



Partners for a Healthier Cumberland County

Volunteer to Be a Part of the 2018 Health Awareness Initiative

Dear fellow members of the HRA of Southern New Jersey:

As we look to implement the final stages of our plan for May's health and wellness awareness initiative across Cumberland County - including our May 23 attempt to set four Guinness World Records - we are seeking committed individuals who would be willing to serve as Team Leaders, Co-Leaders or volunteers in seven key categories of the program. Please keep in mind that activities in each of these categories have already been initiated by the Committee, with many key aspects of the program already well in place. Your support will help ensure the implementation of the program across the county is as efficient as possible.

Here are the categories, and a description of the responsibilities within that category. Please choose a category or categories that you or one of your employees would like to join.

- CATEGORY 1: GUINNESS WORLD RECORDS:** Working closely with Guinness World Records on clearly understanding and defining guidelines to successfully complete world record attempts. This would require analysis of current guidelines, an understanding of any logistical problems implementing these guidelines and negotiating alternative scenarios with Guinness that would best fit our model.
- CATEGORY 2: PARTICIPANTS:** Ensuring that current implemented structure for registration of participants is completed according to plan. This would involve all registrants pre-registering for the event (through website/mobile app), registrants acquire UR-labeled ticket (to be handed in at registration), venues are prepared to scan participant's tickets and all participants receive digital world record certificate post-event.
- CATEGORY 3: MEDIA RELATIONS/SOCIAL MEDIA/PROMOTION:** Working with local/regional/national press in ensuring our story gets told throughout the month of May. This would require working with media members in providing program narrative, setting up press conferences, assisting marketing partners, and connecting with possible national sponsors. Also defining a strategy to build viral campaign for Take the Pledge/Make the Pledge theme.
- CATEGORY 4: SPONSORS/PARTNERS:** Working with current sponsors to express our gratitude, ensure their needs are met while tracking/delivering payments according to Committee deadlines. Also responsible for overseeing current prospecting (Stage 1 ... list previously provided) while initiating Stage 2 funding, i.e. prospecting for second-level sponsorships and Take the Pledge/Make the Pledge campaign.
- CATEGORY 5: VENUES:** Working with schools, businesses, churches and local government in finalizing all venues to host Guinness events throughout the day on May 23. This would require completing agreements with all current and prospective venues, gathering information on each venue (a survey has already gone out), and then disseminating information to venue representatives/volunteers to ensure the venue meets all Guinness requirements.
- CATEGORY 6: HEALTH AWARENESS VIDEOS:** Working with marketing partner/Inspira/Health and Medical Professionals to ensure the video meets the highest standards while also adhering to Guinness requirements for content, length of time (at least 30 minutes), and pre-event review/approval by Guinness/Committee. Would also work with Venues Leader in delivering video to each location while ensuring staffing and technology meet Guinness/Committee requirements.
- CATEGORY 7: COMMUNITY RELATIONS:** Working with community leaders and their representatives to ensure they are aware of all activities regarding the month-long awareness campaign and Guinness event. Seeking their support and exploring possible opportunities for funding.

YOUR NAME	<input type="checkbox"/> TEAM LEADER	<input type="checkbox"/> CO-LEADER	<input type="checkbox"/> VOLUNTEER?
YOUR BUSINESS NAME	HOW WOULD YOU LIKE TO HELP?		
YOUR PERSONAL MOBILE NUMBER	BUSINESS PHONE NUMBER		
	YOUR EMAIL ADDRESS		

For more information, please contact Jerry Covella:
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