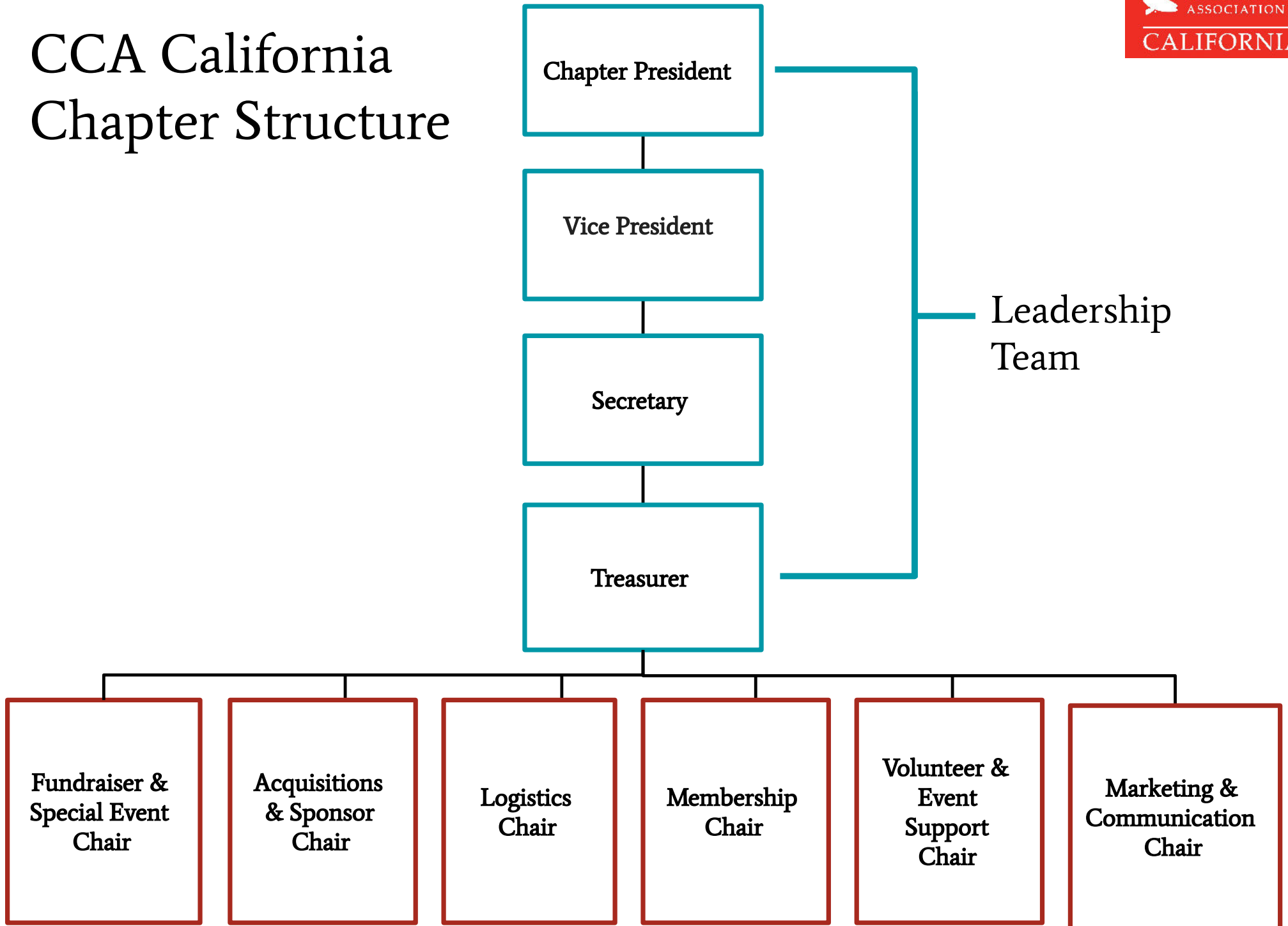
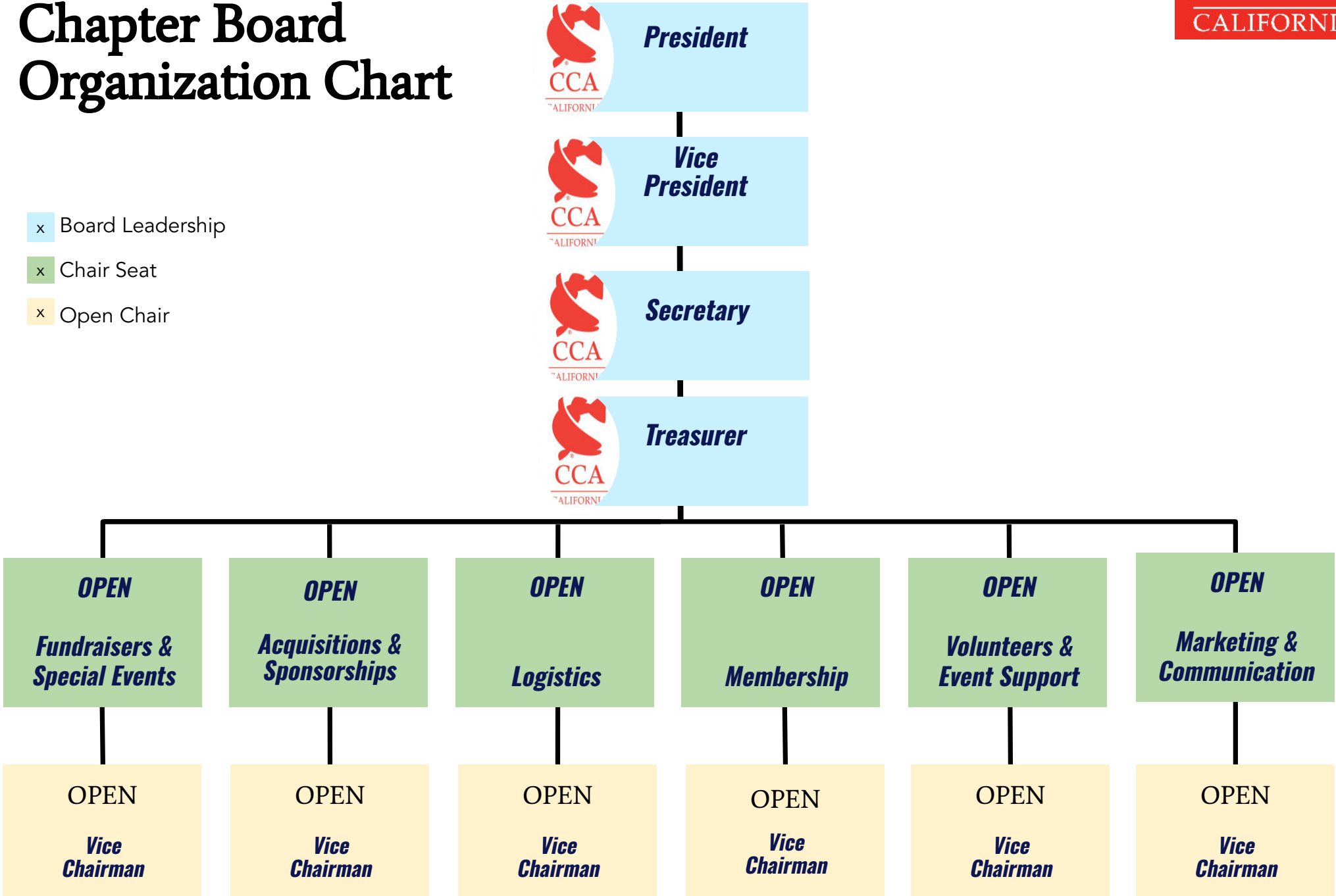


