

## Volunteer role description

# Memory Walk Event Volunteer

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. All money raised from Memory Walk is used to support services for people with dementia and their families in the area local to the walk and also raises awareness of dementia and the Society's work in the community.

Flagship Memory Walks are mass-participation walks in key areas across England, Wales and Northern Ireland, with each flagship walk targeted to raise £15,000 from 500 walkers in 2010.

The Memory Walk Event Volunteer role is essential to support the on-the-day delivery of flagship Memory Walks and help to create a day to remember, fighting dementia every step of the way.

### **What will you be doing?**

- Attend the flagship Memory Walk as a volunteer
- Follow the direction of the Event Organiser/Community Fundraiser
- Specific responsibilities will be agreed from the list (see volunteer role breakdown at bottom of page 2)

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. See also the bottom of page 2.

### **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
- You have experience of outdoor charity events
- You enjoy volunteering as part of a team.

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

## How will you be supported in this role?

Event Organiser/Community Fundraiser  
Memory Walk Fundraising Group volunteers

## How much time will you need to give?

Memory Walks take place at weekends during September and you would be expected to volunteer throughout the whole or part of the day (approximate timings 8am – 5pm). Specific timings will be different for each flagship walk and will be agreed between you and the Event Organiser/Community Fundraiser.

## How will Alzheimer's Society support you?

- You will receive relevant briefing for the role
- You will be provided with one-to-one and/or group based support
- 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.

# Volunteer role breakdown

There are many volunteer roles required to deliver a successful flagship Memory Walk and there is something for everyone. The Memory Walk Event Organiser will provide specific information on the roles required – please contact them to discuss what you would like to be involved with.

Roles include:

- **Site coordination** including setting up equipment and clearing the site after the event
- **Information point coordination** including public announcements and dealing with lost persons
- **Registration coordination** including registering walkers and distributing t-shirts before the walk and distributing goody bags and certificates after the walk
- **Health & safety** coordination first aid and managing cash
- **Marshalling** including making sure walkers complete the walk route safely and dealing with any issues
- **Celebrity coordinator** including greeting and supporting any celebrities attending
- **Media coordination** including working with local press representatives and ensuring photographs are taken
- **Entertainment coordination** including running fundraising and refreshment stalls