



Walk Planning Committee Roles

Each planning committee role is an essential part of the success of the IG Wealth Management Walk for Alzheimer's at our in-person events. These committee members will take a lead on these responsibilities for their specific areas while working closely and collaboratively with the Alzheimer Society of PEI Philanthropy & Events Coordinator, who serves as the Walk Lead. Together, they ensure alignment, provide direction, and support one another to create an impactful and memorable event.

Volunteer Ambassador - Recruitment & Coordination

Role Overview:

The Volunteer Point Person plays an essential role in ensuring the success of the Walk by helping coordinate and supporting all day-of-event volunteers. This role is carried out in conjunction with the Alzheimer Society Walk Lead, working collaboratively to ensure every volunteer feels valued, prepared, and empowered to contribute meaningfully.

Key Responsibilities:

- Attend committee planning meetings as required.
- Volunteer Coordination:
 - Collaborate with the Alzheimer Society Walk Lead to assign volunteers to appropriate tasks before and during the event.
 - Assist with volunteer check-ins on Walk Day, ensuring everyone knows their roles and responsibilities.
 - Serve as the primary point of contact for volunteers throughout the event, alongside the guidance of the Walk Lead.
 - Partner with the Event Site Ambassador to ensure volunteer placements consider accessibility and logistical needs.
 - Maintain communication with other team members to adjust volunteer placements as needed throughout Walk Day.
 - Assist with volunteer recognition, both during and after the event.



- Logistics Support:
 - Work closely with the Alzheimer Society Walk Lead to understand the day-of schedule and volunteer task list.
 - Ensure volunteers are where they need to be at the right time and troubleshoot any issues in collaboration with the Walk Lead.
- Volunteer Engagement:
 - Help ensure all volunteers feel supported, appreciated, and part of the team.
 - Provide guidance and encouragement to volunteers throughout the day.
 - Support the Alzheimer Society Walk Lead in maintaining a positive and enthusiastic atmosphere for volunteers.
- Event Set-Up and Take-Down:
 - Assist the Alzheimer Society Walk Lead in organizing volunteers for efficient set-up and take-down of the Walk site.

Why We Need You: Volunteers are the backbone of the IG Wealth Management Walk for Alzheimer's, and their contributions directly impact the success of the event. By working alongside the Walk Lead and other Ambassadors, the Volunteer Ambassador ensures volunteers feel valued, organized, and equipped to make a meaningful difference. From logistics to refreshments, this role helps create a positive experience that motivates volunteers to return year after year.

Sponsorship/Community Partnerships Ambassador(s)

Role Overview:

In this role, you'll work side by side with the Walk Lead to engage local businesses and organizations, building partnerships that bring vital sponsorships, donations, and support to the Walk. On Walk Day, you'll be the go-to contact for sponsors, ensuring their involvement runs smoothly and they feel valued for their contributions.

Key Responsibilities:

- Attend committee planning meetings as required



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- Partner with the Walk Lead and committee to identify, approach and secure community sponsors and in-kind donations.
- Help ensure proper recognition for sponsors in your area (e.g., on signage, social media, or event materials) by working with the Walk Lead.
- Collaborate with the Walk Lead and Event Site Ambassador to ensure sponsor signage is prominently displayed and any sponsor booths or activations are set up correctly on Walk Day.
- Act as a liaison on Walk Day alongside the staff lead, supporting sponsor setup, answering questions, and highlighting contributions.

Why We Need You:

The success of the Walk depends on community partnerships. By collaborating with the Walk Lead to secure support, you help ensure the event raises funds, awareness, and resources to make a meaningful impact for those affected by dementia. Your role also ensures sponsors feel appreciated and inspired to continue their support.

Event Site Ambassador(s)

Overview:

As the Event Site Ambassador, you are responsible for ensuring the event site is organized, accessible, and welcoming for all participants. Working closely with the Walk Lead, you will oversee the setup, layout, and essential elements to create a smooth and enjoyable experience for everyone. From managing equipment and supplies to coordinating signage, accessibility, and onsite logistics, your role ensures the event site is well-prepared and inclusive for all attendees, including individuals living with dementia and their caregivers.

Key Responsibilities:

- Attend committee planning meetings as required
- Site Setup and Layout:
 - Collaborate with the Walk Lead to confirm that all equipment and supplies delivered to the site match what has been ordered.



