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***QCOP 2016 Executive Application***

*Due: Wednesday, March 11th at 11:59pm*

**What is QCOP?**

Queen’s Conference on Philanthropy invites delegates to find their passion and ignites the drive to make change. Now entering its eighth year, QCOP is Canada’s premier undergraduate philanthropic conference.

**Our purpose**

QCOP was born after two passionate people shared their love in the backseat of a car. They shared their love formankind, and discussed their desire to show their peers that anyone has the power to make a difference, whether it is big or small. QCOP strives to build a positive community with students from across Canada. A community of people who lend their time, talent, and passion in order to make our world a better place. We work to promote an inclusive and empowering environment for our executive, our phenomenal delegates, the distinguished speakers we attract, and anyone who stumbles across our social media.

**Our mission and vision**

We are the first undergraduate conference of our kind. Our vision is to be known as the hub of change-oriented dialogue for young leaders across the nation. We will know we have achieved this when employers look for QCOP involvements, when numerous projects are born out of the conference and when we increase the prominence of our media coverage.

As an executive team, all of our efforts are channeled toward achieving our vision by providing a rich experience for passionate delegates and speakers under a unified theme. Throughout the conference, delegates will be exposed to various insights on philanthropy, its evolving role in society, and numerous ways they can get involved. Students will leave the conference not only inspired, but also empowered, capable, and ready to make a difference. The team will work year-round to create a QCOP community and act as enablers for relationships that develop throughout the conference.

**Our team character**

Plain and simple, we are the executive team with the most HEART. This means an inclusive and supportive work environment, a culture of creativity and fun, and in the end, a family.

QCOP love,

**Lexi** & **Graeme**

QCOP 2016 Co-Chairs | qcopexec@gmail.com

**Executive positions**

**Logistics Coordinator** (1 position)

* Create a detailed conference itinerary and “Minute-by-Minute” in order to ensure the professional execution of the conference events
* Manage all bookings including hotel, transportation, and necessary equipment
* Take meeting minutes at weekly meetings

**Outreach & Socials Coordinator** (1 position)

* Plan all executive socials, as well as nightly socials throughout conference weekend (including the theme, and venue)
* Lead the organization of a “QCOP taster” to be held in the Fall
* Lead innovative and meaningful community involvement initiatives to further expand the QCOP community around Kingston, for the QCOP executive and interested Queen’s students
* Work with the Grants Coordinator to apply for grants that will support QCOP’s community outreach initiatives
* Collaborate with the Marketing team to publicize Community Outreach events targeting the general Queen’s student body

**Finance Officer** (1 position)

* Responsible for the conference budget and accounting for all expenses
* Clearly communicate the financial status of the conference to the QCOP 2016 Executive
* We are looking for someone who is very proactive with excellent organizational skills and attention to detail. This position will involve keeping track of day-to-day transactions, and require an understanding of cash inflows and outflows to ensure that the Conference remains within the budget

**Sponsorship Director** (1 position)

* Before initial meeting, must develop understanding in the following areas, in order to maximize effectiveness in this position:
  + Tax laws
  + Donation options
  + Stewardship
  + Collaborative and contingent sponsorship
* Motivate and manage Sponsorship team, leading them to reach out to new potential sponsors and maintain strong relations with prior sponsors
* Create a sponsorship timeline with specific goals and checkpoints
* Fulfill regular sponsorship team duties
* Develop an innovative strategy for acquiring new sponsorship
* Provide content and ideas to the Marketing team for a promotional sponsorship package sent to prospective sponsors
* Prior sponsorship experience is an asset, but not a requirement, for this role

**Sponsorship Coordinator** (2 positions)

* Contact and engage relevant local and corporate sponsors to build new relationships while reiterating sponsorship value to existing ties
* Focus on implementing new and innovative strategies to acquire new sponsorship
* Develop and implement a strategy for wine sponsorship
* Develop a value proposition for sponsors
* Coordinate in-kind (product) sponsorship
* Engage sponsors leading up to and during the conference; manage sponsor representation

**Grants Coordinator** (1 position)

* Research new grant opportunities to ensure maximum funding for the conference
* Complete online and paper grant applications in a detailed and punctual manner
* Monitor conference goals and communicate achievements with funding organizations after the conference weekend, when applicable
* Work with the Sponsorship Director to develop weekly updates to share at Executive meetings
* Complete other Sponsorship tasks as required

**Speakers Coordinator** (2 positions)

* Provide content and ideas to the Marketing team for a promotional speakers package sent to prospective speakers
* Design the content of the conference, in close collaboration with the entire Speakers Team, to yield a complementary line-up of speakers mirroring our 2016 theme and vision
* Recruit a diverse group of inspirational, marketable speakers (keynotes, panelists, and workshop leaders) that appeal to a variety of audiences and disciplines
* Manage speaker logistics (transportation, accommodation, etc.) with the Logistics Coordinator

