

# ACS GenNow NYC Chapter

## Board & Membership Descriptions



### NYC Chapter President – 1 Position

The ACS GenNow Network chapter president is the volunteer leader of the chapter and represents the American Cancer Society (ACS) in the community. This person is responsible for building relationships, developing volunteer leaders, advancing the overall work of the chapter, and continuously recognizing the hard work of the volunteers. They will use their sphere of influence to garner support for the three GenNow Network pillars: Mission, Mentorship, and Impact.

#### **NYC Chapter President Responsibilities:**

- The chapter president will be responsible for overseeing all director roles: Mission, Mentorship, Membership, Mark/Comm, Impact, Relay After Dark and other GenNow signature event(s)
- Serves as overall chapter leader, helping to advance growth and development and enhance overall member experience
- Actively engages in recruitment efforts to foster chapter growth
- Encourages professional growth of members by introducing ideas for new, relevant chapter activations
- Leads by example by incorporating the American Cancer Society's mission into chapter activities
- Presides at all meetings; virtual or in person
- Leads the chapter for a recommended term of two years (2025-2026 & 2026-2027)
- Provides strategic volunteer leadership for the chapter
- Leverage personal and professional networks to spread the ACS mission and secure funding for GenNow signature event(s).
- Mentors the vice president and other chapter leaders
- Establishes and drives annual strategies and financial goals
- Coordinates chapter communications, including bio-monthly newsletter in conjunction with ACS partner
- Achieve an annual fundraising goal of \$2,500

# ACS GenNow NYC Chapter

## Board & Membership Descriptions



### NYC Chapter Vice President – 1 Position

The ACS GenNow Network chapter vice president is the volunteer leader of the Chapter and represents the American Cancer Society (ACS) in the community. The chapter vice president is responsible for building relationships, developing volunteer leaders, advancing the overall work of the chapter, and continuously recognizing the hard work of the volunteers. They will use their sphere of influence to garner support for the three GenNow Network pillars: Mission, Mentorship, and Impact.

#### **NYC Chapter Vice President Responsibilities:**

- The chapter vice president will be responsible for overseeing all director roles: Mission, Mentorship, Membership, Mark/Comm, Impact, Relay After Dark and other GenNow signature event(s)
- Commits to transitioning to the role of president when the current leader's two-year term is complete
- Serves as a chapter leader, helping to advance growth and development and enhance overall member experience
- Actively engages in recruitment efforts to foster chapter growth
- Encourages professional growth of members by introducing ideas for new, relevant chapter activations
- Leads by example by incorporating the American Cancer Society's mission into chapter activities
- Presides at all meetings; virtual or in person
- Leads the chapter for a term of two years (2025-2026 & 2026-2027)
- Provides strategic volunteer leadership for the chapter
- Mentors other chapter leaders
- Leverage personal and professional networks to spread the ACS mission and secure funding for GenNow signature event(s).
- Establishes and drives annual strategies and financial goal
- Achieve an annual fundraising goal of \$2,500

# ACS GenNow NYC Chapter

## Board & Membership Descriptions



### NYC Membership Directors – 2 Positions

The ACS GenNow Network chapter membership directors will work closely with the president and vice president in developing strategies for membership growth, retention, engagement, and development.

They are responsible for implementing structures and foundations to steward chapter members, as well as creating strong community relationships to meet growth and retention goals.

#### **NYC Membership Directors Responsibilities:**

- Oversee and coordinate, with the support of sub-committee or chapter members the planning and execution of membership recruitment, engagement, and volunteer events. Example events: Volunteer nights at Hope Lodge, quarterly development events, and quarterly fitness events
- Attends and reports at bi-monthly chapter meetings; virtual or in person
- Shares insights and action items for bi-monthly newsletter
- Leads by example by incorporating the American Cancer Society's mission into chapter activities
- Leverage personal and professional networks to spread the ACS mission and secure funding for GenNow signature event(s).
- Mentors committee members
- Appoints sub-committee leads
- Develop and oversees strategies for new member recruitment
- Achieve an annual fundraising goal of \$2,500

# ACS GenNow NYC Chapter

## Board & Membership Descriptions



### NYC Mission Director – 1 Position

The ACS GenNow Network chapter mission director will work closely with the president and vice president in developing best practices and strategies to help educate the chapter on the mission of the American Cancer Society (ACS). They will consistently focus on elevating and advancing the knowledge of chapter members to empower them to be the best ambassadors of the ACS mission in the community.

