

Volunteer role description

Memory Walk Local Walk Organiser

Volunteers are vital to Alzheimer's Society's goal of improving the lives of people living with dementia. Thank you for giving your time. This role description is designed to give you clarity about what you are going to do and who will support you in it.

How does this role make a difference?

Memory Walk is Alzheimer's Society's annual flagship fundraising event, with walks taking place throughout September across England, Wales and Northern Ireland.

Local Memory Walks provide the opportunity to hold fundraising walks in the local community that enable people of all ages and abilities to participate. They raise awareness of dementia and the Society's work in the local area and all money raised from local Memory Walks is used to support services for people with dementia and their families in the area local to the walk.

The Memory Walk Local Walk Organiser role is essential in planning, organising and delivering local Memory Walks.

What will you be doing?

- Recruiting and managing a team of volunteers to help you with planning and organising your walk
- Agreeing a date and venue to hold your Memory Walk
- Registering your walk with your Community Fundraiser and the Memory Walk Team at central office including providing information for the Memory Walk website
- Ensuring all necessary permissions/licences are obtained and health and safety procedures followed
- Planning publicity to advertise your Memory Walk and recruiting as many walkers as possible
- Receiving and distributing all Memory Walk materials
- Keeping in touch with Memory Walkers and encouraging them to raise as much sponsorship as possible including using online fundraising
- Planning additional fundraising event day activities e.g. raffle, merchandise stall, Memory Wall, entertainment

- Managing all the activity on the day of the Memory Walk
- Completing and returning the feedback and expenditure reimbursement forms to the Memory Walk Team.

Volunteers are good at adapting to local need. So this role description highlights the kind of activity you may be involved with. Any local variations will be discussed separately as part of the recruitment process.

Will the role be suitable for you?

No special qualifications or experience needed. The role may be ideal for you if:

- You are enthusiastic about charity fundraising within the local community and through a group event
- You are happy to manage volunteer fundraisers, assigning roles and responsibilities to them
- You are well organised, can delegate responsibility to others, understand the need to follow a plan and meet deadlines
- You are happy to promote and advertise your Memory Walk and understand that this may be time-consuming for a limited period of time
- You are able to evaluate the successes and learnings after your walk.

Any local variations will be agreed with you before you start volunteering.

How will you be supported in this role?

Community Fundraiser

Memory Walk Team at Central Office

How much time will you need to give?

This role is flexible. As this is a time-limited (annual) opportunity it will require an increased time commitment in the final run up to your walk. Memory Walk planning starts in April with an increased level of activity during September when walks are held.

How will Alzheimer's Society support you?

- You will receive relevant induction for the role
- You will receive relevant support for the role
- You will be provided with a Local Walk Guide and all necessary materials to promote your Memory Walk
- You will be given up to £150 in expenditure reimbursement (not including personal expenses)
- You will be reimbursed your agreed out-of-pocket expenses, in accordance with Society policy.

To be confirmed:

All Society roles will be assessed with regard to the need for criminal record checks. This will be confirmed in due course.