



JOB DESCRIPTION

What is a Komen BigWig?

BigWig ['big,wig] (**noun**): an important person, usually in a particular sphere; synonym: VIP · (very) important person

Komen BigWig (noun): a very important person on a mission to end breast cancer forever by raising awareness and funds in their community; willing to have fun while wearing a ridiculous pink wig

CAMPAIGN TIMEFRAME: January 25, 2019-March 8, 2019

BigWig RESPONSIBILITIES:

- BigWigs commit to raising at least \$2500 towards the campaign's goal of \$50,000 by asking for donations and/or pledges. Suggested increments of gifts include:
 - **\$125** funds an uninsured women's mammogram
 - **\$250** sponsors a faith based organization's Prayer in Pink program
 - **\$500** funds an uninsured women's MRI
- Responsible for collecting and turning in donations/pledges to the Komen office by end of campaign
- Willingness to have their photograph taken in a Big Pink Wig to promote the campaign
- Participate in TV or radio PSAs/segments as scheduling permits
- Understand and share how Komen's funds are used to serve women in Riverside and San Bernardino Counties and serve as Komen Inland Empire ambassadors.
- Attend specific Komen/BigWig events:
 - o **BigWig Kickoff** at Citizens Bank Area on Friday, January 25 at 6:00 PM. Family and friends are welcome. Please RSVP by January 10 to Julie Ruff at jruff@komenie.org or (951) 676-7465.
- Social Media

KOMEN INLAND EMPIRE WILL PROVIDE:

- A BigWig information kit, including
 - BigWig handbook with fundraising ideas, marketing assets, social media posts/graphics/activation plan
 - Information regarding current financial needs in Riverside and San Bernardino Counties and how Komen Inland Empire funds will meet these needs
 - List of Komen Inland Empire funded programs
 - Pledge Forms
- An initial meeting with Komen Inland Empire Board Member or Executive Director to help develop your fundraising plan (upon request or as needed)
- Ongoing support throughout campaign
- Promotion of campaign

BIGWIG CAMPAIGN TIMELINE:

- *January 4:* Commitment Form Due to Julie Ruff at jruff@komenie.org
- *January 10:* Web Page Info Sheet Due
- *January 16:* Photoshoot Option #1 at Burton Photography | 24594 Sunnymead Blvd. Suite O, Moreno Valley, CA
- *January 21:* Photoshoot Option #2 at Burton Photography | 24594 Sunnymead Blvd. Suite O, Moreno Valley, CA
- *January 25:* BigWig Kickoff at Citizens Bank Arena in Ontario at 6:00 PM. Friends and Family are welcome. Please RSVP by January 10.
 - Official Launch of Website.
 - Komen Staff to provide marketing materials. Marketing materials include business cards, postcards, posters, flyers, Thank You Cards, letterhead, and social media.
- *January 25-March 8:* Solicit Pledges
 - *Week 1 or Week 2 of February:* Let Komen Inland Empire know if you're having a fundraiser so Komen Staff can attend.
- *March 11:* Cash/Check Pledges Due to Komen Inland Empire Office
- *March/April (Date and Location TBD):* BigWig Wrap Up Party