The Big Event Committee Structure 2015

Executive Director
- Reserve space for executive committee meetings
- Plan and run executive committee meetings
- Oversee all procedures day of the event
- Plan and run “mock” Big Event day
- Oversee executive committees
- Liaison between The Big Event and United Way of Acadiana.
- Committee development – plan social activities for the executive board
- Work with United Way on participant sign up and assignments to worksites

Finance Director
- Create and manage budget
- Approve spending
- Oversee all solicitation of donations (t-shirts, water, food, etc)

Logistics Director
- Set-up day of event
- Reserve all facilities for the day of the event (including Martin Hall)
- Get trash cans
- Create rain plan
- Work with University, Sheriff, and City Police
- Work with Executive Director for “mock” event
- Clean up after the event
- Over volunteers day of The Big Event
- Registration Organization (helping UWA sort through registration forms)
  - Project Manager Coordinator
    - Form committee of TBE reps to visit each site
    - TBE reps will bring water/snacks to site and evaluate project day of
    - Help UWA find sites
  - Team Leader Coordinator
    - Work with United Way on Team Leader Trainings
    - Team leader contact person on day-of event
    - Organize Team Leader packet
  - Parking Coordinator
    - Create a parking plan
    - Create a parking plan for rain plan
    - Create and manage a team of volunteers for parking
  - Ceremony Coordinator
    - Solidify entertainment, including arranging sound and AV
    - Organize and set up day of
- Write script
- Contact guest speakers

- AmeriCorps Liaison
  - In charge project site checkups
  - Project site checklist
  - Communicating information between TBE and AmeriCorps

**Marketing Director**
- Develop and maintain website
- Make sure university guidelines are followed for campus advertising
- Work with Communication and Marketing and United Way marketing personnel
- Create and implement an Action Plan for Recruitment
- Develop and execute marketing materials for Recruitment
- Push registration for Big Event at Get on Board Day and other Cajun Craze events
- Put registration on ULink
- Develop videos to promote The Big Event
- Decides in consultation with Marketing Advisor who will be the official spokesperson for The Big Event.

- Graphic Designer
  - Develop all promotional marketing items
  - Make and hang banners on campus
  - Design t-shirt for committee and volunteers (work shirt and nice shirt)
  - Update Logo

- PR Coordinator
  - Manage all social media accounts (Instagram, Twitter, Facebook)
  - Communicate with United Way to develop press releases
  - Book showings for morning news programs
  - Contact radio stations
  - Photographer/videographer day of the event
  - Organize the group picture during opening event
  - Host media on the day of The Big Event

- Historian
  - Pull pictures together from students for marketing needs
  - Collect and organize pictures/videos for the upcoming year

**Recruitment Director**
Contact student organizations in the Spring about participating
- Work with Marketing Director for Blitz Week
- Present for Organization Expo at orientation over the Summer
- Create and implement an Action Plan for Recruitment, including:
• Coordinate interest meetings
• Plan and implement recruitment events in the Spring and Fall
• Work with UL United Campaign Chair to recruit faculty and staff to participate as well as other class recruitment
  o Large Organization Recruiter
    o Create and implement an action plan to recruit large organizations such as the Greek organizations, SGA, UPC, Honors, Chi Alpha, Ragin' Cajun Catholics, etc.
  o Small Organization Recruiter
    o Create and implement an action plan to recruit small organizations such as honors societies, college organizations, athletic teams (NCAA, club, and intramural sports), and the numerous other organizations at UL

Fundraising Director
• Manage the monetary donations
• Write thank you notes to key players in the day and to any donors
• Gather any donations
• Communicate with Finance Director
• Govern sponsorship letters and make sure we deliver on what is on the letter to sponsors
  o In kind Sponsorship Coordinator
    o Seek donations/sponsorships from various restaurants and stores for ceremony food, volunteer snacks and water, and possibly for fundraising events
  o Fundraising Events Coordinator
    o Design and implement fundraising events for the Spring and Fall semesters, possibly over the Summer
    o Create a fundraiser awards system for volunteers to participate in, specifically includes points system for UNIV 100, large, and small organizations