# CCA California Chapter Structure



# Chapter Board Organization Chart

- x Board Leadership
- x Chair Seat
- x Open Chair



# Chapter President

The Chapter President serves as the primary leader and representative of a regional CCA California chapter. This role involves overseeing the event-to-event operations, managing volunteers, ensuring the achievement of strategic goals, and fostering relationships with key sponsors, including donors, community leaders, and chapter members. The Chapter President is a key member of the organization's leadership team and plays a vital role in furthering the mission and impact of the organization within the local community.

- Actively serves on CCA California State Board and reports to the State Board of Directors, Assistant Director/s, and Executive Director
- Ensures all Leadership and Chair positions are filled within his/her chapter
- Lead chapter board meetings, ensuring effective decision-making and efficient functioning
- Serve as the primary point of contact between the Chapter Board and State Board of Directors
- Ensure compliance with the organization's bylaws, policies, and applicable laws
- Work closely with the board to recruit, develop, and engage new board members
- Organizes monthly chapter meetings and prepares agenda before every meeting
- Represent the chapter at public outreach events and meetings to increase visibility and further CCA's mission
- Oversee the planning, implementation, and success of the chapter's events
- Provide updates and reports to the State Board of Directors, outlining chapter progress, challenges, and successes

# Vice President

The Chapter Vice President serves as a key leader within a regional CCA California chapter, supporting the Chapter President in overseeing the chapter's activities and operations. This role involves leadership, program support, volunteer engagement, and ensuring the chapter's alignment with the broader goals of the organization. The Vice President is capable of stepping into the President's role when needed and assists with the growth and sustainability of the chapter.

