

# Apollo Curling League

## Role Descriptions

2026–27 Season

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How the league runs, who does what,  
and what a volunteer commitment actually looks like.

All roles are volunteer positions. The league has no paid staff.

This document is separate from the by-laws and can be updated season to season.

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## About This Document

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The Apollo Curling League is transitioning to a registered non-profit society. The by-laws will specify a minimum and maximum number of directors, but role descriptions are intentionally kept outside the by-laws so they can evolve season to season without a formal amendment process.

**This document is a proposal — a starting point for discussion, not a final decision.** No formal steps have been taken yet to establish the non-profit society. The structure described here represents what we believe is needed, but it will be refined based on feedback from the membership and anyone interested in volunteering.

This document describes **what each role would actually involve**. It's intended to help potential volunteers understand the commitment before they sign up — and to ensure the league isn't dependent on any single person's institutional knowledge.

All roles are volunteer positions. The league has no paid staff.

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## How Roles Are Organized

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Roles are divided into two tiers:

- **Directors** sit on the board, make decisions, and are accountable for their area. They attend board meetings and vote on league matters. Directors are named in the society's annual filing.
- **Coordinators & Volunteers** own specific tasks within a director's area. They don't need to attend board meetings, and the commitment is smaller and more focused.

A director can also do the hands-on work in their area — there's no requirement to delegate. But having the structure means someone else can step into any piece without needing to take on the whole role.

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## Director Roles

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### President

The public face of the league and the person who keeps the board functioning.

#### What this actually involves:

- Chair board meetings (roughly every other month during the season, more frequent pre-season as needed). Most operational work happens at the committee level; board meetings are for decisions that require the full board.
- Primary relationship with North Hill Curling Club (and potentially Calgary Curling Club if we expand)
- Sign contracts and agreements on behalf of the society

- Ensure the society's legal obligations are met (annual filings, insurance, etc.)
- Resolve disputes that can't be handled at the director level
- Represent Apollo at external meetings (Curling Alberta, Canadian Pride Curling Championship committee, other 2SLGBTQI+ leagues)
- Set the agenda for board meetings and ensure decisions actually get made

**Time commitment:** 3–5 hours/week during season, heavier pre-season (ice negotiations, registration planning). Lighter in the off-season except for society administration and planning.

**This role exists because:** Someone needs to own the venue relationships, represent the league externally, and make sure the board doesn't stall on decisions. This year, that work was bundled with almost everything else.

## Vice-President

Supports the President and steps in when they're unavailable.

### What this actually involves:

- Attend board meetings and stay current on all areas
- Record and distribute meeting minutes — as a registered non-profit society, official records of board decisions are required
- Fill in for the President at venue meetings, external events, or board meetings
- Take on specific projects as assigned (e.g., leading the CCC expansion evaluation, coordinating with Curling Alberta)
- Provide a second opinion on difficult decisions
- Succession plan: be ready to step into the President role if needed

**Time commitment:** 2–3 hours/week during season, variable.

**This role exists because:** The league can't be a one-person operation. If the President is unavailable for a week (or a season), the league needs to keep running. The VP also serves as the board's secretary — a requirement for any registered non-profit society.

## League Operations Director

Owns the structure of the league: how many teams, how many pools, how the schedule works, and how standings are calculated.

### Pre-season (May–September):

- Determine league capacity based on available ice (currently 48 teams across 3 Saturday draws at NHCC; may expand to include CCC)
- Decide pool sizes, number of rounds, and whether there will be playoffs or additional round-robins

- If implementing the dual-path model (social vs. competitive), define how teams are allocated, what each path's schedule looks like, and how standings work differently
- Build the schedule: assign teams to pools, allocate draw times (currently 1:20 PM, 3:30 PM, 5:40 PM), minimize consecutive byes
- Decide team movement rules between rounds (how many teams move up/down based on standings)
- Set the points system — the league uses simple win/tie/loss points managed through League Buddy, with different point values for different pools (higher pools are worth more). This is distinct from the Western Cup, which has a more complex scoring formula with per-rock, per-end, and bonus modifiers.
- Coordinate with the President on ice contract parameters

#### **During season (October–March):**

- Publish updated standings after each week's games (League Buddy handles most of this automatically, but corrections happen)
- Handle pool movements between rounds
- Make scheduling adjustments when games are cancelled or rescheduled
- Decide how to handle forfeits, incomplete games, and disputes about scores
- Determine which available weekends to use and which to opt out of — the ice contract provides ~21 available weeks, but some must be skipped. This season, opting out during the Saskatoon bonspiel and CPCC Nationals (back-to-back weekends in March) meant some teams experienced waits of up to 3 weeks between playoff games, depending on which event bracket they were in (12+ survey comments). During round-robin, individual byes can be given to travelling teams; during playoffs, bracket dependencies make this impossible — the whole league must skip.

