



CHARITY SOPH POSITION SUMMARY

A Charity Soph is responsible for assisting their Charity Head Soph and Programming Assistants with the planning and execution of Charity programming and community-building initiatives during the summer, Orientation Week, and the 2021-2022 school year. A Charity Soph's goal is to connect incoming students and other Sophs with the London community. The Charity team is responsible for managing the One-Stop Tent during O-Week late night programming as well as organizing events such as BBQs and the Terry Fox Run. Charity Sophs also help facilitate Orientation Serves with Western Student Experience. Orientation Serves provides students the opportunity to make a meaningful impact in the community through an afternoon of volunteering.

CHARITY PORTFOLIO DESCRIPTIONS

One-Stop Charity Tent

- Plan, set-up, and run the One-Stop Charity Tent during nights of Orientation Week alongside LST
- Develop fun, creative, and interactive programming activities to educate incoming students and Sophs about Charity Team initiatives as well as host general programming for student engagement (ex. photobooth, information booths, game nights, karaoke etc.)
- Coordinate and manage foods/drinks at the One Stop
- Work closely with Sponsorships

Food & Sponsorships

- Work closely with LST and other portfolios during the summer to identify needs that can be filled through donations and procure food and other items for Charity initiatives
- Develop sponsorship package during the summer to send out to potential sponsors/partners for the One Stop and other Charity initiatives
- Seek ways to improve both the cost and time efficiency of Charity initiatives
- Work with USC staff to organize the logistics of all food-serving days including events such as the Faculty Day BBQ and Ivey BBQ
- Work closely with One-Stop portfolio and help coordinate and manage foods/drinks at the One Stop
- Budgeting, sales, and marketing experience is an asset

Media

Videography

- Create videos to promote the charity team's vision and initiatives
- Film and edit footage for Charity Wrap Up video as well as other Charity-related initiative videos

Graphic Design

- Design the team uniform

Photography

- Take pictures at events throughout Orientation Week
- Take charity promotional photos
- Be familiar with picture editing software(s)
- Work with the promotions to share these photos

Promotions

- Manage Western Charity social media accounts
- Build a consistent charity presence throughout all social media outlets
- Create graphics to advertise Orientation events and initiatives
- Use social media for new initiatives aimed at reaching new audiences including incoming students, the Western community and London residents
- Communicate with other portfolios for their advertising needs
- Communicate with all Charity Reps to create promotions, event pages etc.

Community Engagement

- Assist LST in organizing various charity and service-based activities in the London Community (ex. time-raisers such as focus groups, gardening, etc.) for Charity Reps to coordinate with first-year students and other Sophs
- Plan and coordinate charity initiatives to engage incoming students and Soph teams during the summer and beyond Orientation Week
- Help plan and execute new Charity Team initiatives aimed to engage incoming students and Sophs that aligns with the values of the Orientation Program
- Collaborate with members of USC Charity throughout the year to promote and take part in charity initiatives

Terry Fox Run

- Plan and program the Western University community Terry Fox Run Day
- Promote the run in the weeks leading up to the day
- Plan the run throughout the summer, work with the Terry Fox Foundation to ensure all steps are taken to hold a successful event
- Set up and facilitate the run on the actual day
- Ensure fundraising and awareness initiatives are aligned with the goals of the Terry Fox Foundation

Soph Engagement

- Requires constant contact with all other Soph teams and Charity Reps to effectively communicate the Charity Team's goals and important event details
- Provide guidance and information to allow constituent charity reps to be successful in their role
- Help plan and execute new Charity Team initiatives aimed to engage incoming students and Sophs that aligns with the values of the Orientation Program
- In charge of the planning and coordination of:
 - Charity Challenges
 - Training for Terry (T4T)
 - Summer Soph team initiatives
 - Summer Charity initiatives and "Work Week" initiatives