

Walk Like MADD Committee Overview



Congratulations! We're excited that you are interested in learning more about serving on the Walk Like MADD Committee. This Committee Overview will give you an idea of what opportunities are available so you can find a role that best fits what you're looking to do.

The Vision

Our Signature Event

Walk Like MADD provides an outlet for those impacted by drunk and drugged driving to channel their grief into hope and healing by creating a movement for change in their community. It provides victims/survivors the chance to do something to eliminate drunk and drugged driving by recruiting more grassroots advocates and raising mission-critical funds, giving purpose to a purposeless act. It also provides a community the chance to surround and support those hurting by taking action to prevent others from suffering because of drunk and/or drugged driving. *Walk Like MADD* is the **only** large-scale, community-based activity that provides those personally impacted by drunk and drugged driving, and their network of supporters and friends, the opportunity to take steps to stop impaired driving in their community and nationwide.

What Makes Walk Like MADD Unique

Our Walk is unlike any other in that it provides both support and solutions. As a victim-centered event, it provides a compassionate space for communities to remember those lost, inspire change and ask people to commit to solving a solvable problem. Unlike other causes, we don't need to search for a cure. MADD's *Campaign to Eliminate Drunk Driving* provides **the** answer and *Walk Like MADD* provides **the** venue to rally the support of everyday citizens to help put an end to this 100% preventable crime.

Standards

We want Walk Like MADD events to have a consistent look and feel across the country. While the event will take on the personality of a given city, it should be a similar experience no matter where you go. These standards help to ensure Walk Like MADD meets that expectation.

- Follow the volunteer-driven, staff-supported model including a volunteer committee.
- Teams of walkers.
- Fundraising component using the Walk Like MADD fundraising platform.
- A mission message aimed at ending drunk and drugged driving through education and advocacy.
- A testimonial from a victim, survivor or the family of someone impacted.
- Walk Like MADD signage that helps to educate participants.
- Walk Like MADD branding throughout.
- An experience where Walk Like MADD participants 1) remember what or who brought them there; 2) feel inspired and be empowered; 3) make a commitment to end drunk and drugged driving.
- An overall event experience that leaves participants feeling
 - their personal connection was recognized and valued;
 - they are not alone;
 - something is being done by MADD to solve the problem;
 - motivated to personally do even more and get even more involved.

Share the Mission

Share the “why” which carries a big impact as you recruit volunteers, sponsors, team captains and walkers. By sharing why MADD and the work we do is important, you will educate the community while engaging participants to raise money to fund the mission of MADD. Tell your story if you have a personal connection to our mission. Participation in Walk Like MADD will put an end to drunk and drugged driving so we have No More Victims®. MADD is able to continue providing our lifesaving no-cost victim services and educational programs due to funds raised through Walk Like MADD.

Let’s Create this Together

As a Walk Like MADD Committee Member you help Mothers Against Drunk Driving (MADD) deliver its mission while raising funds to support the important work we do. Walk Like MADD (WLM) is designed to engage the community in a way that educates people about drunk and drugged driving while paying tribute to those whose lives have been impacted. WLM is about helping people understand the organization’s mission and giving them an opportunity to get involved. We aim to create an event experience that helps people Remember, Inspire and Commit.

Walk Like MADD is built on a STAFF-SUPPORTED, VOLUNTEER-DRIVEN model. Staff is the cheerleader, resource, and motivator who supports the volunteers that organize and implement the event. The sophistication of the event depends on the volunteer committee. Anything is possible if you have a strong Chairperson supported by a team of volunteer leaders who each recruits a subcommittee. If everyone does their part, it’s not overwhelming to anyone. The key is to form a solid foundation of volunteers on which to build your event.

Your Role on the Committee

There are many different roles on a Walk Like MADD Committee. Your staff partner and Event Chair will help to place you in the right role. There are a few things you’ll want to remember as you begin helping to make Walk Like MADD happen in your community.