#### **Playoffs (March):**

- Seed teams into playoff brackets based on standings
- Publish the playoff schedule — this year, some teams experienced waits of up to 3 weeks between playoff games depending on their bracket path, which was a significant pain point
- Handle tiebreakers

#### **Key decisions for next season:**

- 71% of respondents prefer replacing the final playoff round with an additional round-robin
- 64% said they didn't curl enough — the primary structural complaint
- Whether to implement the social/competitive dual-path model
- If expanding to CCC, how to split teams across venues while maintaining social atmosphere

**Time commitment:** Heavy pre-season (10+ hours over several weeks to build the schedule). During season: 2–3 hours/week for standings and adjustments. Playoffs: 3–4 hours/week.

## Finance & Sponsorship Director

Manages the league's money and fundraising relationships.

### Budget & Fees:

- Work with the board to set the season budget and team fees (2025–26: \$1,300/team, down from \$1,500 the prior year)
- Determine prize amounts for end-of-season awards
- Process fee payments through League Buddy and track outstanding balances
- Enforce late payment penalties (currently 4% of total team amount)
- Spare player fees (\$7/game, max \$105/season per the rules) were not enforced this season. If the board decides to reinstate them, this role would handle invoicing.

### Sponsorship:

- Maintain relationships with existing sponsors (currently 8: Carlin Koster Real Estate, Cold Garden Brewery, Curlers Corner, Freddie, BrokerLink Insurance, Goldline Curling, Alpine Psychology, Amy Skinner Law)
- Reach out to potential new sponsors — the survey yielded 4 specific leads (WestJet, Myodetox, WERK YYC, Concorde Group)
- Define and deliver sponsor benefits (logo placement on website, mention in emails, banner space at the rink, social media mentions)
- Ensure sponsors have visibility into how their dollars are used

### Fundraising:

- Manage the 50/50 raffle program, including AGLC licensing for each draw
- Maintain ticket inventory and schedule teams to sell after each draw
- Collect proceeds after each draw — per AGLC rules, half goes to the winning ticket holder and half goes to the End of the Rainbow Foundation. The league keeps none of the 50/50 proceeds.
- Explore new fundraising ideas (survey suggestions: silent auctions, branded merchandise, consolidating to fewer, larger 50/50 raffles instead of one per draw time)

### Society Finances:

- Maintain books suitable for annual society filings
- Deposit fees, sponsorship revenue, and fundraising proceeds
- Pay invoices (ice rental, event costs, prizes)
- Procure and maintain Directors & Officers (D&O) liability insurance to protect board members from personal financial liability
- Prepare year-end financial summary for the board and members

**Time commitment:** 2–4 hours/week during season (heavier around fee collection deadlines). Sponsorship outreach is mostly pre-season. 50/50 administration is ongoing but can be delegated to a coordinator.

## **Communications & Marketing Director**

Keeps members informed without overwhelming them.

### **Email:**

- This season, 39 Apollo league emails were sent from July through April
- At least 7 of those were reminders because fewer than 30% of members acted on the first ask
- Members also received ~10 additional non-league emails through the same channels (bonspiel promotions, sponsor announcements, charity events, NHCC forwarded messages) — totalling roughly 49 emails over 9 months
- Survey feedback was split: some said “too many emails and too dense,” others said “the communications have been great”
- The TL;DR format (introduced late in the season) was specifically praised
- Going forward: every email should follow the TL;DR + summary + link-to-website structure, with subject line prefixes ([Action Required], [Important Update], [Info], [Social]) so members can filter

