Co-Day of Event Coordinator: KEN’S RIDE 2020 is seeking a Co-Day of Event Coordinator Volunteer/Intern to partner in developing and hosting the Day-of-Event on May 16th and the Virtual Ride throughout the month of May. This volunteer will work directly with the other Co-Day of Event Coordinator to manage registrations, execute the events, and recruit volunteers.

KEN’S RIDE: A Ride of Hope is a Bikeathon organized by the family of Ken Appel under the auspices of CurePSP, a national organization that helps supports research efforts to find a cure and treatment for Prime of Life Brain Diseases (PSP, FTD, CBD, MSA, ALS). The event celebrates the life of Ken, a passionate cyclist and Vermont attorney who passed away from the rare neurodegenerative diseases, Progressive Supranuclear Palsy (PSP) and Frontotemporal Dementia (FTD) and honors his wish that a cure be found for these diseases and that skilled care is insured for those who are impacted.

Prime of Life Brain Diseases consume a person bit by bit, physically and mentally. They are diseases that take a person’s independence, mobility, ability to think, to enjoy favorite past times, communicate, realize dreams or hold loved ones near. As these diseases progress, the need for care increases, becomes more demanding and caregiving requires the support of a team of dedicated, skilled caregivers, both family and professional. Currently, there is neither a cure nor effective treatment and skilled, compassionate care that is essential difficult to find and/or maintain.

Because Hope Matters, KEN’S RIDE seeks to raise awareness and donations help to find a cure and insure care. Ken’s Ride 2020 which is currently being planned for May 16, 2020 is the second Ride of Hope. This year’s ride will include a Virtual Ride in addition to the Ride on Missisquoi Valley Rail Trail in scenic Northwest VT (St Albans to Sheldon). As with Ken’s Ride 2019, the proceeds of the Ride will again be shared between CurePSP, a national organization and Franklin County Home Health, a local agency, that offers comprehensive health care within the home setting, including palliative and hospice care.

The Co-Day of Event Coordinator Volunteer/Intern will implement the ride plan for KEN’S RIDE 2020 on the Missisquoi Valley Rail Trail as well as the Virtual Ride option to ultimately raise funds and increase awareness of these rare diseases. A detail-oriented and compassionate co-coordinator will have excellent communication skills and is willing to work on a team towards a common goal. The Co-Day of Event Coordinator will be part of a fun team who together meet expectations and timelines that will increase participation, raise awareness and build sustainability.

RESPONSIBILITIES:

- Work with KR 2020 team to develop a plan to implement the various events including the Day of Event and the Virtual Ride
- Create registration packets for riders and potential gym partners
- Be a reliable source for ride participants asking questions
- Recruit and manage Day of Event Volunteers
- Check in regularly with the Co-Day of Event Coordinator and Ride Director
- Coordinate and manage Day Of Event site set up
- Build relationships with community stakeholders and develop partnerships with businesses regarding fundraising for KEN’S RIDE 2020; make presentations to businesses, organizations and community groups
The Co-Day of Event Coordinator will have a can do attitude, willingness to work as a team, good computer skills and the ability to research and independently seek out information, however, previous experience is a plus

EXPERIENCE:

- Experience in events, event coordination and support, administrative work, or research opportunities to help recruit participants and sponsors
- Experience working in the non-profit sector preferred
- Experience in volunteer recruitment preferred
KEN'S RIDE 2020 is seeking a Sponsor/Donor Relations Volunteer/Intern to partner in creating a fund development plan to identify, solicit and cultivate sponsors and individual donors to secure monetary and in-kind sponsorships and donations. The Volunteer will implement the plan and assist with budget tracking and database management.

The Sponsor/Donor Relations Volunteer/Intern will be committed to raising funds and increasing awareness for these rare diseases and can create passion for Ken’s wish and hope of finding a cure and insuring care. This highly motivated, detail-oriented partner will have excellent communication skills and is able to build congenial relationships while representing KEN’S RIDE with potential sponsors and donors. The Sponsor/Donor Relations Volunteer will be a part of a fun team who together meet expectations and timelines that will increase participation, raise awareness and build sustainability.

