

A MOMENT OF



FOUNDATION

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EXECUTIVE BOARD INFORMATION PACKET

Executive Board Positions

President

Vice President

Secretary

Finance

Campus Coordinator

Off Campus Coordinator

Fundraising Chair

Interchapter Relations

Handler Coordinator

New Member Coordinator

Social Media Coordinator

Costume Coordinator

Is being on the executive board for you?

You should go out for an executive position if you want to make your chapter better.

Executive positions come into their term with a lot of ideas to improve things that they know aren't working that well for their chapter. When you're applying for an executive position, pick up where your former position left off, but don't forget to fix what is broken. Sometimes, it takes a fresh perspective to improve upon events and practices that aren't working well for your chapter.

You should go out for an executive position free of any grudges against any of the other members.

Your personal business is not your professional business. A Moment of Magic is a family where each member is treated with equal love and respect.

You should go out for an executive position if you know how to speak your mind in a professional way.

If someone has problem with something, take a step back, analyze how you feel, and say what you want to say in the best way possible. The best way to conquer obstacles throughout the semester is through teamwork and effective communication. Being able to get your ideas across in a professional matter whether it be in meetings, emails, or group discussion are a vital trait for an eboard member. Good communication is key to a successful chapter.

You should go out for an executive position if you aren't afraid to ask for help.

Use your fellow executive board members. They are there to help you. Nervous about an event you're in charge of? Tell your fellow executive members, they will always be there to support you.

You should go out for an executive position if you want to be a better leader.

Being an executive member will allow you to become an expert at delegating tasks, sending professional emails, and helping to create new traditions for your chapter. You

will be able to talk to a large group of people more easily and you will sharpen skills that will lead you to a successful future, all while being in a fun, comfortable environment.

You should go out for an executive position if you want to appreciate your organization more.

Holding an executive position puts you on the other side of your organization's operations. You are responsible for making beneficial decisions for more than just yourself. You have to think ahead of how your decisions will affect your chapter in the long run. You don't represent one individual, you represent the many hardworking people who pledged their hearts to the same organization.

Eleven Tips for A Moment of Magic Leadership

- **Transition:** A face to face meeting with the predecessor of your position is needed to go over your job description, review what worked & didn't work, and to talk about your position. An email or text won't always relay all this informational adequately. Ideally you should speak in person.
- **Notebook study:** Make sure you get all the relevant binders, notes and paperwork relevant to your office. Take time to study up on all the material. By reviewing what's happened in the past, you will learn about what you should and shouldn't do during your term. Do not consider those notebooks as irrelevant history! They are your guidebooks to the future.
- **Never speak negatively of your predecessor:** Even if you didn't entirely agree on how your predecessor ran her position, do not look down or speak ill of past performance. Always thank the chapter who served before you. When you propose changes and improvements, make sure it's building on what the previous girl did, not replacing it. Present your new ideas in a way that is not a slap in the face to any of your chapters.
- **Be diplomatic:** When presenting your new goals, do not steamroll over everybody else. Learn how to smoothly get the exec board and the chapter to buy into your vision. This happens when you are patient, positive, and clear headed. Be politely persuasive ~ not a bull in a china shop.
- **Miss manners:** As a leader, it's up to you to set the tone. Always consider the opinions of others, say thank you, go out of your way to learn know everyone's name, write notes, communicate with the chapter, solicit input, listen to advice, be on time, be organized, go the extra mile, lead by example, and keep an even temperament. You are the face of the chapter. Make sure it's a positive one.
- **No martyrdom:** Have faith in your team. You should be motivating the group to greatness. Your job is *not* to do everything yourself, share the workload as a team. This is a common leadership pitfall ~ "if you want something done right, do it yourself" syndrome. You will end up exhausted, and an ineffective officer. Help others help you!
- **Lead by example:** The opposite of the martyr is the leader who does not carry their own weight. This behavior gains no respect from your chapters and can generate ill feelings. You should be working just as hard at the end of the semester as you were in the beginning. Work in a team with your chapters and they will work hard for you.

