IMPACT MELANOMA

CONQUERING SKIN CANCER USA – EVENT IN A BOX

ROLES AND RESPONSIBILITIES

YOUR ROLE

- ☑ **You are the host of the event which includes planning and coordinating; welcoming all attendees and facilitating the program from start to finish.**
- ☑ **Enlist volunteers** to assist you in running a successful event.
- ☑ **Book the venue; contact local dermatologist to perform skin checks.**
- ☑ **Secure local sponsors to donate movie snacks and drinks.** This is an opportunity to connect with local businesses who have outdoor workers, or businesses that relate to being sun safe (e.g., surf shop, beach restaurant, dermatology office).
- ☑ **Be the point person to order *Event in a Box* materials.**
- ☑ **Coordinate with IMPACT Melanoma to confirm and secure speakers.**
- ☑ **Leverage media opportunities to secure local coverage.** (e.g., newspaper, TV, radio, and college campus news outlets)

IMPACT MELANOMA'S ROLE

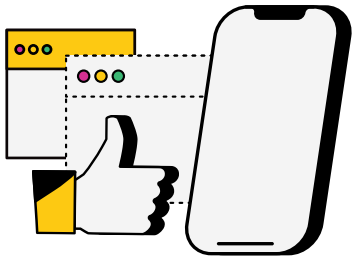
- ☑ **We are here to help you run a successful event!**
- ☑ **Ship *Event in a Box* materials. (Tracy Sconyers)**
- ☑ **Assist in securing speaker panel participants. (Laurie Seavey)**
- ☑ **Assist in providing volunteers as needed. (Tracy Sconyers)**
- ☑ **For large events, IMPACT Melanoma will assist in providing a speaker to attend to represent IMPACT Melanoma as part of the agenda. (Laurie Seavey)**

IMPACT MELANOMA

METRICS OF A SUCCESSFUL EVENT

AWARENESS
number of attendees

SKIN CHECKS
number completed



SOCIAL MEDIA tagging
IMPACT Melanoma

BE SKIN SMART
QUIZZES
number taken

POSITIVE PRESS COVERAGE
get local news to cover and promote grass roots efforts

DONATIONS
Money raised for IMPACT Melanoma's mission

NEW VOLUNTEERS
for future events