### **Website:**

- Maintain apollocurling.com as the canonical source of truth — league rules, spare rules, schedule, FAQ, sponsor info, clinic details, news
- Update content as things change (registration dates, schedule adjustments, event details)
- The website currently has 14 FAQ topics, rules pages, a sponsors page, clinic info, and news — all need to stay current

### **Social media:**

- Manage Instagram (@apollocurling) — 43% of members engage with it
- Curate photo contributions from members (no longer assigned Instagram duty per team — now voluntary)
- Facebook presence is minimal (6% engagement) — maintain but don’t invest heavily
- 89% of members use League Buddy and 80% read emails — these are the primary channels

### **Responding to inquiries:**

- Monitor organizers@apollocurling.com
- Respond to prospective member questions, registration inquiries, sponsor inquiries
- This season, one respondent noted the website email address was incorrect when they tried to join — details matter

**Key principle from the handbook draft:** *“If players are asking for something that already exists, communication — not programming — is the issue.”* The fee misperception this season (respondents claiming fees increased when they actually decreased \$200) is a clear example.

**Time commitment:** 2–3 hours/week during season for emails and inquiries. Website updates are periodic. Social media can be 30 min/week if photo contributions are flowing.

## Social & Events Director

Plans and runs the social side of the league — the events that make Apollo more than just a curling league.

### Event planning:

- Plan and execute ~6–8 social events per season: Season Opener, Trivia, Bingo (drag, musical), brewery nights (Cold Garden), Christmas party, Season Wind-Up with prizes
- Book venues for off-site events and coordinate with NHCC for on-site events
- Work within the budget set by the board
- Recruit and brief volunteer facilitators for each event (someone needs to run trivia, call bingo numbers, etc.)

### Scheduling considerations:

- This was a major pain point this season: with 3 draw times, social events in the lounge often conflicted with one group’s game time
- 11 survey respondents specifically said events fell during their draw or bye weeks, so they couldn’t attend any
- League Buddy’s scheduling algorithm can avoid scheduling teams during events their members want to attend — but only 164 of 269 players (61%) updated their social event preferences this season. Teams that didn’t fill it out got no protection. This is a communications problem as much as a scheduling one: players need to understand that if they don’t indicate their preferences, the algorithm can’t help them.
- The handbook draft notes “events should not consistently exclude certain draw times” and “second draw is often the most effective timing”
- Cold Garden was the best-attended off-site event; Musical Bingo was the highest-rated on-site event
- 67% said the number of events was about right; 13% wanted more

### Season milestones:

- Season Opener (early October): welcome event, nametag distribution, set the tone
- Christmas party: this year feedback said it was “quieter without the buffet format” — format matters

- Season Wind-Up (April): prize ceremony, final social, RSVP-based with catering (currently at Cold Garden, 1 drink + tacos included for registered curlers)

**Budget and logistics:**

- Social events are typically funded from sponsorship revenue, not team fees. Budget roughly \$100–\$150 per on-site event for prizes, but costs can be significantly higher when hiring talent (e.g., a drag queen for Drag Bingo) or renting A/V and other equipment. Off-site events (kickoff party, wind-up) also cost more (\$1,000–\$2,000 including venue, food, drinks)
- Avoid scheduling social events on weekends when competing events are happening in Calgary (e.g., major curling competitions hosted locally where members attend in person, or pride and community events that draw the same audience) — attendance drops sharply
- Bar staff at NHCC turn over regularly. Any contest or process that involves bar staff (tabs, vouchers, etc.) needs clear written instructions posted at the bar, not just verbal briefings

**Time commitment:** 1–2 hours/week on average, with spikes around event weeks (5+ hours for planning, setup, execution). Pre-season: plan the calendar. Can be shared across multiple volunteers if each person owns 1–2 events.

**Member Experience Director**

Owens the player journey from “I want to join” through “I’m a valued member of this community.”

**Registration:**

- Configure League Buddy for registration (capacity, pricing, rules, deadlines)
- Manage the registration queue — this season, 48 team spots filled in seconds
- Maintain and communicate the waitlist
- Help individuals without teams find a team (“Help me find a team” coordination)
- Process individual registrations for the spare list

**Spare system:**

- Maintain the spare list and ensure it’s accurate and accessible
- The spare system generated 10+ survey comments — key issues:
  - Position restrictions (spares from other teams can currently only play lead; survey feedback wants front-end positions allowed)
  - “Ringer” concerns (skilled spares changing team dynamics in lower pools)
  - Spares getting scooped within seconds of a request going out
  - One respondent suggested a whiteboard at the rink for same-day availability
  - Spare fee collection (\$7/game per the rules) was not enforced this season — the board should decide whether to enforce it next year, change the amount, or drop it. One survey

respondent suggested spares should pay ~\$100/season if they aren't already paying league fees.

