

## **Volunteer position: PR and Marketing chair**

**Hours per month:** 2-5 hours per month (more during month leading up to the event)

**Key responsibilities:** Act as main point of contact to Foundation PR Manager. Work with Foundation PR Manager to identify local media outlets, potential radio sponsors, and potential walk spokespersons.

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*Walk to Cure Psoriasis is the fastest growing fundraising event in the history of the National Psoriasis Foundation. Each walk is an event that is fully developed and executed by committed, enthusiastic **volunteers** who believe in the National Psoriasis Foundation's mission – to find a cure for psoriasis and psoriatic arthritis and eliminate its devastating effects. Over 90 percent of the money raised goes directly to the Foundation, with an average of only 10 percent being used for walk expenses. No other event can be conducted so efficiently. The walk is a chance to bring people together to raise awareness and to celebrate our successes.*

### **Responsibilities:**

- All committee members are expected to register as a team captain and recruit at least 10 teammates. Start your fundraising efforts early and encourage your teammates to do the same.
- Act as main point of contact for Foundation PR Manager regarding all walk media inquiries.
  - Note: This will include only all **local** media duties. Anything national, including advertising, will be done either by the Foundation PR Manager or in collaboration with the PR Manager.
- With help of Foundation PR Manager, identify local media outlets to contact.
- Contact radio stations to secure in-kind radio sponsorship for event.
  - In-kind radio sponsorship typically includes two weeks of on-air mentions to promote the event. The station may also like a table at the walk..
  - Encourage radio personalities to form a team and talk on air about the walk
- Identify local spokesperson or potential Walk Ambassadors to help promote the walk.
  - This would include youth or families living with psoriasis and/or psoriatic arthritis and/or dermatologists and rheumatologists.
  - Once you've identified these spokespeople, work with Psoriasis Foundation PR Manager to secure feature stories.
- Distribute media materials to local media outlets. Foundation will provide a kit with all necessary supplies.