACH & ENGAGEMENT COORDINATOR

## Revolution Ride-Sunday, September 25<sup>th</sup> 2022

Volunteer Opportunity - 2-year term

### Role Description

The Outreach & Engagement Coordinator will work on behalf of the ALS Society of Canada to oversee the implementation of ALS Canada's 2nd annual Revolution Ride. The primary function of their role will be to lead and oversee the recruitment of volunteers and participants for the cycling event day, serve as an advisor to ALS staff, and support the overall execution and strategic vision of the event.

### About ALS Society of Canada's Cycling Event

In 2021 the ALS Society of Canada added to its signature event series with the addition of a new cycling event, Revolution Ride, which was a resounding success raising over \$250,000! Revolution Ride will continue annually as a volunteer-powered, fundraising event that unites recreational, intermediate and avid cyclists who want to challenge themselves to do more in support of those we have loved and lost or who are facing ALS today. This cycling event will be a one-day fundraiser with multiple route lengths to choose from through beautiful, scenic Ontario by bike! We are looking for passionate volunteers to join this committee-led event, from planning through to launch!

### What you'll do

- Support and influence the vision & direction of ALS Canada's Revolution Ride Cycling Event, within the mandate of the committee
- Build a strong, effective and collaborative working relationship with committee members
- Lead recruitment and training of event day volunteers
- Initiate connections & build relationships with local schools, organizations and teams to recruit event day volunteers
- Be responsible for logistics of attending promotional events (e.g. set up/ tear down, working the booth)
- Engage personal networks to recruit volunteers for event day
- Attend bimonthly virtual meetings & possibly in- person committee meetings closer to event day
- Act as an ambassador for the cause and organization

Waterstone  
CANADA'S  
**MOST  
ADMIRABLE**  
CORPORATE  
CULTURES  
2020

*Continued next page...*

# OUTREACH & ENGAGEMENT COORDINATOR

- Attend external networking events as a representative and spokesperson for the ALS Society of Canada as required, and source other shows/fairs to attend
- Fundraise to the entry level
- Be available for the weekend of September 24<sup>th</sup>, 2022 helping with set-up and preparation for the event
- Attend and work as a committee member for the ALS Society of Canada's Revolution Ride on Sunday, September 25<sup>th</sup> 2022

## What we are looking for

- Excellent organizational, leadership and interpersonal skills
- Exceptional outreach, promotion, and relationship building abilities
- High level of initiative & enthusiasm to promote Revolution Ride & inspire supporters/volunteers
- Strong English written and verbal communication abilities
- Inspired to approach local business owners and make outreach calls
- Strong attention to detail and creative problem-solving skills
- Knowledge in leading/supporting charity fundraising or cycling events an asset
- Previous background volunteering as a part of a not for profit committee an asset
- Prior background leading volunteer initiatives
- Experience working with people with diverse backgrounds
- Interest in working with and supporting individuals and families affected by ALS
- Ability to commit 4 hours monthly and attend 2-hour bi-monthly meetings and additional meetings closer to the event as required

## Join us today!

Submit a resume to Linda Terry: [volevents@als.ca](mailto:volevents@als.ca)

Please be sure to indicate the volunteer position title in your subject title.

ALS Canada is committed to being an equitable organization & strongly encourages people from equity-seeking groups to apply. ALS Canada is committed to accommodating applicants with disabilities within our recruitment process. Please contact the Volunteer Services department at [volevents@als.ca](mailto:volevents@als.ca) if you require accommodation.

## What you will be part of

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. By joining us you will be an important part of a very special community that inspires and touches one another's lives in our united vision to end ALS.**