### **Welcoming & onboarding:**

- Welcoming score is 4.10/5 and stable year-over-year, but it dips with tenure (first-year: 4.00, 10+ years: 3.88)
- Survey suggestions: pre-season social, ice breakers on tables, encouraging veterans to chat up new faces, mixing tables at events
- Ensure new players know about learn-to-curl clinics, etiquette guides, strategy resources on the website
- Nametags: track which players are new to the league and need a free nametag, collect nametag requests through the player checklist, place the order with sufficient lead time (checklist completion has been slow — 28% on first ask), distribute at the Season Opener or early-season games. Players who have lost theirs pay for their own replacement.

### **Feedback:**

- Send and analyze the year-end player satisfaction survey
- Monitor informal feedback throughout the season
- Report key themes to the board for decision-making

**Time commitment:** Heavy pre-season during registration (5+ hours over registration week). During season: 1–2 hours/week for spare coordination and inquiries. Post-season: survey design and analysis.

## **Coordinator & Volunteer Roles**

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These roles don't require board membership. They're focused tasks that can be picked up by anyone willing to help.

### **50/50 Raffle Coordinator**

Reports to: Finance & Sponsorship Director

- Obtain AGLC license for each raffle period
- Maintain ticket inventory
- Schedule teams for 50/50 selling duty after each draw
- Collect and reconcile proceeds after each draw weekend
- Report results to AGLC as required
- Coordinate with the charity partner (End of the Rainbow Foundation)

**Time commitment:** 1–2 hours per curling weekend, plus administrative time for AGLC reporting.

## Event Facilitator(s)

Reports to: Social & Events Director

- Run a specific social event (trivia, bingo, etc.) — own the content, logistics, and execution for that event
- This season, Rob Armstrong ran Trivia and Nada Nuff hosted Drag Bingo — both were well-received
- One person can own one event, or take on multiple
- Coordinate with the Social & Events Director on timing and budget

**Time commitment:** 3–5 hours per event (content prep + execution). Typically 1–2 events per volunteer per season.

## Skills & Clinics Coordinator

Reports to: President (or could be under Member Experience)

- Organize pre-season learn-to-curl clinics (beginner and intermediate, ~2 hours each)
- Coordinate volunteer instructors from experienced members
- Organize mid-season strategy workshops (one was offered in January this year)
- Maintain and promote learning resources on the website (strategy PDF, etiquette guide, intro video)
- Survey feedback: “I like the skills instructions” and “more games and less byes to help skillsets”

**Time commitment:** 5–10 hours pre-season for clinic planning. 2–3 hours for each mid-season workshop. Minimal during regular season.

## External Relations Coordinator

Reports to: President

- Liaise with other 2SLGBTQI+ curling leagues across Canada
- Promote out-of-town bonspiels to Apollo members (this season: 4 bonspiel promotions sent — Chicago, Halifax, PEI, Toronto)
- Attend Canadian Pride Curling Championship (CPCC) committee meetings to represent Calgary’s interests
- Coordinate playdowns to determine which Apollo team(s) represent Calgary at CPCC
- This is relationship-based work — attending events, being a point of contact, sharing information

Apollo Curling has a growing presence on the national stage — in 2025, an Apollo team won the Canadian Pride Curling Championships. This visibility raises our profile and strengthens our case when approaching sponsors and partners.

**2029 National Championships:** Calgary is responsible for hosting the Canadian Pride Curling Championships in 2029. A dedicated Nationals Committee will need to be formed to plan and

execute this event, working hand-in-hand with the Western Cup committee (as the events would be held at the same time). The Nationals Committee falls under the External Relations Coordinator, who already serves as the CPCC liaison. Hosting requires significant fundraising, sponsorship, event planning, and venue coordination — this will be a major undertaking that needs to ramp up well in advance. More information: [pridecurl.ca](https://pridecurl.ca)

**Time commitment:** Variable. A few hours per month during bonspiel promotion season (October–February). CPCC committee meetings are periodic. Nationals planning will increase significantly as 2029 approaches.

