



THE <sup>TM</sup>  
SPORTS MUSEUM

# YOUNG LEADERS COUNCIL

Helping every kid live  
as we would want  
our own kids to live.



## APPLICATION INFORMATION

The Sports Museum | TD Garden | Boston, MA

## Leaders Council Summary

As The Sports Museum's signature character education program, *Stand Strong*, continues to grow programmatically and financially, it's important to add input and manpower from the next generation of Boston's leaders. This will ultimately help move the organization and the program forward, and help continue to build an even stronger network of philanthropic supporters. The Young Leaders Council (YLC) will be comprised of 30 young Boston and Greater Boston-based business professionals who have a vested interest in seeing *Stand Strong* reach the next level of success. This council is driven by a mission to develop, enhance, and support *Stand Strong*.

**“We can't all be athletes, but we can all be great people. With *Stand Strong*, you are giving more kids the opportunity to do so.”**



## What is The Sports Museum?

The Sports Museum is a nonprofit educational institution that has served Boston and New England for the past 40 years. Housed on Levels 5 and 6 of the TD Garden, we have more than a half-mile of exhibits celebrating sports in Boston (and beyond). We also represent the very best in community outreach, providing character-building, transformative educational programs that help and positively impact at-risk kids throughout our city and our region.

## What is Stand Strong?

Stand Strong is The Sports Museum's signature and immersive character education program revolving around five elements of character: Determination, Courage, Teamwork, Fairness, and Responsibility. Students who participate experience a powerful, integrated series of 14 sessions over a three-month period. The program helps build the type of character that will enable them to make the right choices in the face of drugs, violence, and other daily challenges.

What makes this program unique is that The Sports Museum uses the power and platform of sports to teach these life-long lessons, reaching out to kids that would otherwise not have the opportunity to experience the curriculum elsewhere.

The curriculum for the program includes a number of field trips where students engage in fun activities and community service projects centered around aspects of good character and decision-making.

## Council Application

Those interested in joining the YLC have the opportunity to apply through the general application process. Interested candidates can apply for the 2018 term at any point up until Friday, January 12, 2018.

There are no prerequisites to join the YLC; however, applicants should have a passion for helping the Boston community and desire to get involved in something greater than themselves.

## How to Apply

Interested applicants must submit a letter of interest and their resume to [awalenta@sportsmuseum.org](mailto:awalenta@sportsmuseum.org) no later than Friday, January 12, 2018. These two items are simply to help us get to know you better and to learn why you want to get involved!

Interview calls (approx. 15 minutes) will take place during the week of January 22, 2018. Council members will be notified and then announced the week of January 29, 2018. The first council meeting will take place during the week of February 12, 2018.

## Council Structure

### Term Length

The commitment to the YLC will be a one (1) year term, which can be renewed each year for an additional one (1) year term. Only members who meet the required commitment & fundraising will be asked to renew each year.

### Commitment

A. Commit to participating on [The Sports Museum's Rodman Ride for Kids Team](#) by:

1. Being a rider (fundraising requirement is \$1,500)
2. Being a virtual rider and day of volunteer (fundraising requirement is \$750)

\*All YLC members must be at The Rodman Ride of Saturday, September TBD, 2018

B. Participate in one of the following sub-committees: Research & Membership, Fundraising, or Event Planning

C. Have an 80% attendance rate at YLC Meetings

D. Assist the entire council in group fundraising events (such as a cornhole tournament, Harpoon Beer Tasting, etc.)

E. Serve as an ambassador for all Sports Museum's social media campaigns and communication

### Leadership Roles

The Young Leaders Council will have two (2) primary leadership positions: Council Chair and Council Co-Chair. Additionally, each sub-committee will have a Lead Committee Member. Each year, the Chair & Co-Chair will be voted on the YLC during the first meeting of the term while the Lead Sub-Committee Member will be selected by The Sports Museum.

### Benefits

A. Enhance your resume with leadership and volunteer experiences

B. Utilize and strengthen your skills in areas such as fundraising, event management, social media, advocacy, community engagement, and marketing

C. Access to a network of committed and passionate Boston business leaders (Appendix A: Board of Trustees)

D. Invitations to signature events held by The Sports Museum and the sports community:

1. Two (2) complimentary tickets to [The Tradition](#) (must reach \$1,500 rider fundraising minimum or \$750 virtual rider fundraising minimum)
2. Year-end celebration party at a Celtics game in a suite at TD Garden (must reach

3. Access to exclusive offers to TD Garden events at discounted rates (events subject to availability)

E. Make an immediate impact on kids in our community that need it most!

### **Guidelines**

If the current chair, co-chair, Development Manager, and/or the Executive Director feel that a YLC member is not fulfilling his or her expectations as a member, an initial conversation will be held with that member addressing the concerns. If the same member is still not fulfilling his or her expectations as a YLC member, The Sports Museum has the right to revoke their position on the Council.

As a member of the YLC you are representing The Sports Museum, TD Garden and all affiliated organizations. This means, when you are attending events in connection to the Council or any affiliated organization you are expected to present yourself in a professional manner.

**Networking:** One of the benefits of being a part of the YLC is having access to a network of employees at TD Garden in addition to The Sports Museum and our Board of Trustees. With that being said, if you are interested in connecting with anyone affiliated with these organizations that you do not personally know, you are required to contact Ashley Walenta for approval. For example, Council members are not permitted to use The Sports Museums name as a means to introduce themselves to the TD Garden President.

## **BOARD OF TRUSTEES**

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Christian Megliola	Senior Vice President of Communications, Boston Celtics
J. Keith Motley, Ph. D	Chancellor Emeritus, University of Massachusetts Boston
Allyce Najimy	CEO, Foundation To Be Named Later
Gary Pirri (Treasurer)	Senior Vice President, Wells Fargo
George Regan	Chairman & President, Regan Communications Group
Tamie Thompson	Managing Director, JLL
Andre Tippet	Executive Director of Community Affairs, New England Patriots; NFL Hall of Famer
Craig Tornberg	Partner, CT International Sport Consulting Group
Tom Yewcic	President, NFL Alumni -- New England Chapter; Former Boston Patriot

## **HONORARY BOARD OF TRUSTEES**

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Dave Cowens	Former Boston Celtic; NBA Hall of Famer
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Guy Morse III	Former Executive Director, Boston Athletic Association
Rich Pond	President and CFO, Henley LP; Former COO/CFO, Boston Celtics
Jan Volk	CEO, SportsPix; Former General Manager, Boston Celtics
John Wentzell	President, Venue Management and Food Services & Hospitality, Spectra by Comcast Spectacor
David Woodman	General Manager, Root Sports, Rocky Mountain Region