

**Volunteer Job Description:**

**Chair of the Sponsorship and Revenue Generation Subcommittee of AFP National Philanthropy Day**

Position Overview:

The Chair of the Sponsorship and Revenue Generation Subcommittee plays a critical role in securing financial support and resources for AFP National Philanthropy Day. This volunteer leader is responsible for overseeing the planning, implementation, and evaluation of sponsorship strategies and revenue generation initiatives to ensure the financial success of the event.

Responsibilities:

* Leadership and Management:
	+ Provide leadership and guidance to the Sponsorship and Revenue Generation Subcommittee, ensuring alignment with the overall goals and objectives of AFP National Philanthropy Day.
	+ Recruit, onboard, and support subcommittee members, assigning roles and responsibilities that leverage their skills and expertise.
	+ Foster a collaborative and inclusive team environment that encourages creativity and innovation in sponsorship and revenue generation efforts.
* Sponsorship Strategy:
	+ Develop a comprehensive sponsorship strategy that outlines the approach to securing financial support and in-kind contributions from businesses, corporations, and individuals.
	+ Identify potential sponsors, research their philanthropic interests and alignment with the event's mission, and develop targeted sponsorship proposals and packages.
	+ Coordinate with the AFP National Philanthropy Day committee to ensure sponsorship opportunities are integrated into the overall event planning.
* Sponsor Cultivation and Stewardship:
	+ Establish and maintain relationships with existing and potential sponsors, effectively communicating the value and impact of their involvement with AFP National Philanthropy Day.
	+ Implement stewardship strategies to recognize and appreciate sponsors, ensuring they receive the agreed-upon benefits and are acknowledged appropriately.
* Revenue Generation Initiatives:
	+ Collaborate with the committee to identify and implement revenue generation initiatives that complement the event and align with its mission.
	+ Explore opportunities for ticket sales, auctions, raffles, fundraising campaigns, or other activities to generate additional revenue.
* Partnership Development:
	+ Seek partnerships and collaborations with businesses, organizations, and community groups to leverage their networks, resources, and expertise for the benefit of AFP National Philanthropy Day.
	+ Identify opportunities for mutually beneficial exchanges, such as promotional collaborations, co-hosting events, or shared marketing initiatives.
* Evaluation and Reporting:
	+ Establish metrics and mechanisms for evaluating the success of sponsorship and revenue generation efforts, including financial goals, sponsor satisfaction, and revenue generated.
	+ Prepare regular reports summarizing the effectiveness of sponsorship strategies, revenue generation initiatives, and partnership outcomes.
	+ Provide recommendations for improvement based on data analysis and insights gathered from sponsorship and revenue generation efforts.

Qualifications:

* + Demonstrated experience in fundraising, sponsorship, sales, or a related field.
	+ Excellent interpersonal and negotiation skills, with the ability to build and maintain relationships with diverse stakeholders, including sponsors and partners.
	+ Strong project management skills, with the ability to coordinate multiple tasks, meet deadlines, and manage a team of volunteers effectively.
	+ Proficiency in developing sponsorship proposals, negotiating sponsorship agreements, and securing financial support.
	+ Excellent communication skills, both written and verbal, with the ability to articulate the value and impact of AFP National Philanthropy Day to potential sponsors and partners.
	+ Passion for philanthropy and a deep understanding of the importance of financial support in organizing successful events.