- Everyone recruits. Teams are the most important aspect in Walk Like MADD. The recruitment of teams translates into fundraising. Fundraising translates into money to fund the important work of MADD. Each committee member will assist in recruitment of teams.
- People give to people they know. Utilize your connections to help the event gain sponsors and in-kind donations. Open doors with your network of connections to assist key roles like Sponsorship and Fundraising to reach their goals.
- If you are leading a committee, be sure to recruit subcommittee members to help get the work done. Most of the committee positions are too big for one person to do alone. Create a team and delegate tasks to your team members.
- Depending on your role, you may have more work to do early on (sponsorship, fundraising, marketing) or closer to the event (logistics, mission, volunteer recruitment). Plan accordingly and communicate regularly with the Event Chair to report your progress.

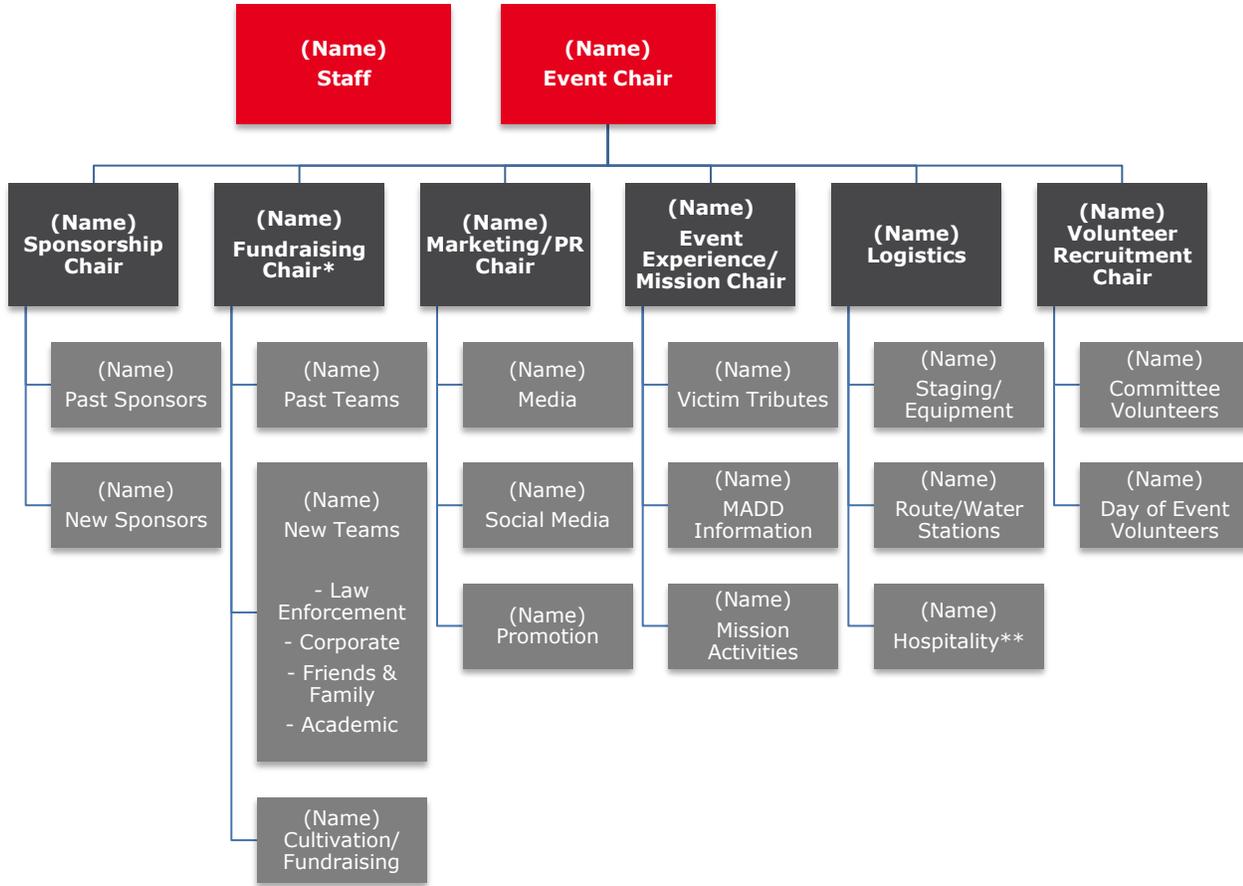
Menu of Opportunities

There are many opportunities for people to get involved in planning and producing Walk Like MADD. There are big roles for those who have the time and skill set. There are smaller roles for those who want to help but can’t commit on a grand scale. And there are plenty of tasks on the day of the event that require volunteer manpower.

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The Committee: A Solid Foundation

An ideal committee leverages the strength of volunteer leaders who manage other volunteers. A solid committee has a volunteer's name in only one box on this chart. Encourage your key volunteers to form small subcommittees to get the work done (never operate as a party of one)! Recruit fun, committed volunteers to help you make Walk Like MADD a reality in your community!



* Fundraising Chair should structure subcommittee in a way that works for your event. Either dedicate a volunteer to Team Cultivation/Fundraising who can mentor all teams and help them be successful fundraisers; or make the mentor/fundraising part of everyone's job so the person who recruits the team also mentors them for fundraising.

** Hospitality includes things that enhance the event experience - food & beverage, VIP area, etc.; how elaborate depends on size of subcommittee.

Committee Opportunities

EVENT COMMITTEE CHAIR

Who am I? *Connected to the mission, organized, a good communicator, able to delegate, a motivator.*

Often I work as *an executive, mid-level manager, sales manager, administrator, enthusiastic Community Leader.*