- Assist the Chapter President in executing the chapter's mission, vision, and strategic objectives and step into the Chapter President's role in their absence
- Help develop and implement the chapter's goals
- Support the planning, implementation, and evaluation of the chapter's programs, events, and community outreach activities
- Assist in identifying new program opportunities and community partnerships to further the organization's mission
- Help organize fundraising events, campaigns, and initiatives to generate resources for the chapter's programs and operations
- Work closely with the volunteer coordinator (if applicable) to ensure volunteers are effectively managed and supported
- Represent the chapter at public events, media interviews, and community engagements as needed

# Secretary

The Chapter Secretary plays a critical administrative role in supporting the operations and governance of a regional CCA California chapter. This position is responsible for maintaining accurate records, coordinating communications, and ensuring that all chapter meetings and activities are properly documented. The Secretary supports the board and chapter leadership, and helps maintain the organizational structure that allows the chapter to function smoothly and effectively.

- Prepare meeting agendas in collaboration with the Chapter President and other leadership
- Record and maintain detailed minutes for all board and membership meetings, ensuring they are accurate and comprehensive
- Distribute meeting minutes to board members in a timely manner, ensuring that action items are clearly outlined and followed up on
- Maintain a calendar of meetings, events, and important deadlines, ensuring all board members and volunteers are informed
- Work closely with the Chapter President and other leadership to ensure clear and consistent communication regarding organizational updates, meetings, and events
- Assist in coordinating volunteer activities and opportunities, including communications with volunteers and maintaining the volunteer database

# Treasurer

The Chapter Treasurer plays a critical role in ensuring the financial health and integrity within a regional CCA California chapter. This position is responsible for overseeing the chapter's financial management, including budgeting and financial reporting for the chapter. The Treasurer works closely with the Chapter President and staff to provide financial insight and ensure that resources are used efficiently to further the chapter's mission.

- Oversee the chapter's budget and spending following approval from staff, ensuring accuracy and transparency
- Ensure the chapter operates within its approved budget and financial policies
- Ensure timely filing of expenses brought forth by the chapter, its members, associated sponsors, and participants of events to staff
- Maintain accurate and up-to-date financial records with staff
- Assist with the financial management of fundraising events, ensuring accurate tracking and reporting of donations and expenses
- After every event, count all cash and revenue with staff to prepare an accounting spreadsheet

# Fundraisers & Special Events Chair

This role is responsible for overseeing the planning, design, and execution of event spaces to ensure a seamless and aesthetically pleasing experience for attendees. This role involves coordinating event logistics, managing the layout and décor, and collaborating with vendors, venue staff, and other team members.

## Pre Event

- Develop detailed event layouts, floor plans, seating arrangement, and schedules that optimize the flow of attendees
- Coordinate the set-up and breakdown of event space with Volunteers & Event Support Chair
- Organizes event decor, including table settings, floral arrangements, lighting, signage, and thematic elements
- Oversee the installation and placement of décor elements before the event, and ensure that everything is positioned according to the event layout and coordinate with external vendors if necessary
- Provide list of necessary items from CCA Office to be brought to event space
- Maintain organized spreadsheet of status updates in a way that can be accessed by other chapter members

## Post Event

- Oversee the breakdown and removal of all décor and event infrastructure after the event concludes, ensuring that everything is cleared promptly and safely
- Work with Logistics Chair to gather post-event feedback of the event space and insights to improve layout performance for the future

# Acquisitions & Sponsorships Chair

This role involves developing relationships with potential and existing sponsors and ensuring that sponsorship deliverables are met. Additionally, this role manages and keeps track of all acquisitions for future events and works with the Treasurer to meet budgetary needs.

## Pre Event

- Create sponsorship packages, ensuring they provide value for both the sponsor and the event
- Serve as the primary point of contact for all sponsor-related inquiries and communications
- Understand the sponsor's goals and ensure that the event's offerings align with their objectives
- Regularly communicate with sponsors before, during, and after the event to ensure satisfaction and return for future events
- Ensure all sponsor benefits are delivered as promised (e.g., logo placement, speaking opportunities, booth space, etc.).
- Maintain organized list of sponsors and acquisitions updates in a way that can be accessed by other chapter members
- Assist in putting together acquisition packages

## Post Event

- Collect and analyze feedback from sponsors after the event to assess satisfaction and identify areas for improvement
- Prepare post-event reports highlighting the success of sponsorships and provide insights to improve future partnerships
- Distribute Thank You Certificates and/or Emails, along with Save the Date notices for the following year

# Logistics Chair

The Logistics Manager is responsible for overseeing the planning, coordination, and execution of all logistical aspects of events, ensuring they run smoothly and efficiently. The Event Logistics Manager ensures that all event components come together on time and within budget.

