

## **RECOMMENDED BYLAW PROVISION – NEW ADVANCEMENT AND COMMUNICATIONS COMMITTEE**

**Advancement & Communications Committee.** The Advancement & Communications Committee shall be charged with collaborating with the President and other appropriate staff in developing and monitoring an annual Integrated Fund Development Plan and Communication Plan which align with the organization's strategic directions and ensure Board participation in resource development and fundraising. The Committee also provides educational opportunities as needed to assist Board members in fulfilling their role in the achievement of annual development goals.

## **PROPOSED NEW PROVISIONS FOR BOARD HANDBOOK**

### **ADVANCEMENT & COMMUNICATIONS COMMITTEE**

#### **PURPOSE**

To enhance and align development, fundraising, and communications by guiding, overseeing and assisting in the establishment and implementation of fundraising programs that increase donors, volunteers, supporters, and contributions by educating, engaging and inviting the public to join the organization's current work advancing the mission and vision of the organization for all dear neighbors.

To focus the organization and the Board of Directors on brand management and marketing, ensuring that methods of communication have a consistent look and message.

#### **MEMBERSHIP**

The Advancement & Communications Committee shall be composed of at least three Board members. Other fund-raising and communications experts may be appointed to the Committee subject to the conditions stated in the Bylaws. The President and the Vice President of Advancement will be ex-official members.

The Board Chair, consulting with the Governance Chair and the President, appoints the Chair of the Advancement & Communications Committee and affirms its members.

#### **CHAIR**

Responsible for scheduling meetings, drafting the agenda, reading the prayer and modified DEI Statement, and has the authority to call special meetings as needed or reschedule regular meetings, so long as all Committee members are provided reasonable notice.

Ensure that notes for all Committee meetings are taken and stored on the Board of Directors shared document platform in a timely manner following each Committee meeting. May delegate this responsibility to another Committee member or staff.

## **MEETINGS**

Meetings will be scheduled as often as needed, so long as all Committee members are provided reasonable notice.

## **ADVANCEMENT & COMMUNICATIONS RESPONSIBILITIES/DUTIES**

1. Work with the President and Advancement & Communications staff to develop the annual Integrated Fund Development Plan and Communications Plan.
2. Use the Charities Review Council *Accountability Standards* and the MN Council of Nonprofits *Principles & Practices for Nonprofit Excellence* as planning guides.
3. Monitor the effectiveness of all aspects of the plan and results against the approved annual Integrated Fund Development Plan on an ongoing basis and make appropriate and necessary adjustments.
4. Submit quarterly reports to the President and the Board.
5. Ensure the successful solicitation of major gifts by building the necessary capabilities and relationships with donors.
6. Ensure that the organization's total annual Integrated Fund Development Plan is in concert with the organization's strategic direction and needs.
7. Ensure that the organization's fundraising effort is appropriately resourced.
8. Investigate new fund-raising projects, activities, and ideas for possible use in the future.
9. Help provide information about the fund-raising climate in the Twin Cities.
10. Lead the Board's participation in resource development and fund raising.
11. Provide training/onboarding resources to ensure new Board members' understanding of the organization's annual Integrated Fund Development Plan.
12. Help educate Board members about the resources needed to realize the organization's plans and fulfill its mission.
13. Develop and propose policies, procedures, and schedules for board involvement in fund raising that are best practices.
14. Develop a plan for involving Board members to actively be involved in fundraising activities, including a commitment to identify, call on and cultivate individual, corporate and organizational prospects, and attend fundraising events.
15. Help educate board members with fund raising skills and techniques so that they are comfortable raising money.
16. Set annual goals for the Advancement & Communications Committee that amplify the organization's gifting opportunities to meet the needs and goals of the organization including telling the story of the organization's history, the present, and the organization's focus on the future.
17. Advise on and help shape the organization's annual communication plan including (a) promoting and advertising strategically, (b) encouraging, expanding, and monitoring the use of digital communication tools and platforms and support the staffing and technology needed to facilitate this.

18. Annually evaluate the effectiveness of the Advancement & Communications Committee including a review its purpose and duties and recommend any proposed changes to the Nomination and Governance Committee and Board.
19. Provide training/onboarding resources to ensure new Board member's understanding of the organization's advancement and communication process.
20. Set annual goals for the Committee.