- Recruit volunteers to fill committee positions.
- Lead committee meetings with staff and ensure Walk Like MADD is on track to meet goals.
- Manage the committee through the planning process and event implementation.
- Communicate with staff to ensure they are in the loop through the entire process.
- Serve as organizational spokesperson for Walk Like MADD in the community.

VOLUNTEER RECRUITMENT CHAIR

Who am I? *Outgoing, connected, good networker, able to mobilize people.*

Often I work as *a human resources manager, salesperson, executive, amazing volunteer.*

- Work with Walk Like MADD Chair staff partner to recruit dynamic leaders to fill key committee positions; also recruit for subcommittee roles.
- Work with Committee Members to determine any "day of event" volunteer opportunities (i.e. need 5 volunteers for parking from 8 am-Noon).
- Recruit groups of volunteers to fill roles.
- Greet volunteers on the day of the event and be the point person onsite.
- Handle correspondence and thank you notes for volunteers post-event.

SPONSORSHIP COMMITTEE CHAIR

Who am I? *Connected in the community, comfortable with making the ask, organized, available to meet with sponsors.*

Often I work as *a sales manager, real estate agent, business owner or committed community leader.*

- Meet with staff to determine target list of potential sponsors and amount of ask.
- Recruit volunteers for your Sponsorship Committee.
- Meet with potential sponsors to secure sponsorships (\$\$\$) and teams (participation).
- Follow-up to ensure sponsors are engaged in the event and expectations are being met.
- Ensure proper sponsor recognition before, during and after the event.

FUNDRAISING COMMITTEE CHAIR

Who am I? *Outgoing, goal-oriented, a motivator, a cheerleader to teams, a good speaker.*

Often I work as *a salesperson, real estate agent, coach or teacher, executive or manager, volunteer committed to the cause.*

- Work with Walk Like MADD Chair to set a goal for number of teams and participants to recruit.
- Form Recruitment Committee for targeted recruitment from different sectors including MADD teams, sponsor teams, and community teams.
- Strategize with Past Chairs to ensure high retention rate of returning teams.
- Lead committee to determine target list of potential new teams; divide and conquer.
- Create a plan with your Sub-Chairs to mentor team captains to ensure they know how to fundraise and are aware of our great fundraising tools and tips.
- Track all teams towards goal and work with your committee to mentor team captains.