This position will require a time commitment of flexible hours from January until the end of May 2020. The ideal candidate has knowledge of basic non-profit fund development techniques and strategies, however a less experienced volunteer/intern who has a deep commitment to strengthening health care and caregiving systems, a willingness to learn about these neurological diseases and the ability to build and leverage strong relationships in Franklin County and Vermont would be an excellent addition to the team.

RESPONSIBILITIES:

- Research funding sources, and work with KEN'S RIDE 2020 team to develop a plan to Identify, solicit and support prospective sponsors/ donors in order to secure monetary and in-kind sponsorships and donations
- Create sponsorship packages and obtain sponsorships that meet at least 50% of targeted income.
- Obtain sponsorships that meet at least 50% of required income; meet goal for fundraising
- Develop acknowledgement and stewardship materials and oversee distribution of all solicitation, acknowledgement and stewardship materials to sponsors, donors and potential contributors
- Develop strong stewardship program for donors and steward major donors; oversee thank yous to sponsors, participants and volunteers
- Solicit and coordinate the collection of items from local merchants for the silent auction and for goodie bags
- Coordinate and manage Day Of Event site set up and support for sponsor tables and silent auction
- Build relationships with community stakeholders and develop partnerships with businesses regarding fundraising for KEN’S RIDE 2020; make presentations to businesses, organizations and community groups
- Develop and monitor a calendar of fundraising and sponsorship activities, a database to track donors and gift entry and assist in tracking the KR budget.

The Sponsor/Donor Volunteer will have a can-do attitude, good computer skills and the ability to research and independently seek out information. Previous experience is a plus

- Experience in events, event coordination and support, administrative work, or research opportunities to help recruit participants and sponsors
- Experience in design and implementation of donor cultivation, solicitation, and retention strategies
- Experience with caregiving demands and support for adults with chronic illness
KEN’S RIDE 2020 is seeking a Marketing and Social Media Volunteer/Intern to partner in developing a marketing/social media plan, manage the plan and create content for social media platforms.

The Marketing/Social Media Volunteer/Intern will be committed to raising funds and increasing awareness for these rare diseases and can create passion for Ken’s wish and hope of finding a cure and insuring care. This highly motivated, detail-oriented partner will have excellent computer skills, an eye for design and engaging content and the ability to generate content quickly and efficiently. The Marketing/Social Media Volunteer will be a part of a fun team who together meet expectations and timelines that will increase participation, raise awareness and build sustainability.

This position will require a commitment of time from January until the end of May 2020. Knowledge of neurological diseases, the needs and supports of caregiving, health care system and wellness, while not required, will be helpful. This position can be managed remotely, however, an understanding of local needs and resources is important.

RESPONSIBILITIES:

- Assist in development of marketing plan that includes social media, emails, a website, and local outreach (and focuses on increased Event participation and donations, expanded community awareness and Event sustainability)
- Develop digital marketing initiatives and create engaging content for website and social media platforms (FB, Instagram, Twitter, YouTube) that can create an emotional response that target potential participants, donors/sponsors and constituents
- Manage social media and website content
- Monitor postings and activities made by followers; respond to comments, inquiries, and direct messages.
- Create and manage social media calendar
- Partner with individuals and organizations willing to help promote the event
- Grow on-line community – spread awareness of disease, caregiving needs, wellness
- Work with volunteers to implement Marketing plan and assist in all aspects of event planning and logistics including day of event execution and preparation

The Marketing/Social Media Volunteer will have a can-do attitude, good interpersonal and communication skills and the ability to research and independently seek out information and previous experience is a plus:

- Experience in events, event coordination and support, administrative work, or research opportunities to help market events and recruit participants
- Experience in fundraising for rare and/or neurological diseases,
- Experience in supporting and/or fundraising for caregiving for adults
- Experience working with multiple social media platforms, design software and website development