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- Ensure the setup aligns with the pre-determined site plan, including tents, tables, chairs, and other infrastructure.
- Oversee the placement of on-site signage for registration, KidZone, restrooms, sponsor recognition, and route directions.
- Accessibility:
 - Work with the Walk Lead to assess the site and ensure it is accessible for individuals with mobility aids, strollers, and other needs.
 - Ensure there are designated accessible parking spaces, ramps, seating areas, and rest stops along the Walk route.
 - Confirm that Kidzone activities and other event elements are inclusive and dementia friendly.
- Volunteer Coordination Support:
 - Support the Volunteer Ambassador in assigning volunteers to assist with accessibility needs, such as guiding participants or managing accessible rest areas.
- Supplies Management:
 - Confirm the delivery and organization of all supplies, including Kidzone materials, registration packets, T-shirts, and participant swag.
 - Ensure registration volunteers have the necessary supplies and materials to distribute items efficiently.
- Door Prizes and Recognition Items:
 - Manage the organization of door prizes, ensuring they are accounted for and ready for distribution at the appropriate time.
 - Work with the Walk Lead to schedule and announce the distribution of prizes or recognition items during the event.
- Day-of Logistics Oversight:
 - Act as a point person on Walk Day for troubleshooting site logistics, including equipment issues, participant flow, and any last-minute changes.
 - Monitor the overall flow of the event to ensure it remains smooth and enjoyable for all participants.

Why We Need You: The success of the Walk for Alzheimer's depends on a well-organized and accessible event site that accommodates the diverse needs of participants. By working with the Walk Lead to ensure the site is prepared, inclusive, and welcoming, you create an environment where everyone feels valued and



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supported. Your attention to detail and proactive problem-solving will contribute to a positive and memorable experience for all attendees.

Fundraising, Promotions, and Cheer Ambassador(s)

Overview:

As the Fundraising, Promotions, and Cheer Ambassador, you are the heart and soul of the Walk for Alzheimer's spirit, working closely with the Walk Lead to inspire participants, promote the event, and create a vibrant, family-friendly experience. This multifaceted role combines supporting fundraising efforts, leading event promotions, coordinating the KidZone, and helping identify a "Why I Walk" honoree to spotlight the personal stories that make this event meaningful. Your energy and creativity will play a vital role in boosting engagement, celebrating participants, and ensuring a memorable Walk Day for all.

Key Responsibilities:

- Fundraising Support:
 - Collaborate with the Walk Lead to encourage participants to meet their fundraising goals by sharing tips, resources, and motivational messages.
 - Help create and promote fundraising challenges or incentives to keep participants engaged and motivated leading up to the Walk.
 - Recognize and celebrate top fundraisers or teams on Walk Day, ensuring their efforts are acknowledged and appreciated.
- Event Promotions:
 - Partner with the Walk Lead to promote through community networks, social media, and other communication channels, driving awareness and participation.
 - Share participant stories and event updates to highlight the impact of the Walk and inspire community involvement.
 - Assist in creating and distributing promotional materials, such as flyers or social media posts, to build excitement for the event.



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- "Why I Walk" Honouree:
 - Work with the Walk Lead to identify and engage a "Why I Walk" honouree whose story can inspire and connect participants to the cause.
 - Help coordinate their involvement, including sharing their story through event communications or having them speak on Walk Day.
 - Collaborate on ways to highlight the honouree's story in a meaningful way to amplify its impact on participants.
- Cheer Squad Leadership:
 - Organize and lead a "Cheer Squad" on Walk Day, creating a fun, energetic atmosphere to motivate participants.
 - Ensure participants feel welcomed and celebrated at the start line, along the Walk route, and at the finish line with cheers, music, and high-energy moments.
 - Assist in setting up photo opportunities and celebratory areas to capture the joy of the day.
- Kidzone Coordination:
 - Collaborate with the Walk Lead to plan and oversee Kidzone activities, ensuring they are engaging, family-friendly, and dementia-inclusive.
 - Prepare all necessary materials and supplies for Kidzone activities and manage on-site volunteers to ensure smooth operations.
 - Ensure families have a safe, welcoming space for children to enjoy activities and make lasting memories.

Why We Need You:

This combined role is essential to fostering community spirit, engagement, and enthusiasm for the Walk for Alzheimer's. By supporting fundraising efforts, amplifying event promotions, and coordinating meaningful activities, you help ensure the Walk is not only successful but also deeply impactful. Highlighting a "Why I Walk" honouree personalizes the cause, reminding participants of the real reasons behind their involvement. Your leadership in the Kidzone and the cheer squad brings joy and energy to the day, making it a positive experience for participants of all ages and abilities.