IMPACT MELANOMA

# *CONQUERING SKIN CANCER USA EVENT IN A BOX*

## DIGA ROLES AND RESPONSIBILITIES

## YOUR LEADING ROLE

**You are the host of the event which includes planning and coordinating; welcoming all attendees and facilitating the program from start to finish.**

- ☑ **Register the event** by completing the DIGA Event Plan **(link here)**
- ☑ **Enlist volunteers** to assist you in running a successful event.
- ☑ **Book the venue, secure and test all technology.**
- ☑ **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.**
- ☑ **Promote event via social media and local media.** (e.g., newspaper, TV, radio, and college campus news outlets)

## SUPPORTING CAST: IMPACT MELANOMA'S ROLE

**We are your resource to help you create a successful event!**

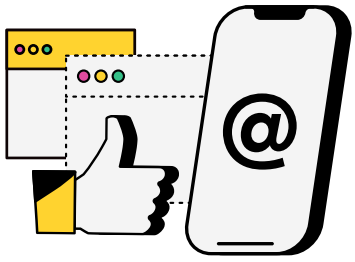
- ☑ **Ship *Event in a Box* materials.** (Tracy Sconyers)
- ☑ **Assist in securing speaker panel participants.** (Laurie Seavey)
- ☑ **Assist in providing volunteers as needed.** (Tracy Sconyers)
- ☑ **For large events, IMPACT Melanoma will assist in providing a speaker to attend to represent IMPACT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

# IMPACT MELANOMA

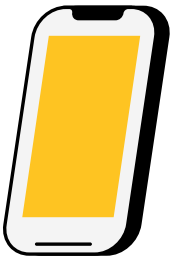
## METRICS OF A SUCCESSFUL EVENT

**AWARENESS**
number of attendees

**SKIN CHECKS**
number completed



**SOCIAL MEDIA posts with pictures tagging IMPACT Melanoma**



**PHOTOS of event shared with IMPACT Melanoma**

**BE SKIN SMART QUIZ**
number taken

**PRESS COVERAGE**
local news outlets promoting your grass roots efforts

**DONATIONS GIVEN**
to support IMPACT Melanoma's mission

**NEW VOLUNTEERS**
for future events