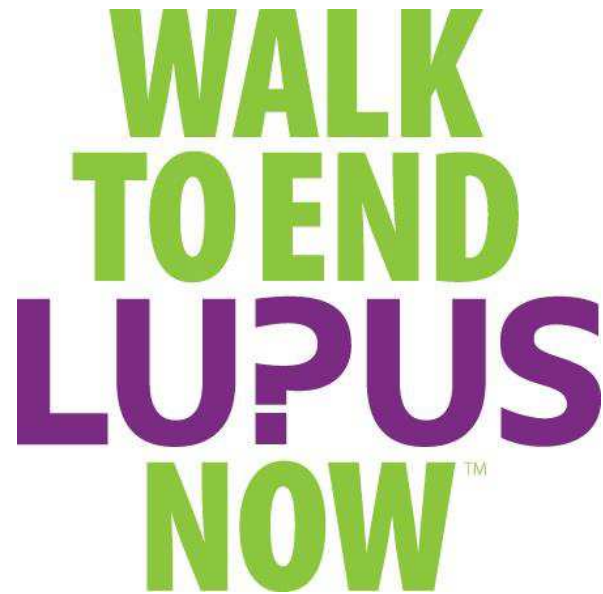


**2014 WALK TO END LUPUS NOW  
PLANNING COMMITTEE  
APPLICATION**



The 2014 *Walk to End Lupus Now*<sup>TM</sup> will be held in Asheville, Charlotte and Raleigh in the Spring and in Fayetteville late Summer. The walk gives people an opportunity to aid in the fight against lupus. The event is designed to raise funds, first and foremost, while raising awareness about the disease. Funds raised support the Lupus Foundation of America, North Carolina Chapter (LFANC) and our unique dual mission that serves the ongoing needs of people affected by lupus today while leading efforts to find a cure. The walk is designed to be fun and well-organized, and also to build team spirit.

**4530 Park Road, Suite 302  
Charlotte, NC 28209  
Telephone 704-716-5640  
Fax 704-716-5641  
[www.lupuslinks.org](http://www.lupuslinks.org)**

Help Us Solve  
The Cruel Mystery  
**LUPUS**<sup>TM</sup>  
FOUNDATION OF AMERICA  
NORTH CAROLINA CHAPTER

# **2014 WALK TO END LUPUS NOW**

## **VOLUNTEER PLANNING COMMITTEE APPLICATION**

The LFANC is a volunteer-driven organization and committees are the natural extension of that reliance on volunteers. The purpose of the Planning Committee is to involve local volunteers in the planning and execution process in order to make the event more fun and successful each year.

The Planning Committee is the evolution of our previously called "Steering Committee". This committee has grown in strength over the years and now is the perfect time to hone in on the progress we've made, the talents we've recruited, and the fresh ideas we've come up with. This committee will now solely focus on the areas in which directly affect the execution of the walk, i.e. the 'nuts and bolts'.

### **Areas of Duty**

The execution of the walk requires attention in several different areas. Planning Committee assignments reflect these areas with tasks assigned accordingly. Assignments are made by the LFANC staff based on the skill sets of each individual committee member. Areas of Duty are as follows:

