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## Leadership Guide

## **Leadership Team**

The 4K for Cancer program strives to support the thousands of people impacted by cancer each year and spread awareness of the Ulman mission. We are looking for participants to lead that effort...are you one of them? Riding or running across the country with the 4K for Cancer is truly a life-changing experience and the best way to experience the trip is to be a part of the leadership team. As a leader you will:

- Gain both personal and professional skills that will not only be essential to the success of your team, but will provide lasting experiences that will benefit you after the 4K
- Build character, cultivate leadership skills and demonstrate your capacity for supporting a group of like-minded individuals
- Serve a unique support role for your teammates in the logistical planning of your team

Each 4K team will have their own leadership team. This team will be comprised of 2 trip directors, 6-9 leg leaders, 1 mission coordinator, 1 social media coordinator, and 1-2 trainers (run) or 1-2 mechanics (ride). Ulman staff will work with the selected leaders throughout the winter and spring to prepare them for the upcoming summer.

To apply for a leadership position please read through each position description to see which role best matches your strengths and interests. Ulman staff will conduct interviews in November to select applicants who best illustrate the qualities described throughout the guide.



## **Director**

Each 4K team will have two trip co-directors who will work together to ensure that their team has a successful summer. Although being a trip director may be demanding, it can also be the most rewarding position. Trip directors will ensure their team's success by overseeing the other leadership roles on their team and daily team logistics. More specifically, trip directors will have responsibilities both prior to and during the 4K.

### **Responsibilities prior to the 4K:**

- Serve as a point of contact for Ulman staff
- Serve as a point of contact for your team
- Attend Director Retreat in February
- Attend all online/phone check-ins with 4K Program Coordinator
- Work with co-director to create team building exercises and help teammates connect prior to 4K beginning
- Complete required director curriculum assignments
- Work with 4K Program Coordinator to create chore and driving list for summer
- Support other leadership team members with their tasks prior to the trip

### **Responsibilities on the 4K:**

- Enforce Ulman policy appropriately throughout summer
- Serve as point of contact for Ulman staff
- Ensure team completes daily chores and morning routine
- Ensure members of leadership team fulfill their responsibilities
- Mediate conflicts between teammates in accordance to Ulman policy
- Communicate with 4K Program Coordinator any team or logistical issues
- Keep teammates focused on 4K mission
- Be a role model to teammates/lead by example
- Serve as team spokesperson when necessary
- Assess and properly handle all injuries in accordance to Ulman policy
- Demonstrate proper safe riding or running procedures
- Maintain a team first mentality

### **Director Retreat Weekend (February 15-17)**

All trip directors will be required to attend the Director Retreat Weekend in Baltimore, MD on February 15-17. Transportation, lodging and food will be organized, and provided, by 4K staff during this weekend. During the retreat, directors will meet and work with Ulman staff to prepare them for their role as trip directors leading up to and during the summer.

### **Director Curriculum**

All trip directors must complete the 4K leadership curriculum prior to the summer beginning. This curriculum will be announced in early 2019 and will include four online modules to equip trip directors with the necessary skills to be successful leaders on the 4K. Completion of the director curriculum will result in a leadership certification from Ulman.

### **Desirable Attributes**

4K Program Coordinators look for participants that are: **mission-focused, empathetic, have a consistent positive attitude, are honest and capable of conflict mediation, and have prior experience in a leadership role.**



## Leg Leader

Leg leaders are an integral part of the logistical success of each 4K team. Each team will have 6-9 leg leaders that will work in groups to secure hosts, meals, and showers for each day of the 4K. Leg leaders will attend an online webinar during the winter that outlines how to contact host locations. During the trip, leg leaders will be responsible for maintaining communication with their hosts and finalizing related details.

*Prior to the trip beginning leg leaders will:*

- Check in regularly with 4K Program Coordinators on host progress
- Attend webinar training
- Coordinate responsibilities for outreach with other leg leaders
- Secure half of host locations by March 1; all hosts by April 1
- Secure breakfast, showers, and dinners when possible

*During the trip leg leaders will:*

- Contact host locations one month, one week and one day prior to team arriving
- Inform of necessary logistical items associated with host sites (dinner time, shower time, etc.)
- Serve as main point of contact for host locations
- Encourage and enforce respectful behavior at host sites in accordance to Ulman policy
- Provide all relevant information to team and van drivers during host assignments

## Desirable Attributes

4K Program Coordinators look for participants that are: **committed to their team and dedicated to reaching deadlines, have a strong attention to detail, possess exceptional organizational skills, demonstrate proper phone and email etiquette, and have experience with Google Sheets (preferred).**



## **Mission Coordinator**

In addition to running or cycling daily, each 4K team will have 4-6 service or learning experiences that may include hospital and cancer centers visits, volunteering at hospitality houses, scholarship presentations, chemo care bag distributions or bone marrow registration drives. The mission coordinator will work directly with 4K Program Coordinators to organize these events and serve as the point of contact during the summer. Additionally, the mission coordinator will help facilitate other mission related tasks both prior and during the trip.