- **Be an ambassador:** As the president, or top board member, you are the #1 representatives of your chapter. Make a point to establish good relations with the clubs on campus and the university community at large. Don't cancel events at the last minute, never gossip about other clubs, and hold up your end of all partnerships. A Moment of Magic reputation is riding on your actions.
- **Involve your alums & advisors:** Be respectful of those who have gone before you. Don't dismiss advice from those who have been there before. Instead, take advantage of their wisdom and experience. Honor your older chapters and make sure they are treated with love and attention throughout the year.
- **Ask questions!** Is something confusing? Are you unsure how to handle a situation? Ask your team and work on the problem together.
- **Make your mark!** You want to plan at least one unique accomplishment during your term. Revamp the way your chapter meetings are run, launch a new fundraiser, establish a new volunteer activity, implement new coronation ideas, raise the chapter GPA, host the biggest philanthropy event ever, etc... See what areas could use a little 'sprucing up' and gracefully plan your steps to improve them. "Making a difference" will help your chapter and give you great satisfaction too!

Roles of All Members of the Executive Board

Maintain the mission of A Moment of Magic: restore the magic of believing at a time when a child needs to "just be a kid" and remind them to be brave, strong, and fearless.

Promote A Moment of Magic in the best light. We operate on a platform of respecting others and upholding human dignity. Treat others with kindness and respect and understand that being a part of our organization is a privilege.

Attend all executive board and necessary meetings. Executive Board members are integral in the overall success of the chapter. Members should not miss more than 1 meeting a semester.

Follow all A Moment of Magic governing material including by-laws and agreements. We create our agreement documents to alleviate any problems you could possibly face. Members should both follow and enforce these documents.

Help coordinate events, visits, and meetings, especially in your respective job.

Attend Student Government Association meetings and other student government required events for good club standing. Because we work closely with the University, we require each club to remain in good standing to avoid suspension.

Attend recruiting events, such as Open House, Involvement Fairs, etc. It is imperative that the entire executive board is at events like these.

Election Process for all members (besides the president), is by popular vote done privately on slips of paper or online voting system. The President will have to submit a completed application to A Moment of Magic Headquarters.

Raise \$1,500 for annual dues. Teamwork is the only way to successfully run a chapter. Work together to ensure that you remain in good fiscal standing.

The President

The president organizes, leads, and maintains a chartered chapter of A Moment of Magic for one academic year. A Moment of Magic staff member must approve the candidate before he/she becomes the President.

Qualifications:

- Complete an approved President application submitted to kylee@amomentofmagic.org.
- Attend the annual A Moment of Magic International Leadership Conference during the summer prior to his/her term as President.
- Attend all A Moment of Magic trainings via skype or in person
- Ensure that all members are meeting the commitment and the mission of A Moment of Magic in order to be successful on your campus, including the visit minimum, volunteer minimum, etc.

- Hold regular officer meetings. We recommend holding board meetings once a week.
- Utilize, maintain, and regularly update social media accounts and websites.
- Plan and conduct the executive board retreat during the first month of school. Chapters will not be permitted to begin holding general body meetings until this is complete.
- Submit all required forms/ resources by the appropriate deadline.
- Ensure visits are happening at the minimum of twice per month
- Organize and run regular chapter meetings and a minimum of three campus events and four hospital visits.
- Maintain A Moment of Magic as an official student organization on campus.
- Submit two chapter reports (mid year and end year) via kylee@amomentofmagic.org and schedule times to review them with your program manager/staff contact.
- Utilize chapter website to update calendars and rosters and distribute them
- Enforce all bylaws and agreements for the chapters
- Find a proceeding applicant to apply for Chapter President when you graduate.

See more tips in the Chapter President packet given out at the NCPC

Vice-President

The vice-president is a chapter member who plans, supervises and evaluates all chapter activities.

The following lists the VP responsibilities:

- With support from the President, complete and update the fall and spring semester calendars on the chapter calendar webpage and share with the program manager, chapter members, and advisors.
- Plan, direct, and supervise all group activities.
- Delegate tasks and appoint associate member committees to assist with activity planning.
- Keep accurate information about member attendance and committee participation for all group activities.
- Helps facilitate and record all Chapter Acts

- Work with the chapter members, campus and local community to engage them in A Moment of Magic program initiatives throughout the year

General Tips:

*The Vice President is one of the most important roles within the group. The Vice President is to act as a liaison and support for the Chapter President with the club members.

*It's crucial for the Vice President to be incredibly involved. The VP should be at as many visits as possible and always at events on campus.

*The VP is in charge of all subcommittees. It's important to take charge of the committees while acting as the Chapter President's right hand.

Secretary

The secretary is a chapter member who completes chapter forms/resources required by the school and/or A Moment of Magic.

