

Volunteer role description

Memory Walk Fundraising Group 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 provide the opportunity to develop mass-participation walks in key areas across England, Wales and Northern Ireland and create a national Memory Walk brand through the consistent delivery of the flagship walk model. Each flagship walk is targeted to raise £15,000 from 500 walkers in 2010.

The Memory Walk Fundraising Group volunteer role is essential to support the Community Fundraiser in planning, organising, delivering and evaluating flagship Memory Walks.

What will you be doing?

- Attend regular Memory Walk Fundraising Group meetings and volunteer within the group terms of reference
- Follow the direction of the Community Fundraiser and agree actions following the Memory Walk Toolkit
- Provide administrative and practical support to the Community Fundraiser
- Specific responsibilities will be agreed from the list (see 'typical activities' at the bottom of page 2)
- Review budgets and financial information
- Volunteer with other Memory Walk Fundraising Group volunteers in order to achieve Memory Walk objectives
- Raise the profile of Memory Walk at every opportunity and recruit walkers to take part.

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
- You have experience of outdoor charity events
- You are well organised, can delegate responsibility to others, understand the need to follow a plan and meet deadlines

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

How will you be supported in this role?

Community Fundraiser

Memory Walk Fundraising Group volunteers

Memory Walk Team at Central Office

How much time will you need to give?

This role is flexible and your specific commitment will be agreed between you and the Community Fundraiser. As this is a time-limited (annual) opportunity it will require an increased time commitment in the final run up to the event. 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 benefit from ongoing learning and development opportunities
- You will be provided with one-to-one and/or group based support
- You will be given a Memory Walk Flagship Toolkit to follow
- You will be reimbursed your agreed out-of-pocket expenses, in accordance with Society policy.

Typical activities:

Each Memory Walk will have a range of tasks and activities in order to ensure success. Further details are in the Memory Walk Toolkit. You are free to help us in one or more of the following ways:

Administration / Finance (floats, counting money, banking etc) / Marketing & PR / Health and safety / Recruiting and supporting volunteers / Refreshments / Event day support.

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.