*Prior to the trip beginning, mission coordinators will:*

- Collaborate with 4K Program Coordinators in the organization of service events
- Encourage teammates to read scholarship applications and complete YA Cancer Curriculum
- Introduce self to scholarship recipients

*During the trip mission coordinators will:*

- Coordinate and help execute service and educational experiences during 4K
- Communicate with 4K Program Coordinators regarding service events
- Facilitate Days of Dedication and mailing of postcards
- Be responsible for collecting and managing on the road donations

### **Desirable Attributes:**

4K Program Coordinators look for participants that are: **mission focused and possess strong interpersonal skills, professional and organized, have a strong desire to help others, mindful of Ulman mission and issues impacting young adults facing cancer, and are effective communicators both remotely and in person.**



## **Media Coordinator**

To keep family, friends and supporters up to date on their team's journey, each 4K team will have a media coordinator. During the summer, the media coordinator will be responsible for daily updates to their team's blog on Track My Tour. Under the direction of the 4K Program Coordinators, the media coordinator will also manage an Instagram takeover week for their 4K team and the creation of a portrait project of each of their teammates.

*Prior to the trip beginning, media coordinators will:*

- Become familiar with Ulman social media policy
- Encourage teammates to pursue media opportunities in local towns
- Become familiar with Track My Tour and Instagram

*During the trip media coordinators will:*

- Remind and enforce 4K social media policy with all teammates in accordance to Ulman policy
- Take portrait photos of each teammate and collect bios
- Maintain team Track My Tour map
- Manage Instagram takeover week, maintain team Twitter page, & submit content for 4K Facebook page
- Give shout outs to hosts and supporters on social media platforms
- Reach out to local media channels for coverage

## **Desirable Attributes:**

4K Program Coordinators look for participants that are: **familiar with Instagram, Facebook and other social media platforms, experience with social media posting or marketing, pay good attention to detail, are confident in enforcing social media policies amongst teammates, and are creative in social media posting and online shout outs.**





### **Trainer (Run Teams Only)**

To ensure that all 4K runners remain healthy and injury-free during the summer, each 4K run team will have 1-2 trainers. The responsibility of the trainer is to help reduce running related injuries through teaching and mentoring of teammates on stretching techniques, injury prevention, and rehabilitation. The trainer must have a solid understanding of injury prevention and conditioning techniques to aid their teammates over the course of their 4K journey.

#### *Prior to the trip beginning trainers will:*

- Work with the 4K Run Program Coordinator to send weekly wellness tips to teammates
- Become familiar with basic stretching, taping, training, recovery, and injury prevention techniques
- Monitor, encourage, and check in with teammates regarding training and provide recommendations when necessary
- Contact college trainers or companies about donating resources to team

#### *During the trip trainers will:*

- Document any injuries, and subsequent steps taken, in trainer log
- Assist with injury rehabilitation of teammates within the scope of your training
- Mentor teammates on proper conditioning and stretching techniques
- Coordinate with local college trainers for assistance when necessary

#### Desirable Attributes:

4K Program Coordinators look for participants that are: **experienced in sports medicine, experienced in running and cross training exercises, passionate in helping others, willing to teach and mentor teammates, compassionate, and are creative problem solvers.**



### **Mechanic (Ride Teams Only)**

An essential member of every 4K ride team, the mechanic will ensure all of their team's bikes remain in appropriate condition throughout the summer. The mechanic must have a solid understanding of bike maintenance and know how to make adjustments when necessary. Each team's mechanic will be expected to mentor their teammates on proper bike upkeep and appropriately address bike issues as they occur during the summer.

#### *Prior to the trip beginning trainers will:*

- Attend all related trainings; including mechanic orientation session during orientation weekend
- Become familiar with aspects of bike maintenance and how to troubleshoot related problems
- Work with 4K Ride Program Coordinator to provide videos to teammates on bike upkeep and solutions to common bike maintenance problems
- Monitor, encourage, and check in with teammates regarding training and provide recommendations when necessary

#### *During the trip trainers will:*

- Assist with repair and maintenance of teams' bikes
- Mentor teammates on bike upkeep and maintenance
- Coordinate with local bike shops to arrange repair assistance

#### *Desirable Attributes:*

*4K Program Coordinators look for participants that are: **knowledgeable in bike maintenance and cycling, mechanically inclined, are willing and able to educate each rider about bike and equipment maintenance.***