The following lists the secretary's responsibilities:

- Work with the President to prepare the chapter roster and update as needed and share with the Faculty Advisor and Executive Director.
- Assist President with forms/resources: chapter roster, character updates, agreements, chapter acts reports, mid year report, and end year report and submit to Executive Director.
- Keep attendance at all officer/chapter meetings and group activities. Record the minutes at all meetings and write brief descriptions of all group activities.
- Print any and all materials required
- Create group chats for all off-campus events.
- Create google calendar events for all off-campus events.
- Record and report service hours to headquarters.
- Keep a list of all drivers on campus
- Keep track of general meeting dates and types (i.e. reflections, trainings, and character presentations, etc.)
- Make snapchat geofilters for bigger events

Date: ____/____/____

A Moment of Magic Foundation

Meeting Type :

Meeting Location :

Attendance Sheet

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Finance Chair

The finance chair is responsible for collecting information on monies allocated by the school or university.

The following lists the finance chair's responsibilities:

- Maintain school bank account with support from faculty advisor. Ensure chapter adheres to school policies and procedures.
- Create a receipt system for those raising money on campus and ensure that it is deposited into the school's agency account.
- Work closely with the entire executive board, specifically the President, on creating budgeting plans for every event.
- Create a filing and organization system to document all financial expenses and records and budgeting plans..
- Work to raise a minimum of \$1500 for chapter dues.
- Create an online database with information on each princess-in-training's funds.
- Coordinate and oversee chapter fundraising activities and work closely with the fundraising chair.
- Attend required campus finance/treasurer meetings.
- Submit budget updates and budget requests
- File documents with the school such as budget requests, budget updates, and contingency funding.
- Submit a document detailing funds spent and funds raised on every event within a week each event is held to Executive Director.

General Tips

*Allocating a Budget

Have every executive board member submit a budget form (found below) for every single event they plan to have over the course of a semester. Try to finalize these before a semester starts to submit to your school efficiently. Cut costs on the forms. Look over the forms and find where you can reduce the costs.

You will be surprised by the generosity that surrounds you! Use it! Solicit

businesses and ask for donations in return for a partnership package.

*Keep Track of Your Budget

This is the most important part of your job as finance chair!

You will be allocated a certain amount of money from your college or university. You will want to spend this money effectively. You will want to be conservative with your budget.

The Best Way to Keep Track:

*Start a Google Sheet and share it with your executive board!

*Clearly state what this Google Sheet is! I like to label mine “Financial Plan Spring/Fall Semester of (Insert Year here)”

*You will primarily be in charge of this so set it up in a way that is comfortable for you!

*You can keep multiple sheets within this one

SHEETS TO INCLUDE:

1. Agency Account- this is where you will be keeping track of fundraised amounts of money. Keep five columns: Date of Event, Type of Event, Amount of Money Raised, the Date it was given to your Student Activities Director and Where Money Will Go

2. Receipt System- this is where you will keep track of the budget. Keep six columns: Purchaser, Amount Remaining, Price, Items Purchased, Order Date, Event. Fill in who purchased each item. Start with the allocated budget in the first row. Simply subtract the price of each item following! Keep a close eye on this, mathematical errors do happen and can be detrimental to your success! You never want to go over on your budget!

3. Future Purchases

By keeping a tight spending budget, you may have left-over money at the end of the year! In this sheet, keep track of future purchases you may want to make at the end of the spring semester!

4. Character in Training's Funds

Each member will be fundraising for costume expenses, including the original purchase and alteration/dry cleaning costs. Keep track of each character's funds in sheet!

*Submitting Budget Forms

Your school may ask you to submit a budget form.

If you keep a detailed receipt system, this will be super easy and quick! Simply copy and paste the details of the purchases. You will want to include your original allocated budget, how much of that budget you have left, what you have spent the budget on, and how much each item costs. You will also want to include upcoming events and describe how you plan on distributing the remainder of your budget. Have purchases take pictures of receipts as soon as they receive them and email them to you. This will help avoid any issues with receipts being lost as you will have a digital paper trail behind you.

Your Student Activities Advisor

You are going to want to form a close, personal relationship with your student activities advisor! You will be emailing him/her often and he/she will be in charge of your budget!

Budget Priorities

When giving a budget it can be extremely overwhelming and hard to determine how much money each event/item deserves! In the beginning of the semester, meet with your executive board and decide a plan of action for every event.

