



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 – 12 Members

- Chair (1)
- Vice Chair (1)
- Event Chair (1)
- Marketing Chair (1)
- Volunteer Chair (1)
- Student Ambassador Program Chair (1)
- Members at Large (4-6)

Ambassadors (Maximum of 50)

Student Ambassadors (20-24)

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 OF ALL PURPLE COMMUNITY CABINET MEMBERS:

- Attend and actively participate in monthly or quarterly meetings, depending on the position held within the Cabinet.
- Support a Purple Community Signature Event through participation, volunteerism or serving on a committee.
- 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 areas of focus including cancer research, Parkinson's disease research and education initiatives 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 1 Chair, 1 Vice Chair, 1 Event Chair, 1 Marketing & PR Chair, 1 Volunteer Chair, and 1 Student Ambassador Program Chair. In addition to the chairs, there will be up to 6 additional Members at Large that will serve on the Executive Cabinet.

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).

Chairs will be asked to serve a minimum 2-year term, and the Vice Chair will step in to replace the Executive Cabinet Chair during a transition year. Members at Large will be asked to commit for at least two years with the option renew.

PURPLE COMMUNITY EXECUTIVE CABINET MEMBER RESPONSIBILITIES:

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

- **Executive Cabinet Meeting Leadership**
Assume speaking roles at cabinet meetings and contribute to the overall efficiency and effectiveness of meetings.
- **Management & Accountability**
Provide support to the Cabinet Ambassadors. They will serve as primary contacts to answer questions, assist in relationship-building and check in with ambassadors as needed.
- **Planning Sessions**
Participate in planning sessions with Purple Community staff as needed.
- **Community Representation**
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 10, 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 Cabinet 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 RESPONSIBILITIES:

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

- **Marketing** - 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.
- **Events** – Attend or recruit friends/family to attend Purple Community Signature Events throughout the year (minimum of two required annually). These events include Griffins games, concerts, Purple Community 5K Celebration event, and many more. You may also choose to serve on the planning committee for one of these Signature Events.
- **Volunteer** - Every member of the cabinet will be registered as an official Purple Community Volunteer and may be invited to serve as an Event Captain. Must serve a minimum of 24 volunteer hours per year and can be achieved in any configuration (several longer shifts or multiple short shifts). This can also include serving on a planning committee for a PC event.
- **Student Ambassador Program** – A limited number of ambassadors will have an opportunity to serve as mentors to high school students enrolled in the Purple Community Student Ambassador Program.
- **Generate Leads & Build Purple Community Network** - Assist with targeted reaches to community stakeholders and groups to help secure new events and corporate partnerships. Serve as ambassadors in the community for Purple Community. Be well versed in our organizational mission and vision, and Purple Community events.
- **Quarterly Social Hours** - Ambassadors will be invited to attend quarterly Purple Community Cabinet Social Hours hosted by the Executive Cabinet at Van Andel Institute. During these social hours, we will recognize and celebrate the accomplishments of individual ambassadors and provide key updates for the Purple Community program. Ambassadors must attend at least two Social Hours per year.



PURPLE COMMUNITY STUDENT AMBASSADOR PROGRAM

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 Student Ambassador Program** consists of emerging high school 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 plan a signature Purple Community Student Ambassador fundraising event each year.

Student 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 STUDENT AMBASSADOR RESPONSIBILITIES:

As a Purple Community Student Ambassador, participants in the program will be expected to provide support in the following ways:

- **Student Ambassador Purple Community Signature Event** - Students will work collectively to plan and execute one major fundraising event each school year, with support and mentorship from the Purple Community Cabinet Ambassadors and staff.
- **Volunteer** – Register as official Purple Community Volunteers. Must serve a minimum of 12 volunteer hours per year and can be achieved in any configuration (several longer shifts or multiple short shifts).
- **Events** - Attend Purple Community Signature Events throughout the year as time allows. These events may include the Grand Rapids Griffins Purple Game, Whitecaps Purple Community Game, and Purple Community 5K. Student Ambassadors will also be required to participate in our Purple Community Leadership Lunch & Learn held in the fall each year.
- **Marketing** - Share various promotional material (digital fliers and postcards) through social media. Follow Purple Community on social media and share event information and updates with their digital networks.
- **Generate Leads & Build Purple Community Network** - Serve as an ambassador for Purple Community. Be well versed in our organizational mission, and Purple Community events each year, especially the history of their school involvement with the program if applicable.
- **Monthly Student Ambassador Program Meetings** – Must attend monthly meeting at Van Andel Institute and other possible locations throughout West Michigan, October to May each school year.



APPLICATION PROCESS:

- **Each student must fill out an application online which includes:**
 - A short essay (500 words) explaining why they want to be chosen to be part of the Student Ambassador Program.
 - Current GPA
 - List of current extracurricular activities
 - Teacher or Coach Letter of Recommendation
- **Application deadline is May 28.**
- **The PC Executive Cabinet will select members by May 31.**
- **Must be currently enrolled in high school for the 2019-2020 school year.**
- **Must reside in the West Michigan Community.**

PERKS FOR STUDENT AMBASSADORS:

- Connect with other young leaders from West Michigan
- Engage with a globally recognized research and education institute
- Earn volunteer and service hours for needed high school requirements
- Real life experience serving on a committee to add to college applications
- Opportunities for public speaking at their schools and at other PC Events including the Purple Community Leadership Lunch & Learn
- Recognition on Purple Community website and social media

****Each year, two students will be selected by the Executive Cabinet as the official co-chairs.**