



## PURPLE COMMUNITY CABINET

**Purple Community** is Van Andel Institute's dynamic community awareness and fundraising program that connects individuals, schools, teams, companies and corporations, that want to join the fight against cancer and neurodegenerative diseases, to the resources needed for action.

The **Purple Community Cabinet** is comprised of community leaders who want to make an impact on cancer and Parkinson's disease research at Van Andel Institute through supporting the fundraising initiatives of the Purple Community program. These individuals serve as ambassadors and advocates for Purple Community through their work on this dynamic, hands-on, grassroots fundraising team, helping to create new events and partnerships, promote Purple Community events and activities, and volunteering throughout the year at events around West Michigan and beyond.

### Purple Community Cabinet Structure

#### **Executive Cabinet:**

- Co-Chairs (2)
- Vice Chair (1)
- Event Chair (1)
- PR & Marketing Chair (1)
- Volunteer Chair (1)

#### **Ambassadors (Maximum of 50)**

#### **Junior Ambassadors (Unlimited)**

#### **Goals of the Purple Community Cabinet**

1. Advocate for the Purple Community program and Van Andel Institute.
2. Connect Purple Community to new networks and organizations.
3. Attend and/or host Purple Community events.
4. Increase visibility by inviting friends/colleagues to engage with Purple Community.
5. Generate new partnerships for Purple Community.

#### **Expectations**

- Attend and actively participate in monthly or quarterly meetings, depending on the position held within the Cabinet.
- Support a Purple Community Signature Event semi-annually through participation or volunteerism.
- Network for Purple Community while actively recruiting new event prospects and corporate partners as well as new Purple Community Cabinet Members.
- Passion for the Purple Community mission of raising funds for cancer and neurodegenerative disease research at Van Andel Institute.



## Purple Community Cabinet: Executive Cabinet Position Description

The Cabinet will be comprised of no more than 50 individuals (ambassadors), including 6 Chairs who will serve on the Executive Cabinet. The 6 Chairs will be broken down by 2 Co-Chairs, 1 Vice Chair, 1 Event Chair, 1 Marketing & PR Chair, and 1 Volunteer Chair. The Executive Cabinet will meet monthly and will provide additional strategy, leadership, and support to the Purple Community Staff. The Executive Cabinet does not, however, have any formal governance over the Purple Community Program or Van Andel Institute (this responsibility lies, for the totality of the organization, with the Van Andel Institute Board of Directors.)

Each Co-Chair will be asked to serve a 2 year term, and the Vice Chair will step in to replace one of the Co-Chairs during a transition year. Other Chairs will be asked to commit for at least one year.

### **Purple Community Executive Cabinet Chair Expectations:**

In addition to the general cabinet responsibilities detailed in the cabinet ambassador description, responsibilities for the Purple Community Executive Cabinet Chairs are as follows:

- **Cabinet Meeting Leadership**  
Cabinet Chairs will assume speaking roles at cabinet meetings, and contribute to the overall efficiency and effectiveness of meetings.
- **Team Management & Accountability**  
Each Chair will provide support to the ambassadors. They will serve as primary contacts to answer questions, assist in relationship-building and check in with ambassadors as needed.
- **Planning Sessions**  
Chairs will participate in planning sessions with Purple Community staff as needed.
- **Community Representation**  
Cabinet Chairs will represent Purple Community and the cabinet in the community both informally and formally, including occasionally being asked to participate in speaking engagements to community and outreach groups (such as schools, colleges and corporate partners) as needed, utilizing talking points put together by the Purple Community team.

### **2019 Purple Community Executive Cabinet Meeting Schedule (TENTATIVE):**

Meets each month from 4:00-5:00PM at VAI unless otherwise noted

Wednesday, January 9, 2019  
Wednesday, February 6, 2019  
Wednesday, March 6, 2019  
Wednesday, April 3, 2019  
Wednesday, May 1, 2019  
June/July – OFF Enjoy the Summer!

Wednesday, August 7, 2019  
Wednesday, September 4, 2019  
Wednesday, October 2, 2019  
Wednesday, November 6, 2019  
December – OFF Enjoy the holidays!



## Purple Community Cabinet: Ambassador Position Description

As members of the Purple Community Cabinet, Ambassadors are community leaders and influencers that will help to keep Purple Community and Van Andel Institute at the forefront of the West Michigan community (and beyond!), stay up to date with our latest news and events and ensure that Purple Community events remains fresh, diverse, and viable.

Purple Community Ambassadors will engage with individuals and corporate partners in an effort to help maintain current relationships while also generating new partnerships.

### **Purple Community Cabinet Ambassador Expectations:**

As a Purple Community Cabinet Ambassador, members will be expected to provide support in the following ways:

- **Join one of the Purple Community Cabinet Sub-Committees**  
Each ambassador will be asked to join one of the three sub-committees of the Cabinet – Events, PR/Promotions, or Volunteer. Meetings will be held monthly and will be led by the Chairs.
- **Represent Purple Community**  
Serve as ambassadors in the community for Purple Community. Be well versed in our organizational mission and vision, and Purple Community events each year.
- **Promote Purple Community**  
Provide input and feedback on event opportunities and partnerships as requested. Share various promotional material (digital fliers and postcards) through social media. Follow Purple Community on social media and share event information and updates with your digital network.
- **Participate in Events**  
Attend Purple Community Signature Events throughout the year as time allows (minimum of two annually). These events include Griffins games, concerts, and our Purple Community 5K.
- **Generate Leads & Build Purple Community Network**  
Assist with targeted reaches to community stakeholders and groups to help secure new events and corporate partnerships.

**Ambassadors will be invited to attend quarterly Purple Community Cabinet meetings at Van Andel Institute in addition to their monthly sub-committee meetings.**



## Purple Community Cabinet: Junior Ambassador Position Description

As members of the Purple Community Cabinet, Junior Ambassadors are emerging student leaders and influencers that will help to keep Purple Community and Van Andel Institute at the forefront of the West Michigan community (and beyond!), stay up to date with our latest news and events and ensure that Purple Community events remains fresh, diverse, and viable.

Purple Community Junior Ambassadors will engage with their peers within their schools to encourage the next generation of students to support Purple Community in the ways they have.

### **Purple Community Cabinet Junior Ambassador Expectations:**

As a Purple Community Cabinet Junior Ambassador, members will be expected to provide support in the following ways:

- **Represent Purple Community**  
Serve as ambassadors in the community for Purple Community. Be well versed in our organizational mission and vision, and Purple Community events each year, especially the history of their school involvement with the program.
- **Promote Purple Community**  
Follow Purple Community on social media and share event information and updates with your digital network. Encourage your friends to engage with Purple Community.
- **Participate in Events**  
Attend or volunteer at Purple Community Signature Events throughout the year as time allows. These events include Griffins and Whitecaps games, concerts, and our Purple Community 5K.

**Junior Ambassadors will be invited to attend Purple Community Cabinet meetings at Van Andel Institute (typically twice per school year).**