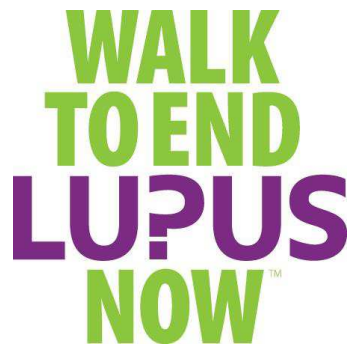
- **Donations:** Securing product/services to underwrite the cost of the event or use as prizes for various contests.
  - Underwriting donations – products/services that would have to be paid for otherwise; i.e. food, drinks, use of tables, tents, chairs, photographers, supplies, etc...
  - Prizes: Unique prizes to encourage & motivate our walkers; i.e. massage/nail care, restaurant gift cards, products, etc... that will be used for fundraising contests & incentives.
- **Volunteers:** Garnering prior, day-of, & post-event volunteer assistance for general volunteer needs.
  - Reaching out to community organizations/groups for support & coordinating their involvement
  - Managing Volunteers on Walk Day
- **Marketing/PR:** Helping spread the word about the event via all avenues of media.
  - Posting the walk on community calendars
  - Identify potential media outlets to run Media Alerts, PSAs and stories leading up the event, as well as alternative promotion opportunities
  - Distribute media kits, news releases, and other promotional materials to local media outlets
- **Sponsorship:** Using ideas and connections in order to secure cash Sponsors at various levels.
  - Businesses with product or services offerings in-line with our mission; i.e. doctor's offices, medical supplies, physical therapy, nutritionists, etc...
  - New/Start-up Businesses that want to get their name in front of hundreds of people
- **Community Outreach:** Heighten community awareness and involvement with local outreach and activation at community events.
  - Identify, secure, and attend opportunities in the community (such as festivals, health fairs, community events, local businesses) to share information and promote the Walk.
  - Distribute promotional material in the community and local businesses
  - Identify community speaking opportunities to cultivate potential donors and sponsors.

### **Responsibilities**

- Attending all meetings – approx. 1 per month in the 5 months prior to the event & 2 in the month of the event. Combination of in-person & conference calls (Allowed to miss only 1 meeting/call)
- Devoting time outside of committee meetings on specified assignments (approx.. 1-2 hours per week)
- Making yourself available for every other week check-in calls with LFANC staff
- Delivering progress reports to the committee at each meeting
- Attending and assisting with prior-to, day-of and post-event activities for the walk
- Attending at least one Blitz Activity (choose from approximately 3-5 opportunities)

### **Application Instructions**

Please complete the follow application form in its entirety and return via email, fax, or mail to the LFA, North Carolina Chapter. Please type or print legibly on this form. Failure to fill out any one portion of this application may result in exclusion from selection. Questions regarding the Planning Committee or application process may be directed to Caila Gorniewicz, Lupus Foundation of America, North Carolina Chapter Development Manager at [Caila.Gorniewicz@lupusnc.org](mailto:Caila.Gorniewicz@lupusnc.org) or at (704)716-5640 ext 3.



**PLANNING COMMITTEE APPLICATION**

Attn: Caila Gorniewicz  
Development Manager  
4530 Park Road, Suite 302,  
Charlotte, NC 28209  
Phone: 704-716-5640 Fax: 704-716-5641  
Caila.Gorniewicz@lupusnc.org

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FOUNDATION OF AMERICA  
NORTH CAROLINA CHAPTER

**Name**

Last:	First:	MI:
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**Address**

Street:	Apt:	City/State:	Zip:
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**Telephone**

Daytime:	Evening:	Cell:
----------	----------	-------

**Email**

Home Email	@	<input type="checkbox"/> Preferred
Work Email	@	<input type="checkbox"/> Preferred

**Employment**

Company:	Job Title:
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**Education**

School:	
Highest Degree Earned:	Year Degree Earned:

**Areas of Interest (please rank your top 2 choices):**

- Donations
- Volunteers
- Marketing/PR
- Sponsorship
- Community Outreach

**BACKGROUND INFORMATION (PLEASE USE ADDITIONAL PAPER IF NECESSARY)**

**Why do you want to serve on the Walk to End Lupus Now<sup>TM</sup> Planning Committee?**

Answer:
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**Have you volunteered with or participated in any similar charity events in the past? If so, please explain your role, length of time, and experience with each.**

Answer:

**What previous experiences have you had outside of volunteering, that would benefit you as a Planning Committee Member? (Please list any school, work, and/or leadership roles you have held)**

Answer:

**For each "Area of Interest" selected above, please describe any skills/talents you have which would enable you to succeed at each position.**

Answer:

**Will your schedule permit you to volunteer the hours needed to successfully complete duties in addition to working at the *Walk to End Lupus Now*<sup>TM</sup> in 2014?**

Answer:

**I do hereby attest that I have read this application form, understand the role of a *Walk to End Lupus Now*<sup>TM</sup> Planning Committee Member, and that the information I have submitted in this application is correct to my knowledge.**

**Sign**

**Date**    /    /