You should spend the majority of the budget on events that are going to:

1. Fundraise a larger amount of money (brunch, etc.)
2. Bonding events for the Chapter (retreat, etc.)
3. Recruiting Events/ Sponsors (new members are a necessity to the success of your chapter!)
4. Transportation costs

On-Campus Coordinator

The on-campus coordinator organizes, executes, and leads all chapter efforts regarding the A Moment of Magic's campus events.

The following lists the off campus coordinator's responsibilities:

- Along with the president, organize at three on campus events per semester.
- At chapter meetings, update participants and chapter leaders on A Moment of Magic campus events.
- Organize or assist with chapter fundraisers that support A Moment of Magic involvement, specifically those on campus.
- Raise awareness of the A Moment of Magic in the campus community by encouraging involvement from other clubs (i.e. flyers, presentations, blurbs in school newspapers, etc.).

General Tips:

* Know your environment - Is your school into events that are athletic or do they like events more food oriented? While you may want to host a dance, past precedence at your school may show that your population is not interested in events like this. Know your environment and cater your events to be successful.

* Know your dates!

-September -

Pediatric cancer awareness month, awareness color: Gold. This is the month to dream big and go all out. Try to complete as many challenges as possible and raise the most awareness that you possible can.

-October -

Down Syndrome awareness month, symbol: Butterfly.

Domestic Violence Awareness Month

Homecoming - Now is your time to shine and raise a lot of money. Try to get involved in as many homecoming events as possible, specifically with King and Queen as it is directly correlating with our theme! See if your school will let you host a 50/50 during a homecoming game. Set up a table to raise awareness. Now is the time to gain HUGE exposure.

-November

National Marrow Awareness Month - Connect with an organization like Be The Match and hold a bone marrow sign up date at your school!

-December

The big one! This month is all about giving. Host toy drives. Set up an amazon wish list. This is the big month of giving, so give a lot to the kids you meet and try to push for others to give to the organization.

December 19th - A Moment of Magic's Birthday

-January

Host a blanket making drive, pajama drive, and stuffed animal drive to donate to the children's hospitals during the cold months.

-February

February 4th - World Cancer Day

February 14th - Valentine's Day

Collect dresses for a children's hospital prom

Last week of February - National Eating Disorder Awareness Week

-March

March Madness - create a basketball tournament

March 3rd - National Princess Day

March 8 - International Women's Day

March - Women's History Month

-April

April 4-10th - National Young Adult Cancer Awareness Week

Autism Awareness Month, symbol puzzle pieces

Last full week of April - National Princess Week

April 28 - Neuroblastoma Awareness Day, Awareness Color Purple

April 28 - National Superhero Day

-May

Brain Tumor Awareness Month

-June

June 4 - National Cancer Survivors Day

-July

-August

- * When you need volunteers at an event, make an excel sheet to designate times
- *Utilize your Canva account to create beautiful promotional material
- *Promote! Post on social media, send out a mass email to your school, hang up signs.
- *Use social media, but don't rely on social media. Be creative!

Off-Campus Coordinator

The off-campus coordinator organizes, executes, and leads all chapter efforts regarding the A Moment of Magic's off campus events.

The following lists the off campus coordinator's responsibilities:

- Along with the president, organize at least one hospital visit monthly.
- At monthly chapter meetings update participants and chapter leaders on A Moment of Magic visits.
- Organize or assist with chapter fundraisers that support A Moment of Magic involvement, specifically those off campus.
- Raise awareness of the A Moment of Magic in the community by encouraging involvement from other organizations (i.e. flyers, presentations, blurbs in community newsletters, etc.).
- Create and consistently add to an off-campus contact database for hospitals and organizations to work with.
- Create and consistently add to an online database of donors.
- Maintain bi-weekly contact with A Moment of Magic headquarters and submit all required forms/ resources by the appropriate deadlines (i.e. registration forms, status updates etc.)

General Tips

- *Always give the volunteers extra time to get to a visit in case of traffic, someone running late, or getting lost on the way. We recommend adding an extra 30 minutes of padding time.
- *Always assign a key lead for a visit. The key lead will be in charge of making sure everyone is on time for that visit and making sure everyone's costuming is right.
- *Always be patient when working with the hospitals. Sometimes they take awhile to reply, aren't interested in programming just yet, or are waiting for the perfect child or event to match you with.
- *Always be super friendly.
- *Always update the national database of places you contacted, when, who you spoke to, and what was said. It helps you stay organized and prevents multiple chapters from contacting the same places.
- *Send pictures with your emails or facebook messages it gives a face to what you're saying.