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MARKETING & PR COMMITTEE CHAIR

Who am I? *Confident, outgoing, enthusiastic, creative.*

Often I work as *a PR / marketing professional, media guru, branding strategist, radio sales associate.*

- Work with staff to develop a plan to promote Walk Like MADD in the community.
- Recruit a Media Chair to secure news coverage before, during and after the event.
- Recruit a volunteer to spread the message through social media. Your job will not be to create new social media accounts for the event, but rather to make sure all Team Captains and Walkers are leveraging their personal social networks to boost their fundraising efforts and raise awareness about the event and MADD's mission.
- Create a plan to promote Walk Like MADD. Ideas include traditional outreach, community marketing through organizational newsletters, distribution of promotional materials.

EVENT EXPERIENCE / MISSION INTEGRATION COMMITTEE CHAIR

Who am I? *Deeply committed to MADD, organized, familiar with MADD programs, detail-oriented, creative / outside the box thinker.*

Often I work as *a law enforcement worker, emergency room worker, educator, advocate, driven volunteer.*

- Work with staff to determine what MADD information will be available at the event.
- Create an area at Walk Like MADD that can be used as an information booth, volunteer recruitment hub and educational outreach center.
- Recruit savvy MADD volunteers to staff the Tribute Tent on event day.
- Ensure Team Captains are educated on the mission of MADD throughout the process.
- Determine a volunteer that can head up event day activities that will help get the message out to attendees. Volunteers can use the newly developed event experience document to determine which activities should be included at the event.
- Create a meaningful ceremony before the walk begins that will tug at the heartstrings of participants and help them feel the impact of drunk and drugged driving.
- Work with victims, victim families and survivors to share testimonials at the event and leading up to the event to impact fundraising and help participants understand MADD.

LOGISTICS COMMITTEE CHAIR

Who am I? *Organized, detail-oriented, multi-tasker, calm under pressure, take-charge person.*

Often I work as *a construction foreman, firefighter, police officer, facilities manager, government worker.*

- Work with Walk Like MADD Chair to ensure logistical elements are met.
- Help secure Walk Like MADD logistics for event day (examples: stage, sound system, port-o-potties, tables, chairs, banner hanging).
- Coach Route/Water Station Chair on mapping of the walk and placement of water stations.
- Recruit volunteers to help with roles like parking, security, event set-up/clean-up crew.
- Determine hospitality offerings and work to secure those items for event day. May include food & beverage for walkers, VIP area and more.
- Collaborate with Volunteer Recruitment Chair to ensure you have enough helpers.
- Map out Walk Like MADD layout so everyone knows where each element will take place.

We look forward to working with you on the Walk Like MADD Committee!

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Apply to be a Walk Like MADD Committee Member

We would like to capture your interest in joining one of our Walk Like MADD Committees. Please fill out the following application to help planning our events or [submit your application online](#).

Name _____

Contact Number _____ Email _____

Address _____

City _____ State _____ Zip _____

Walk Interest (Please check all that apply & click on each event for more details):

Long Island Staten Island New York Capital Region Westchester New Jersey

Committee Role Interest (Please check all that apply):

Event Committee Chair Volunteer Recruitment Chair Sponsorship Chair

Fundraising Chair Marketing & PR Chair Event Experience/Mission Integration Logistics

Are you or someone you know a victim or survivor of an impaired driving crash?

Yes No

Additional Comments: _____

*Forms can be sent to MADD NY & NJ Development Director Tara Spohrer:
PO Box 20309, Huntington Station, NY 11746
Phone: 631-547-6233, ext. 3662 | Fax: 631-547-6235 | Email: tara.spohrer@madd.org*

[Or submit your application online](#)

We will follow-up with next steps upon receipt of your application.
Thank you for your support of MADD's mission!

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