## Pre Event

- Develop and implement detailed logistics plans for events including setup and breakdown with Volunteers & Event Support Chair
- Coordinate the timing and execution of all logistics-related activities, ensuring each event aspect aligns with the overall event schedule and timeline
- Negotiate contracts with Treasurer on service agreements with vendors to ensure quality services are delivered on time and within budget
- Conduct site visits prior to events to assess logistical requirements, including space utilization, access points, power needs, and equipment storage
- Work with Fundraising & Special Events Chair to coordinate floor plans, load-in/out schedules
- Manage all permits required for event (alcohol, gambling, etc.) with staff
- Ensure all elements are set up and running according to plan (e.g., stage setup, catering, and AV systems).
- Troubleshoot logistical problems and respond to urgent requests or last-minute changes with quick and effective solutions
- Monitor the flow of materials, staff, and attendees, ensuring that everything is in place before, during, and after the event
- Maintain organized spreadsheet with updates that can be accessed by other chapter members

## Post Event

- Evaluate the success of the logistics plan, identifying areas for improvement in future events
- Provide post-event reports on logistics performance, including budget reconciliation, vendor performance, and any issues encountered

# Membership Chair

The Membership Acquisition Chair is responsible for driving new membership sign-ups and increasing engagement at events. This role focuses on identifying potential members, developing strategies to convert event attendees into members, and overseeing the membership sales process during events. This role provides excellent customer service and ensures a seamless experience for attendees interested in joining at point-of-sale and during the event.

## Pre Event

- Manages the Registration station at every event to capture information for new/returning members, ensuring information is current, and provide an appealing experience with a tidy station that includes brochures and promotional content
- Work with the Marketing Chair to create targeted campaigns promoting membership opportunities prior and during event to encourage sign-ups
- Engage with event attendees to explain the value of membership, answer questions, and guide them through the membership sign-up process
- Coordinate with staff to provide updates on event participation through Ticketstripe or the CCA Website
- Speak at Club meetings in your region

## Post Event

- Prepare post-event reports summarizing membership gain/loss and providing insights for improving future strategies

# Volunteer & Event Support Chair

The Volunteer & Event Support Chair is responsible for recruiting, training, coordinating, and supervising volunteers to ensure the smooth execution of events. This role involves overseeing all volunteer activities, including scheduling, assigning roles, providing guidance, and ensuring that volunteers are motivated and well-prepared to support event operations.

## Pre-Event

- Ensures that volunteers have a positive experience, that they understand their responsibilities, and that the event runs efficiently with the support of a dedicated and well-managed team
- Works with staff to reach out to members and volunteers and develops a volunteer schedule for event or show
- Ensure all volunteers complete necessary forms (e.g., waivers, confidentiality agreements) and receive event schedule/run-of-show
- Create and manage volunteer schedules, ensuring adequate coverage for all event shifts and roles (e.g., registration, bar, raffle tables, samples, guest assistance, logistics support, etc.)
- Assign volunteers to specific tasks based on their skills, interests, and the event's needs
- Provide real-time problem-solving and support to volunteers, including helping with logistical challenges, guest inquiries, and last-minute adjustments
- Coordinates with volunteers set up times, shirt sizing, roles and responsibilities prior and following the event
- Maintain spreadsheet with a list of volunteers both confirmed and previously attended

## Post Event

- Ensure there are volunteers scheduled for break down of event

# Marketing & Communication Chair

The Marketing & Communications Chair is responsible for developing and executing the marketing and communication strategies and campaigns to promote and elevate the event experience. This role involves managing all pre-event, during-event, and post-event marketing efforts, including advertising, media relations, content creation, and social media needs with staff. Additionally, this role ensures consistent messaging and brand alignment across all channels, driving event attendance, engagement, and awareness, while enhancing the overall attendee experience.

## Pre Event

- Curate and schedule content for social media channels, blogs, and email campaigns with staff to generate excitement and engagement in the lead-up to the event
- Help create post-event follow-up campaigns (emails, certificates, social media outreach) in timely manner
- Create compelling event messaging, positioning, and promotional strategies that highlight the event's unique features, speakers, agenda, and benefits to attendees (podcast script, WON articles, etc.)
- Collaborate with staff to produce visually appealing promotional materials such as banners, flyers, digital ads, event signage, and other collateral
  - Coordinate with Acquisitions Chair to manage deliverables from sponsors to be posted, emailed, or shared
- Manage photographer/or assist in documenting event in progress

## Post Event

- Coordinates with Logistics Chair correspondence on all social media platforms and/or via email using custom template