Plan in advance - The more time you give your volunteers time to plan, the better. Reach out to dozens of hospitals and organizations in the summer or the beginning of the semester.

Use our database - We will be sending along a database compiling dozens of different organizations all over the United States. Use the database to contact organizations, but also add new families, hospitals, and businesses in it and keep it updated.

Social media is key - You would be surprised how many amazing organizations and families you can find online. Remember, while we work with a lot of amazing hospitals, some of the best events we have are with organizations that have missions similar to ours. While there are a lot of incredible, small organizations raising awareness all of the country, very rarely do they work together. We change this! You can reach out to organizations and families by searching Facebook, GofundMe, Twitter, and Instagram. Look up key phrases, and then send them a general letter about our services.

Get organized - once you book an event, finalize the event template attached below. Ask the hospital how many princesses and volunteers you are allowed to bring, some may be very strict about the number of volunteers. Then copy and paste the template into a google doc of all the events for the semester. Create an event on groupme or google calendar or ask in a meeting to see who can attend.

Choose your characters - If the hospital or family want specific characters, choose from the list of volunteers that can attend and can fit those characters first. If they do not ask for specific characters, randomly choose characters and handlers that are available for the visit using a randomizer name website. Make sure to pick a driver before choosing the volunteers attending (volunteers who have means of transporting others should have a higher priority to attend).

Visit Planning Template:

Use this template to solidify visit information. It will help keep you and your

team organized. Use this form for every event, keep them all in a google doc shared with your chapter and headquarters that way everyone is on the same page.

Name of Event:

Date:

Organizations Involved:

Arrival Time:

Estimated End Time:

Volunteers Attending:

Characters Attending:

Activities for the day (ex. Bedside visits, singalongs, etc.)

Costume Pick Up Date:

Key Lead:

Key Lead Contact:

Donations to take:

Meeting Place:

Drivers:

Contact Person:

Location:

Parking:

Notes:

EXAMPLE EMAIL

Hello!

My name is *YOUR NAME* and I am the event coordinator of A Moment of Magic Foundation at *YOUR SCHOOL*. We are a 501(c)(3) nonprofit organization

that allows college students to provide creative programming to pediatric hospitals, social service institutions, and directly to families. Our most popular service include princess visits, superhero visits, and athlete visits!. We wear high quality costumes, almost identical to what you would see in a theme park!

Our organization does everything from bedside visits, group readings, play room parties, and day long one-on-one adventures. We have visited a number of hospitals such as Cohen's Children's Hospital, Montefiore, Jersey Shore Medical Center, St. Joes Children's Hospital, just to name a few. The best part is, we do everything entirely for free. All of our volunteers are unpaid and our hospital services are totally without charge.

We would love to visit *YOUR ORGANIZATION*. WHY DO YOU WANT TO VISIT THIS SPECIFIC EVENT? It would be an absolute honor to create even more magic at your event!

Our website is amomentofmagic.org. We would love for you to check out our recent vlogs that capture exactly what we do on our hospital visits and special events, as well as perhaps click through our social media sites to see pictures of all the great kids we've met.

If you have any further questions please don't hesitate to ask. We hope to work together to create even more magic.

Thank you!

Part I: Contacting hospitals

- Include a subject line, i.e A Moment of Magic Inquiry
- Cc kylee@amomentofmagic.org on all email transmittance
- Update the contact sheet immediately after contacting anyone

Part II: After Booking Hospitals

- Update the contact sheet
- Create a Google Calendar invite for the date and time. Send it to all members via email and kylee@amomentofmagic.org
- For visits planned more than 3 weeks in advance, give volunteers up until 2 weeks before the visit to confirm whether or not they can attend. If a volunteer cancels within a week of the visit, they should receive a "strike". For visits planned less than 3 weeks in advance, give volunteers up to 48-72 hours to confirm whether or not they can attend. If a volunteer cancels anytime before the visit, they should receive a "strike".
- Fill out the Visit Planning Template. Keep it in the Google Doc.

Part III: 2 Weeks Before the Hospital Visit

- Send the Visit Planning Template to kylee@amomentofmagic.org

Part IV: 1 Week Before the Visit

- Confirm the details for the visit with the hospital. Tip: you can send them a modified visit planning template (you can take out things like costume pick up date, drivers, etc.)

