2015 Senior Class Campaign
Executive Board Positions

Co-Presidents (2) - Major leadership role and time commitment

- Leads, coordinates, and manages all aspects of the Campaign.
- Ideal candidates should:
  - be skilled at motivating and inspiring their peers and working as a team.
  - have experience leading large groups and interacting with alumni.
  - have excellent time management and public speaking skills, as well as the ability to delegate.
  - be charismatic, enthusiastic, responsible, and passionate about Cornell.
  - be comfortable serving as the public “face” of the Campaign to trustees, alumni, and students.
  - have an interest or background in fundraising and a broad, diverse, or unique network of classmates

Vice President of Marketing & Communications

- Works with a team to develop marketing strategy, branding, and messaging for the Campaign.
- Oversees social media outreach and messaging.
- Responsible for monthly emails to senior class with innovative designs and content.
- Ideal candidates are creative, good writers, and have marketing experience or interest.
- Example task: Draft targeted email to architects in March as a tie-in with Dragon Day.

Vice Presidents of College Outreach (2)

- One VP will focus on Arts & Sciences, CALS, and Engineering. One VP will focus on HumEc, ILR, Hotel, and AAP.
- Liaises with staff and student leaders in each college to arrange collaborations and cross-promotions.
- Coordinates outreach to students in the different colleges.
- Identify priorities and impact of gifts in each college to communicate to students.
- Ideal candidates are well-connected within their college and skilled at managing a team of volunteers.
- Example task: Work with staff in colleges to highlight SCC results on TV screens in various buildings.

Vice President(s) of Affinity Outreach

- Coordinates a team to handle Greek, Athletic, Multicultural, and other affinity group outreach.
- Develops creative ways to reach communities on campus and track their progress.
- Ideal candidates are leaders with good presentation skills, broad personal networks, and diverse activities.
- Example task: Work with student athletes and team captains to reach 100% participation from each sport.

Vice President of Events & Recognition

- Maintains an overall calendar for the year of events and activities.
- Oversees overall event planning and coordination.
- Coordinates efforts to thank and recognize donors and volunteers.
- Identifies, cultivates, and solicits student leaders with the capacity or inclination to make a gift at leadership levels of $50, $100, and $250.
- Ideal candidates are detail-oriented and good at logistics.
- Example task: Oversee a “Philanthropy Week” series of events to promote the Campaign.

Vice President of Volunteer Management

- Manages recruitment efforts for volunteers, ambassadors, and phonathons.
- Develops training materials for committee members and volunteers on what the Campaign is, why it’s important, and other key talking points.
- Responsible for engaging the SCC Ambassadors and managing Team Leaders.
- Works with a social chair to organize fun events.
- Oversees efforts to recruit juniors to join the Campaign in the spring semester.
- Manages phonathon sign-ups, scheduling, and training.
- Ideal candidates are organized and have fundraising experience, such as for the Cornell Annual Fund.
- Example task: Develop ways to motivate ambassadors by tracking attendance, solicitations, and other metrics.