

BMO Boo-la-thon

In Support of Kids Help Phone

Roles and Responsibilities

Kids Help Phone Will:

- Book bowling venues in each event city and build relationship with Venue contact
- Identify a Staff Contact Person for each site lead who will be available to answer any questions, deal with any concerns and support the local event as required
- Provide direction and strategy to lead for motivating their colleagues to great success
- Provide fundraising ideas which can be shared with BMO Employees
- Provide materials to BMO Branches for internal campaign
- Provide materials to committee members for recruitment outside BMO (or to fulfill additional BMO needs)
- Set up website for online registration and fundraising
- Conduct training for event day registration volunteers (via conference call prior to event)
- Supply incentive prizing and treats for event day
- Assist with recruitment of volunteers if required
- Provide post-event follow up as required
- Provide presentations and/or speaking notes for any awareness opportunities to promote the event
- Assist with recruitment of non-BMO participants with the help of a volunteer (either a BMO employee or non)
- Prepared emcee script for event day

Boo-la-thon Chair/Lead Will:

- Work together with Kids Help Phone Staff to ensure a successful event
- Recruit additional volunteers to assist with event details as required and provide direction/leadership to them
- Facilitate committee meetings/conference calls as required
- Participate in BMO lead conference calls (led by Diane Roberts, Communications Manager)
- Share information about Kids Help Phone and the BMO Boo-la-thon to each branch in their respective territory so that BMO Employees understand why and how they are raising funds
- Work toward recruiting a minimum of one team per branch
- Act as (or designate) a spokesperson for the event (to speak on behalf of BMO)
- Oversee and coordinate event day activities
- Ensure all paperwork and leftovers are returned to Kids Help Phone post event

Additional Volunteer Roles

*The number of volunteers required will be dependant on the expected number of participants
BMO Boo-la-thon Chairs/Leads will determine additional volunteer requirements*

Recruitment Lead:

Recruit teams and individual participants to raise pledges and take part in the event

- BMO Recruitment Goal: One team per branch - recruit a champion at each branch who will make it happen
- Non-BMO Recruitment Goal: To be set by Recruitment Lead and Chair with Kids Help Phone staff. Can be done by BMO volunteers or non-BMO volunteers.

Logistics Lead:

- Secure prizes and decorations
- Arrive at venue well before event start to decorate and set up prize/silent auction tables

Emcee:

- Might be Chair/Lead, but doesn't have to be
- Script will be provided by Kids Help Phone

Registration Lead/Volunteers:

- Registration will be the most important aspect of event day
- Find two to four responsible volunteers to manage registration the day of the event
- Ensure those volunteers go through registration training if needed
- Registration process will include receiving pledges, distributing incentive prizes, balancing pledge form, counting cash, preparing deposit