## Technology & Systems Support

Reports to: Communications & Marketing Director (or President)

- Maintain [apollocurling.com](https://apollocurling.com) (hosting, domain registration, content updates)
- Support League Buddy configuration (working with Operations Director on schedule setup)
- Maintain the email system and ensure messages route correctly
- Support Western Cup technology (admin portal, scoring system, bracket generation)
- Troubleshoot technical issues as they arise
- Manage AWS infrastructure (S3, Lambda functions, API Gateway, DynamoDB)

**Time commitment:** Sporadic — a few hours here and there for routine maintenance, with spikes around Western Cup and any system changes. This is a support role, not a full-time commitment.

## Western Cup Tournament Director

*Note: This may be a Director-level role or a Coordinator role depending on the board's preference. The Western Cup is a major undertaking (3-day tournament, 48+ teams, 2 venues, social events, raffle) but it's concentrated into a few months of the year.*

Reports to: President (or sits on the board)

- Plan and execute the annual Western Cup bonspiel (Easter weekend)
- Coordinate with the broader multi-sport event organizers
- Manage registration (this season: 48 teams filled in seconds, expanded to accommodate waitlist demand)
- Set up pools, schedule, and bracket structure (including the Lower/Upper division innovation introduced this year)
- Coordinate with both venues (NHCC and CCC)
- Manage the admin portal: score entry, bracket updates, tiebreakers, standings
- Organize tournament social events (kickoff mixer, parties, prize ceremony)
- Coordinate the scavenger hunt, quiz system, and voting
- Manage the tournament spare list

- Support the End of the Rainbow Foundation’s 50/50 raffle by promoting ticket sales throughout the tournament (the foundation runs the raffle; we help drive participation)
- Generate and distribute team documents (QR codes, welcome packets)
- Communicate with participating teams (this season: 11 Western Cup-specific emails)

**Time commitment:** Minimal from April–November. December–January: registration setup (5–10 hours). February–March: heavy planning and logistics (10+ hours/week). Tournament weekend: all-in. Can and should be supported by volunteers for specific tasks (raffle, social events, spare coordination).

## Volunteer Opportunities (No Ongoing Commitment)

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These are one-time or occasional tasks that don’t require a title:

- **50/50 ticket selling** — teams are scheduled on a rotating basis after each draw
- **Photo contributions** — take and submit photos from games and events for Instagram
- **Event setup/teardown** — help set up for social events
- **Clinic instruction** — experienced curlers who can help teach at learn-to-curl sessions
- **Welcome ambassadors** — experienced members who make a point of introducing themselves to new faces (survey suggestion)
- **Practice ice coordination** — when extra ice is available mid-season, coordinate sign-ups

## How Many Volunteers Do We Need?

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The survey showed **41 members** (16 firm yes, 25 maybe) are open to volunteering. Interest areas mentioned included: organizing events, Western Cup, scheduling, bonspiels, and “anything but budgets and social media.”

At minimum, the league needs:

- **4–5 active directors** covering Operations, Finance, Communications, Events, and Member Experience (President and VP can double up on some of these)
- **1 Western Cup lead** (director or coordinator)
- **2–3 event facilitators** willing to run 1–2 social events each
- **1 person** for 50/50 administration

That’s roughly **8–10 committed volunteers** to run the league. The current model has far fewer people shouldering far more work — which is exactly what this structure is designed to fix.

## What's Different From Last Season

<b>Area</b>	<b>Last Season</b>	<b>Next Season</b>
Governance	Informal volunteer group	Registered non-profit society with board of directors
Decision-making	Concentrated in 1–2 people	Distributed across directors with defined areas
Communications	Ad-hoc emails as needed	Structured: TL;DR format, subject prefixes, website as canonical source
League format	Single format for all 48 teams	Potentially dual-path (social + competitive) based on survey feedback
Scheduling	3 draws at NHCC only	Potentially 4 draws (NHCC + CCC) to reduce byes
Volunteer model	"Help where you can"	Named roles with clear scope and time commitments
Succession	Institutional knowledge in people's heads	Documented roles + operations handbook