**Workshops Coordinator** (1 position)

* Design engaging, participation-focused workshops which are relevant to the QCOP 2016 theme and vision
* Recruit fitting speakers for workshops
* Perform other Speakers duties as required

**Internal Delegates Coordinator** (1 position)

* Work with the Marketing team to create and implement innovative ways to attract delegates from Queen’s to the conference
* Ensure QCOP 2016 attracts a large number of high-quality delegates, deadlines are met and payments collected
* Lead internal ticket sales and registration
* Manage internal delegate needs and concerns following their registration, and ensure inclusion during the conference weekend

**External Delegates Coordinator** (1 position)

* Work with the Marketing team to develop and execute new strategies to recruit top external delegates to the conference
* Ensure there is a good ratio of external to internal delegates
* Leverage different promotional and media methods to spread awareness of QCOP to other schools
* Establish relationships with external undergraduate offices across Canada to promote QCOP and act as a liaison between Queen’s and external schools
* Lead external ticket sales and registration
* Manage external delegate needs and concerns following their registration and ensure inclusion during the conference weekend

**Delegate Initiatives Coordinator** (2 positions)

* Develop a concept for the 2016 QCOP Challenge that demonstrates the impact delegates can make in their communities today
* Look for new ways to engage delegates through small interactive events throughout the conference weekend
* Communicate value of Challenge involvement to potential partner organizations and secure platinum level sponsorship from them
* Organize logistics of Philanthropic Networking Session and all participants, contact potential networking partners; build and maintain relationships
* Ensure that initiatives align well with the theme and vision of QCOP 2016

**Promotions Coordinator** (1 position)

* Manage QCOP promotional events throughout the year
* Create video promotions leading up to the conference and a closing video at the end of the conference
* Lead photography and videoing during the conference weekend, assisted by other Marketing team members
* Develop and manage the QCOP brand within Queen’s community and across North America
* Experience with Adobe Photoshop, InDesign, video editing or other software is an asset

**Publications Coordinator** (1 position)

* Create promotional speakers and sponsorship booklets that are sent to prospective speakers and sponsors over the summer, aligning with the theme and vision of QCOP 2016
* Develop and manage the QCOP brand within Queen’s and across Canada, ensuring a strong and consistent brand is maintained throughout website and publications
* Create print material (or any other media to supplement promotions) for the conference, including the Delegate Manual, nametags, posters, sponsorship banner, etc.
* Assist with photography and videoing during the conference weekend
* Collaborate with other members of the Marketing team to enhance the effectiveness of the portfolio as a unit
* Experience with Adobe Photoshop, InDesign, video editing or other software is an asset

**IT & Media Officer** (1 position)

* Maintain a lively online presence of the QCOP brand through consistent social media posts and website updates
* Increase QCOP’s online presence by building conversations on social media
* Leverage media opportunities to build legitimacy and mindshare for organizations across North America with a focus on Ontario
* Assist with photography and videoing during the conference weekend
* Collaborate with other members of the Marketing team to enhance the effectiveness of the portfolio as a unit
* Experience with Adobe Photoshop, In Design, video editing, or other software is an asset
* Gain familiarity with relevant IT equipment and ensure functionality during the conference weekend

**Application Information**

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| **Applications are due: Wednesday, March 11 at 11:59pm**  **WHEN YOUR APPLICATION IS COMPLETED, PLEASE:**  Follow this link(<http://doodle.com/nz6a8dtzzevac6gt>)to sign up for an interview.Interviews are scheduled to take place on March 15th, 16th, and 17th.  If you require an alternative time slot or a Skype interview, please state this in your application. We will email you to confirm an interview time & location.  Submit a soft-copy of your application via email to [qcopexec@gmail.com](mailto:qcopexec@gmail.com) and save the document as **“First Name Last Name – QCOP Application.doc”**  (i.e. “Graeme Matichuk – QCOP Application.doc”) |

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| --- | --- |
| Name |  |
| Faculty/Program & Year |  |
| Email |  |
| Phone Number |  |

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| --- | --- |
| Are you going on exchange during the next academic year? |  |
| If yes, which semester (Fall/Winter)? |  |
| If yes, what is your Skype username? |  |

Please rank your top 5 executive positions in order of preference (1 = most desired)

**Logistics, Outreach, Socials, Finance Team (3)**

( ) Logistics Coordinator

( ) Outreach & Socials Coordinator

( ) Finance Officer

**Sponsorship Team (4)**

( ) Sponsorship Director

( ) Sponsorship Coordinator

( ) Grants Coordinator

**Speakers Team (3)**

( ) Speakers Coordinator

( ) Workshops Coordinator

**Delegates Team (4)**

( ) Internal Delegates Coordinator

( ) External Delegates Coordinator

( ) Delegate Initiatives Coordinator

**Marketing Team (3)**

( ) Promotions Coordinator

( ) Publications Coordinator

( ) IT & Media Officer

**Application questions**

**GENERAL QUESTIONS**

Please answer the two first questions in 350 words or less. These general questions will help us get to know you better and assess how well you would fit into the QCOP family.