Part V: 1 Week After the Hospital Visit

- Send a thank you note to the hospital that includes a follow up survey.

2 Weeks After the Hospital Visit

- Send along the final visit planning template and review of the hospital visit to kylee@amomentofmagic.org

Fundraising Chair

The fundraising chair is responsible for organizing fundraisers for A Moment of Magic.

The following lists the fundraising chair's responsibilities:

- Organize and execute fundraisers for A Moment of Magic in coordination with the executive board, specifically the President.
- Work closely with the entire executive board, specifically the President and finance chair, on creating budgeting plans for every event.
- Create a filing and organization system to document all financial expenses and records and budgeting plans along with the finance chair.
- Work to raise a minimum of \$1,500 for chapter dues along with the finance chair.
- Help create unique and successful fundraising ideas for princesses-in-training.
- Create an online database with detailed journal logs on each fundraising event..
- Organize a thank you note system

- Submit a document detailing funds spent and funds raised on every event within a week each event is held to Executive Director.

Tips for getting members involved in fundraising.

- **Offer “hot” prizes** for the class level with the highest turn-out rate. You must determine what your chapters would *really* like to win. Frozen yogurt for the most active class? special privileges at the next chapter meeting or chapterhood event? Find something fun (and possibly even free) to reward with.
- **have a competition** between the executive council and the chapter. for example ~ promise that the president and her board will all do something crazy if your chapter turns out strong for a certain event. Whatever would be funny and do-able!
- **set a chapter goal.** if there is something the chapter really needs or wants, offer that as the “enticement” for event participation. For example, if the chapter really wants to do something new, a portion of the prophets can go to that goal.
- **offer lots of visual recognition.** People love to see their names and faces in lights. create an award program that includes individual spotlighting on the chapter website, facebook page, posters, signs, banners, etc. whatever you can come up with to publicize the chapters with the highest attendance level. the award could be a “super active chapter of the week/month” with lots of visual recognition.

See the fundraising packet and event idea list for a full list of ideas.

Interchapter Relations

The Interchapter Relations chair’s main objective is to sense of community between the chapter. Responsibilities:

- Hang fliers for chapter recruitment and speak in classes to gather interest in chapter.
- Take attendance at chapter meetings and activities.
- Assist the secretary with the monitoring of monthly friendship updates and follow-up with chapter members.
- Organizing and leading phone trees before chapter outings.
- Organize monthly bonding activities.
- Organize check-up meetings with each member of the club.
- Organize events to bond crowns and tiaras.
- Take attendance at SGA meetings.

Ideas:

*Have something fun to award at each meeting to a “Team Player” who's been especially helpful that week!

- *Create a ritual before or after meetings or events.
- *Have weekly or monthly check ins with all members.
- *Organize bonding events.
- *Start a new tradition.
- *Create fun ice breakers for all meetings.
- *Find ways to publicly acknowledge chapter members.
- *Boost confidence of all chapter members in a fun event.
- *Create a family of Crowns and Tiaras, our version of big and littles. This helps create a mentorship program between members as well as a designated safe person to talk to about things that can be emotionally tolling.

General Tips

- *Always be available to talk to and be present at meetings and make yourself and your position known to each and every member of your chapter
- *create an attendance sheet and print 15 to keep in your binder/folder so you will not forget to take attendance. It will be easier to keep track of p2ps.
- *The information brought to you by members should be treated as if you are HR, not a gossip mill. Do not relay gossipy information. Know what is and is not imperative to pursue. Understand how to diffuse a situation. Try to alleviate problems before they start.

See the Ice Breaker Packet and Bonding Packet for a full list of ideas.

Magic Maker Coordinator

The Magic Maker Coordinator's objective is to ensure that handlers are prepared and involved in the group.

Responsibilities:

- Magic Makers will attend meetings bi-weekly minimum. Handler coordinator must assist in the preparation and delivering of training exercises.
- Assist the secretary with the monitoring of handlers attendance and participation.
- Organize check-up meetings with each handler of the club along with the Interchapter Relations chair.
- Organize events to bond princesses and handlers.
- Plan a magic maker appreciation day.
- Ensure that all Magic Makers are attending meetings and events.

General Tips:

Be proactive - Being a Magic Maker is to be the eyes and ears of the characters

while they are in costume. Magic Makers are there to keep things running smoothly, so try to be proactive in spotting problems and alleviating them before they start.