This person is responsible for integration of the ACS mission into meetings, activities, and events while also cultivating opportunities for chapter volunteers to support ACS in other mission capacities.

#### **NYC Mission Director Responsibilities:**

- The mission director will be responsible for overseeing and incorporating the American Cancer Society's mission into all chapter activities and events.
- Ensures chapter members are well informed about volunteer opportunities and additional ways to support ACS outside of signature event(s)
- Implements at least 1 mission-focused project within the chapter (advocacy, patient support, research, etc.)
- Attends and reports at chapter meetings; virtual or in person
- Shares insights and action items for bi-monthly newsletter
- Leverage personal and professional networks to spread the ACS mission and secure funding for GenNow signature event(s).
- Achieve an annual fundraising goal of \$2,500

# ACS GenNow NYC Chapter

## Board & Membership Descriptions



### NYC Marketing & Communications Directors – 2 Positions

The ACS GenNow Network chapter marketing and communications director will work closely with the chapter president and vice president in developing strategies to market the three GenNow Network pillars: Mission, Mentorship, and Impact.

This person is responsible for building relationships in the community that will bolster the brand of both the GenNow Network chapter and the American Cancer Society (ACS) in a positive light and bring awareness to the work of ACS as well as funding and partnership opportunities.

#### **NYC Marketing & Communications Directors Responsibilities:**

- Partner with the GenNow Directors to lead the development of the 2026 marketing and communications plan
- Attends and reports at chapter meetings; virtual or in person
- Shares insights and action items for bi-monthly newsletter
- Leads by example by incorporating the American Cancer Society's mission into chapter activities
- Oversees management of ACS GenNow Network Social Media
- Collaborates with the event chair on event needs
- Builds strong community relationships to support the ACS mission and committee outreach efforts
- Achieve an annual fundraising goal of \$2,500

# ACS GenNow NYC Chapter

## Board & Membership Descriptions



### NYC Impact Director – 1 Position

The ACS GenNow Network chapter impact director will work closely with the chapter president & vice president in developing strategies for sponsorship growth, retainment, and goal achievement.

This person is responsible for implementing structures and foundations to ensure all chapter members are working toward their annual Give/Get fundraising commitment. They will work closely with their American Cancer Society (ACS) partner and with the ACS Corporate team to make strategic asks, align on income needs, and to develop pipelines for new members, volunteers, and sponsors. The impact director is responsible for building strong and bold relationships in the community that will bolster and support targeted goals toward income.

#### **NYC Impact Director Responsibilities:**

- Attends and reports at chapter meetings; virtual or in person
- Leads committee meetings
- Shares insights and action items for monthly newsletter
- Leads by example by incorporating the American Cancer Society's mission into chapter activities
- Oversees strategies for new sponsorship pipelines for goal attainment
- Oversees membership Give/Get opportunities and identifies areas of opportunity within the chapter for member engagement
- Tracks income progress and drives strategies for success
- Manages chapter budget responsibilities with ACS partner
- Leverage personal and professional networks to spread the ACS mission and secure funding for GenNow signature event(s).
- Achieve an annual fundraising goal of \$2,500

# ACS GenNow NYC Chapter

## Board & Membership Descriptions



### NYC Chapter Members

- Serve as a community ambassador of the American Cancer Society GenNow Network
- Contribute to the success of the chapter by offering support from your personal and professional networks when possible
- Complete the annual application process for the chapter
- Minimum one-year commitment
- Buy an event ticket and sell event tickets to signature event
- Active participation/attendance at bi-monthly chapter meetings, held on the second Tuesday of each month TIME TBD, as well as all networking opportunities, events, etc
- Additional opportunities to join Gen Now sub-committees: Relay After Dark, Mission, Membership committees
- Participation in at least two additional American Cancer Society volunteer opportunities
- Achieve an annual fundraising goal of \$1,000