



# Every cancer. Every life.

## 2023–2024 Orange County Steering Committee

The Orange County Steering Committee is an elite group of passionate and philanthropic community members who have pledged to lead and support the American Cancer Society through our Orange County Gala. This prestigious group assists the American Cancer Society by supporting fundraising efforts to end cancer as we know it, for everyone, through breakthrough research, a 24/7 cancer helpline, free rides to chemo, and free lodging near treatment. Members will serve as community liaisons and leaders for the American Cancer Society's mission and vision as demonstrated through actively participating in committee meetings and by promoting the American Cancer Society Orange County Gala. The committee's focus is the development, organization, and successful execution of The Orange County Gala. The most important characteristic of membership is a passion for our mission; the second most important characteristic is that Steering Committee members serve as event leaders, supporting the event to the best of their ability and assuming all responsibilities of their chosen committee role. These key elements of the Steering Committee model drive overall success for the Gala and set the standard for future event growth and sustainability.

### American Cancer Society Steering Committee Roles:

- Steering Committee Chair
- Sponsorship/Underwriting
- Auction/Revenue Enhancers
- Event Production (F&B/Design & Decor)
- Entertainment
- PR/Marketing
- Mission Impact

### Our Commitment to You

By combining the most passionate community leaders and the resources of the American Cancer Society, together we will change the course of cancer. With your support, we are able to invest in innovative research that has contributed to a 33% decline in cancer mortality from 1991 to 2020. Together, we are working to end cancer as we know it, for everyone. **Every cancer. Every life.**



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## Orange County Steering Committee Chair Description

**Fundamental Responsibilities:** The Orange County Steering Committee is an elite group of passionate and philanthropic community members who have pledged to lead and support the American Cancer Society through our Orange County Gala. This prestigious group assists the American Cancer Society by supporting fundraising efforts to end cancer as we know it, for everyone, through breakthrough research, a 24/7 cancer helpline, free rides to chemo, and free lodging near treatment. Members will serve as community liaisons and leaders for the American Cancer Society's mission and vision as demonstrated through actively participating in committee meetings and by promoting the American Cancer Society Orange County Gala.

### Specific Responsibilities

- 1-year term.
- Overall leadership, guidance, and support of Steering Committee priorities.
- Collaborate with ACS staff partner to create a strategic vision and plan of execution that delivers a successful event that exceeds fundraising goals; drives awareness of the mission and gathers community leaders.
- Monthly Meetings: Execute strategic vision to deliver a successful event that exceeds fundraising goals; drives awareness of the mission and gathers community leaders.
- Leverage a network of personal and corporate connections to execute a successful American Cancer Orange County Gala.
- Amplify the Marketing & Communications efforts of ACS in Orange County.
- Participate in ACS Steering Committee Member Onboarding and actively recruit new members.
- Agree to be interviewed and photographed for local and national media if required.

### Meeting Cadence:

- Monthly meetings | 2<sup>nd</sup> Tuesday of every month | 8am

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## Orange County Steering Committee General Member Description

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### Specific Responsibilities

- 1-year term.
- Overall leadership, guidance, and support of Steering Committee priorities.
- Monthly Meetings: Execute strategic vision to deliver a successful event that exceeds fundraising goals; drives awareness of the mission and gathers community leaders.
- Leverage a network of personal and corporate connections to execute a successful American Cancer Orange County Gala.
- Amplify the Marketing & Communications efforts of ACS in Orange County.
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### Orange County Steering Committee Sponsorship & Underwriting Member Description

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#### **Specific Responsibilities**

- 1-year term.
- Overall leadership, guidance, and support of Steering Committee priorities.
- Monthly Meetings: Execute strategic vision to deliver a successful event that exceeds fundraising goals; drives awareness of the mission and gathers community leaders.
- Serve as a community ambassador in the solicitation of new partnerships for sponsorship and underwriting opportunities.
- Leverage a network of personal and corporate connections to execute a successful American Cancer Orange County Gala.
- Amplify the Marketing & Communications efforts of ACS in Orange County.
- Participate in ACS Steering Committee Member Onboarding and actively recruit new members.
- Agree to be interviewed and photographed for local and national media if required.