Dress to Impress - During a visit a handler should be dressed to impress. Handlers must wear closed toe shoes, black slacks, khakis or jeans with no rips in them, and a Moment of Magic shirt. Please do not wear shorts, skirts, or inappropriate clothing. Please do not wear facial piercings.

Picture time - Handlers should take pictures during visit but only if they get permission to take them.

Get to the point - Magic Makers are required to have 100 + points, attend all training sessions, and meet a 25 hour point minimum.

Remember how valued you are - Let's be honest, the spotlight is usually on the characters. However, Magic Makers are integral in the success of every single visit. Make Magic Makers feel important by including specific trainings for them, purchasing A Moment of Magic Swag, and having a Magic Maker appreciation day.

What to pack in your handler bag?

- Bobby pins
- Safety pins
- Wig cap
- Tampons, pads, Deodorant
- Perfume
- Rubber bands for hair, Hair spray
- Mirror
- Brush
- Extra pair of eyelashes and eyelash glue
- Cotton swabs
- Nail polish remover
- Tissues
- Make up remover wipes
- Bandages
- Allergy medicine
- Combs
- Lip stick (1 pink, 1 red, 1 burgundy)
- Lip gloss (pink)
- Advil

New Member Coordinator

The New Member Coordinator's main objective is to constantly raise interest in A Moment of Magic and recruit new members.

- Hang and design fliers for new member involvement and speak in classes to gather interest in chapter.
- Organize monthly bonding activities.
- Organize check-up meetings with each new member of the club along with the Inter Court Relations Chair.
- Attend all campus events crucial to potentially finding new members (i.e. Open House, Welcome Back Weekend, transfer info sessions.)
- *responsible for running meetings/trainings for new members (I.e. With athletes, CITs, etc)
- *work hands on with the finance chair to keep reports on CITs fundraising and hours.
- Maintain the 40 member minimum of members.

General Tips:

Always be positive - Make sure you are super bubbly and enthusiastic when speaking about A Moment of Magic. Never say anything negative about the organization or its members.

Utilize Social Media - It may seem annoying, but the more you post about us, the more people hear about us

Make it fun - Play music. Have snacks. Play a game. Making introductory

meetings fun sets the whole year off on a good tone.

Attend all campus events to find new members - Make our table bigger and better than everyone else's to grab everyone's attention. Have a laptop with our videos playing on loop. Have one of the members in character by the table. Have a signup sheet so potential new members can write down their names and emails. Make a brochure, pamphlet, or flyer with information to hand out to people passing by. In short -- be extra!

See the New Member Presentations for more information.

Social Media Coordinator

The Social Media Coordinator's main objective is to constantly raise interest in A Moment of Magic and recruit new members.

- Post fliers for involvement and to gather interest in chapter.
- Post pictures from recent events and visits.
- Post fliers for upcoming on campus events
- Have all posts preapproved weekly with captions to kylee@amomentofmagic.org
- Enforce and follow social media agreement.
- Monitor social media posts of other members. Members should never post a photo of them in costume doing something out of character. Captions should always be positive and uplifting. Never mention a child's full name or diagnoses. Members should never post photos of them doing anything illegal, drinking, doing drugs, or engaging in crude behavior in A Moment of Magic apparel.

Example post approval template

Monday

Photo from Meeting, see attached photo #1

Example caption: "Doing a bit of bonding before getting ready for character training tonight! #amomentofmagic #amomentofmagiccmsv #bravestrongfearless"

Tuesday

Twirl Tuesday's, see attached video #2

Example caption: How beautiful is this twirl on #Twirl Tuesday
#amomentofmagic #amomentofmagiccsv #bravestrongfearless

Wednesday

Visit, see attached photo #3

“We had the best time at @Cohensmedicalcenter this weekend!
#amomentofmagic #amomentofmagiccsv #bravestrongfearless

Thursday

Event, Throwback Thursday

We still can't get over this #throwbackthursday at the @FriendsofJaclyn walk!
#amomentofmagic #amomentofmagiccsv #bravestrongfearless
#friendsofjaclyn

Friday

Fundraiser, see attached photo #4

We hope you will join us at our 3v3 fundraiser next Friday, 6pm in the gym. Bring
your a-game! #amomentofmagic #amomentofmagiccsv #bravestrongfearless

General Social Media Rules

Never post a photo that has a child in it that was not directly approved by the parent or organization. If you're not sure, do not post.

