



Lakers Hockey

CLUB ASSOCIATION

Marketing & Fundraising Functions and Responsibilities

Term: 2 years starting in June

Overview: The Marketing & Fundraising role's primary focus is to build awareness of the club, positively promote our organization through social channels, manage spirit wear sales, plan and execute various events throughout the season to provide funding for the Lakers Hockey Club.

This role is filled by the board or general membership. In the event that there are multiple volunteers interested in assisting with various tasks under the Marketing & Fundraising role, they may be divided as such; (1) Marketing Director, (1) Events Planner, (1) Fundraising Chair and (5-6) School Liaisons. The Marketing & Fundraising Representative fulfills an advisory position on the Lakers Board.

Responsibilities: Specifically, the Marketing & Fundraising Representative's responsibilities include but are not limited to:

Marketing Director:

- Consistently searching for opportunities to expand our reach within the community
- Create and schedule content for social media channels, measuring reach and impressions
- Creating opportunities that bring awareness of the organization in the community
 - Participation in community events (parades, fairs, Toys for Tots, etc.)
 - Arranging events that encourage participation from the communities we serve (fundraisers, dinners, etc.)
 - Identifying opportunities and presenting them to the Board for approval
 - Directing all aspects of fundraisers (distribution of information, supporting sales, collecting funds, distribution of product if applicable)
 - Working with local businesses for sponsorships in any form (displaying registration information, donating goods/gift certificates, monetary donations)
 - Submitting news stories to local papers / school publications

Events Planning:

- Assist with planning and execution of special events throughout the fall and spring season
 - Pink the Rink
 - Senior Night
 - End of Season Banquet
 - Alumni Skate
 - Prospect Skate
 - Organization dinners / outings
 - Ceremonial puck drops
 - Various community events; parades & community drives

Fundraising:

- Research and schedule fundraising dining events throughout the season
- Manage spirit wear sales and distribution through our vendor, American Outfitters
- Design and manage the sales of supplemental spirit wear for events (when applicable)

School Liaison:

- Assist the Hockey Director, working with the Athletic Directors at each of the high schools within our charter.
 - Participate in Freshman orientation / activity nights as an available club
 - Build knowledge of our club for interested students
 - Goals of the club include:
 - Inclusion of their school's respective players included in their yearbook
 - To have game day information shared with the school
 - Participation in school awards nights
 - Acknowledgement as an external club activity
- Working with the feeder grade schools to distribute information to potential players in the 8th grade players.

Level of Effort: The weekly effort needed by this role is highly variable by averages 2-3 hours per week; during peak activity the weekly level of effort can exceed 5 hours