1. Why QCOP?
2. Tell us about a time when you were a contributing member of a team. What were some of the most important lessons you learned? How do you plan on applying them on the QCOP team this year?

**POSITION-SPECIFIC QUESTIONS**

Now please answer two more questions, directly related to your most desired position, in 300 words or less per question.

**Logistics Coordinator**

1. The logistical aspect of the position requires you to be very organized and work with the entire executive to ensure everything runs smoothly. Please list skills or experiences you have which you think make you the best candidate for the position.
2. What are some ways you would schedule the conference (itinerary) so that all delegates remain engaged and willingly participate in all of the activities throughout the entire conference?

**Outreach & Socials Coordinator**

1. Pitch an idea for a evening social for the conference
2. What is one specific event you think would be good for 20+ people to volunteer in the community and how would you ensure that the QCOP executive engages in community outreach?

**Finance Coordinator**

1. What would you do to ensure that QCOP 2016 stays within the budget?
2. How would ensure that QCOP finances are transparent to the executive team and maintain clear communication with the team?

**Sponsorship Director**

1. What is one innovative idea you have to attract sponsorship? Please explain in detail.
2. One of your current sponsors, who has been with QCOP for several years, contacts you to tell you they have an extremely tight budget this year and may not be able to continue sponsoring the conference. How do you handle this situation and ensure they continue to sponsor QCOP 2016 and future years?

**Sponsorship Coordinator**

1. What skills or experiences do you have which you believe will help you contact sponsors successfully?
2. Imagine we are two top representatives from a big firm who you meet at a networking event on campus. What would you say to bring up QCOP and to convince us to consider sponsoring the conference?

**Grants Coordinator**

1. What are two new grants you feel QCOP should apply for? Explain why you chose these grants and how they align with QCOP.
2. Suppose you are now applying for one of the grants you just selected (in Question #1), now answer the grant application question: “Why does your initiative [QCOP] deserve funding from our organization?”

**Speakers Coordinator**

1. Who would you suggest as a possible keynote speaker for QCOP 2016 and why?
2. What is an interesting, possibly controversial, philanthropy-related panel discussion topic you believe our delegates would like to learn about? Please provide 3 questions that could be asked regarding this topic.

**Workshops Coordinator**

1. Pitch a workshop that you feel would add value to QCOP 2016.
2. How will you go about finding, contacting and recruiting suitable workshop speakers?

**Internal Delegates Coordinator**

1. Sell me on why I, a prospective internal delegate, should come to QCOP. Assume I have never heard of QCOP before.
2. How will you ensure that all delegates have not only signed up, but also paid in full, by the deadline?

**External Delegates Coordinator**

1. What are some ideas you have to attract more delegates from outside of Queen’s for QCOP 2016?
2. How will you ensure that all external delegates have not only signed up, but also paid in full, by the deadline?

**Delegates Initiatives Coordinator**

1. Describe an innovative idea you have for the QCOP 2016 Challenge. This is an event that is designed to engage delegates and allow them to apply some of the ideas they learn at the conference.
2. How will you ensure that all delegates, regardless of background/faculty/program, enthusiastically and willingly participate in the challenge?

**Publications Coordinator**

1. Do you have any experience with graphic design? If so, please describe. If not, state what skills and experience you possess that would make you the best candidate for this position.
2. Posters are often used to advertise events to first year students living in residences. How would you design a hypothetical QCOP poster so that it stood out from all the rest? Feel free to bring a publication you have made in the past to demonstrate this.

**Promotions Coordinator**

1. What is one idea you have for a promotional event that QCOP could host to attract delegates (internal/external)? Please explain what it would be, the logistics behind it, and why you think it would be a good promotional event.
2. Design a sample QCOP 2015 delegate nametag with your name.

**IT & Media Officer**

1. Do you have any experience with website design and coding? If so, please describe. If not, state what skills and experience you possess that would make you the best candidate for this position.
2. Describe an original social media campaign you would like to run next fall. Explain how you would run the campaign, how you would delegate different aspects (if necessary), and why you think your campaign will be successful.

**CREATIVE COMPONENT INSTRUCTIONS**

As the co-chairs of QCOP 2016, we firmly believe in the importance of building a cohesive, enthusiastic and passionate executive committee. We understand the difficulty of displaying your true character through these applications, so here is your chance. We want to know who YOU are.

**Please come prepared with something creative to display your individuality, hilarity, or passion for life! This could be ANYTHING from a video to a piece of art. Surprise us!**

If you have any questions about this application, feel free to contact us at: [qcopexec@gmail.com](mailto:qcopexec@gmail.com). Thank-you and we look forward to reading your application!

**Lexi Ewing** & **Graeme Matichuk**

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