Never post a photo that has not received direct approval from A Moment of Magic Headquarters.

Use the hashtags #amomentofmagic #amomentofmagiccsv #bravestrongfearless on every post.

Refrain from posting any photos that are low quality or not correctly cropped.

Tag all other organizations involved in every post.

Always tag the official costumer of A Moment of Magic, Angel Secret in all photos where costumes are displayed.

General Social Media Tips

Boost your followers! The purpose of having social media is to engage with a following. How high can you get your numbers?

Use the same filter on every photo. It gives your page a more cohesive and organized look.

Costume Coordinator

The Costume Coordinator's main objective is to constantly ensure the longevity and safety of all costumes.

- Assist in distributing and collecting costumes.
- Steam costumes once a week.
- Restyle wigs once a week.
- Create a better organizational structure for costumes
- Ensure the safety and quality of costumes
- Keep the storage room organized
- Assist in getting donations together for upcoming visits.
- Secure a safe location for costumes to be stored

General Tips

Create a list of current characters that you have at your chapter

Create a sign in and sign out sheet to keep track of costumes

Basic Schedule

Monday - Costume check in, evaluate costumes

Wednesday - Restyle any wigs

Thursday - Steam and Lay out costumes and donations

Storing Accessories Checklist

- Accessory bags are not personal bags, there shouldn't be food, makeup, or

personal items in any of the bags.

- Accessory bags should include shoes wig caps, bobbie pins, jewelry (in a secure bag or small box, Character Quick Fact Sheet, and books for each character.
- Capes, Hoop Skirts, and Petticoats should be hung on pants hangers.
- Shoes should be stored in accessory bags or shoe boxes depending on size.

Character Quick Fact Sheet

Character Name:

Character Movie (Including Sequels):

Sidekicks & Relationships:

Villains & Relationships:

Love Interest:

Basic Plot Line:

5 Catchphrases:

Songs:

Please attach 5 different poses for this character:

Wigs: Basic Rule

- Do not touch wigs excessively, the more you touch them the more the damage.
- After each visit place wig on wig head immediately after taking it off; do not put it on a bag, hold it on your lap, etc.
- Do not expose wig to heat: no curling irons, flat irons, blow dryers, etc.
- Do not brush wig while wet or dry; try instead to fix wigs with your fingers.
- When wetting a wig only use cold water.
- Do not ever use a brush on curly wigs.
- After a visit, take wig off and place back on wig head; do not stuff wig in a bag.
- Wigs can be restyled if there are big problems with it, however it is expensive and should be done professionally-this is why is it crucial to take good care of your wigs.
- Before restyling wigs please talk to an eboard member.

Character and Handler Bag Checklist:

Required

- Bobby pins
- Safety Pins
- Eyelash glue
- Lipsticks
- Tampons
- Advil
- Extra Wig Cap
- Hairspray
- Water
- Extra Eyelashes

Optional

- Sewing Kit
- Double Sided Tape
- Granola Bars
- Mints

Characters:

- Costume in a garment bag
- Petticoat in a garment bag
- Jewelry in a Ziploc bag in a character bag
- Character book in a character bag/tote
- Character shoes in a character tote or shoe box
- Wig secured on a wig head in a plastic bin or box and covered with a wig net.

Makeup and Costuming Packet

Basic Rules

1. Makeup is used to enhance your natural beauty and allow you to fit the role of your character as authentically as possible! Remember, you will be wearing stage makeup- not daily makeup. Because of this you will want to apply more than you normally do.
2. All tattoos must be covered completely. Piercings must be completely removed.
3. Colored eye contacts are up to the character's discretion to wear.
4. Makeup must be approved before every visit.
5. All character volunteers must wear false eyelashes.
6. Use a setting spray to keep your makeup in place.

Applying a Wig

1. Split your hair into two sections down the middle.
2. French braid or twist both sides and secure with an elastic.
3. Pin hair up using bobby pins.
4. Put on wig.
5. Use bobby-pins and wig pins as necessary to become extremely secure.
6. Check extensively for stray hairs peeking out.

Please Note: Wigs should be transported on a wig head or wig boxes. Wigs will need restyling after EVERY visit.

How to Apply False Eyelashes

1. Curl natural lashes.
2. Apply mascara to your natural lashes.
3. Apply adhesive to false eyelashes.
4. Apply the lashes and blend using mascara after dried.