#### **Meeting Cadence:**

- Monthly meetings | 2<sup>nd</sup> Tuesday of every month | 8am

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### Orange County Steering Committee Auction & Revenue Enhancer Member Description

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#### Specific Responsibilities

- 1-year term.
- Overall leadership, guidance, and support of Steering Committee priorities.
- Monthly Meetings: Execute strategic vision to deliver a successful event that exceeds fundraising goals; drives awareness of the mission and gathers community leaders.
- Solicit high level experiences and one-of-a-kind items to utilize in the live and silent auction on event night.
- Leverage a network of personal and corporate connections to execute a successful American Cancer Orange County Gala.
- Amplify the Marketing & Communications efforts of ACS in Orange County.
- Participate in ACS Steering Committee Member Onboarding and actively recruit new members.
- Agree to be interviewed and photographed for local and national media if required.

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### Orange County Steering Committee Mission Impact Member Description

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#### Specific Responsibilities

- 1-year term.
- Overall leadership, guidance, and support of Steering Committee priorities.
- Monthly Meetings: Execute strategic vision to deliver a successful event that exceeds fundraising goals; drives awareness of the mission and gathers community leaders.
- Drive mission and education to committee members on ACS mission updates and health impact reports in the Orange County community.
- Leverage a network of personal and corporate connections to execute a successful American Cancer Orange County Gala.
- Amplify the Marketing & Communications efforts of ACS in Orange County.
- Participate in ACS Steering Committee Member Onboarding and actively recruit new members.
- Agree to be interviewed and photographed for local and national media if required.

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### Orange County Steering Committee Event Production Member Description

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#### Specific Responsibilities

- 1-year term.
- Overall leadership, guidance, and support of Steering Committee priorities.
- Monthly Meetings: Execute strategic vision to deliver a successful event that exceeds fundraising goals; drives awareness of the mission and gathers community leaders.
- Procur in-kind support for event needs including décor and F&B; solicit vendor quotes as needed. Support the ACS team in day-of-event execution and coordination.
- Leverage a network of personal and corporate connections to execute a successful Orange County Gala.
- Amplify the Marketing & Communications efforts of ACS in Orange County.
- Participate in ACS Steering Committee Member Onboarding and actively recruit new members.
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### Orange County Steering Committee Entertainment Member Description

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#### **Specific Responsibilities**

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- Monthly Meetings: Execute strategic vision to deliver a successful event that exceeds fundraising goals; drives awareness of the mission and gathers community leaders.
- Solicit in-kind support for audio visual, entertainment, and equipment needs of the event. Support the ACS team in day-of-event entertainment management and run-of-show needs.
- Leverage a network of personal and corporate connections to execute a successful American Cancer Orange County Gala.
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- Agree to be interviewed and photographed for local and national media if required.

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### Orange County Steering Committee Marketing Member Description

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#### Specific Responsibilities

- 1-year term.
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- Monthly Meetings: Execute strategic vision to deliver a successful event that exceeds fundraising goals; drives awareness of the mission and gathers community leaders.
- Solicit in-kind marketing opportunities for event advertisement.
- Leverage a network of personal and corporate connections to execute a successful American Cancer Orange County Gala.
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## 2023–2024 Orange County Steering Committee

Name: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

1. Preferred method of contact?

Phone

Email

Text

2. I'm interested in helping with the following area:

Sponsorship/Underwriting

Auction

Mission Support

Revenue Enhancers

Event Production/Logistics

Public Relations/Marketing

### What is your "why"?

The reason I am dedicated to the American Cancer Society's mission is:

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The 2024 Orange County Gala's fundraising goal is **\$1 million**. To achieve this goal, I commit to helping with:

Securing Sponsors

Securing Auction Items

Outreach

*\*\*\*Everyone has amazing skills that will help elevate the event. If there is any additional support or expertise you can offer, please let me know.*