

GreatHearts Arizona Teacher Excellence Fund TELETHON

Committee Member Job Description

Overview: Due to the great success of the First Annual Teacher Excellence Fund Telethon last year, Great Hearts will be hosting its Second Annual Teacher Excellence Fund Telethon to raise money for Great Hearts Arizona teachers. The Telethon will not be successful without a dedicated committee member from each academy.

Goal: Raise \$500,000 for the Great Hearts Arizona 2021 Teacher Excellence Fund to be distributed to teachers, based on merit, in their December 2021 payroll.

Criteria: An individual/couple whose identification with the Telethon will increase its significance in the minds of the Great Hearts community. Someone who has a genuine appreciation for their school, Great Hearts, the purpose of the event, and can articulate the details and needs of the Teacher Excellence Fund.

Event Details:

- Saturday, September 25th, 2021
- 9:00am – 5:00pm (Subject to change)
- Location: a local Arizona Great Hearts Academy; exact location TBD

Time Commitment: February 2021 – October 2021

Responsibilities: To provide motivational leadership to the extended community in support of the Telethon. To help set the message, tone, and strategy for maximum participation from the families, corporations, vendors, etc.

Expectations:

Event Planning

1. Attend monthly planning meetings at the GH Home Office at 4801 East Washington Street, Suite 250, Phoenix, AZ 85034
2. Lead and/or serve on a sub-committee of your choice
3. Work with Office Managers, Academy Giving Managers, PSO, class parents and Headmasters to actively promote the Telethon at the academy level
4. Coordinate with Headmasters and Academy Giving Manager to plan and record campus broadcast segment
5. Assist with program planning: securing students and teachers to be involved and offering your ideas and suggestions to make the Telethon engaging and widely known among parents, volunteers, and the larger community
6. Be available for set-up the day before the Telethon
7. Serve as an Advisory Committee Member for future committee members (see description below)

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Fundraising

1. Procure at least one sponsorship or donation of \$5,000 or above
2. Solicit in-kind donations as needed, i.e. volunteer meals, printing services, etc.
3. Allow your name to be used on fundraising and marketing pieces created by Great Hearts
4. Brainstorm and solicit audience incentives to drive day-of donations, i.e. "\$500 or more gets a bottle of wine donated by X family/company"

Volunteer Involvement and Recruitment

1. Secure at least 15 volunteers from your school community to serve on Telethon Day, i.e. Prep students, PSOs, parents, etc.
2. Volunteer for at least one 2-hour Phone Banking shift on the day-of the Telethon

Benefits of Service:

- Name listed on all event collateral; distribution 30,000+ GH parents and corporate partners
- Invitation to Sponsor Appreciation Luncheon with Great Hearts America CEO Jay Heiler (post-event, date TBD)
- Opportunities to engage with Great Hearts Arizona President Erik Twist and other leadership team members

Committee Meeting Dates

Tuesday, February 16 th , 2021	11:30am-1:00pm	Kickoff Meeting	GH Office and Zoom
Tuesday, March 23 rd , 2021	11:30am-1:00pm	Regular Committee Mtg	GH Office and Zoom
Tuesday, April 20 th , 2021	11:30am-1:00pm	Regular Committee Mtg	GH Office and Zoom
Tuesday, May 18 th , 2021	11:30am-1:00pm	Regular Committee Mtg	GH Office and Zoom
Tuesday, June 15 th , 2021	11:30am-1:00pm	Regular Committee Mtg	GH Office and Zoom
Tuesday, August 10 th , 2021	11:30am-1:00pm	Regular Committee Mtg	GH Office and Zoom
Tuesday, August 24 th , 2021	11:30am-1:00pm	Regular Committee Mtg	GH Office and Zoom
Tuesday, September 7 th , 2021	11:30am-1:00pm	Regular Committee Mtg	GH Office and Zoom
Friday, September 24 th , 2021	TBD	Dress Rehearsal	TBD
Saturday, September 25 th , 2021	TBD	Event Day	TBD
Tuesday, October 5 th , 2021	TBD	Recap Meeting	TBD



Advisory Committee Job Description

Position Overview:

- The Advisory Committee Member has completed their year of service and will now serve as an advisor to the current and future Telethon/Gala committee members
- The Advisory Committee Member's name may be used on certain Telethon/Gala communications and event collateral approved by Great Hearts
- The Advisory Committee Member contact information may be provided to the current and future Telethon/Gala Chairs
- While this person has no official role beyond sounding board and keeper of historical information, he/she can take on any tasks agreed upon between him/herself and the current Telethon/Gala Committee

Expectations:

- Be available to answer questions and provide support to current Telethon/Gala Committee to ensure the highest success of the Telethon/Gala for years to come
- Be an advocate for the Great Hearts Telethon/Gala and the Teacher Excellence Fund in your school communities, encouraging families to support and attend the event