

# Board of Directors - General Operations

The St. Louis Regional Chapter of AFP has a Board of Directors that consists of members who are expected to work together to promote and advance the profession of philanthropy in our geographic area. Each Director has a specific area of responsibility and all are encouraged to work together to achieve the Chapter's strategic goals.

This Chapter refers to its governing board as the Board of Directors and it shall consist of not less than five (5) or more than thirty-five (35) individuals (including officers) who shall be elected by Chapter membership. All directors shall be members in good standing of the Association and the Chapter. Directors shall serve without compensation.

Specifically, each Director shall:

- Be an AFP member in good standing.
- Endeavor to attend all board of directors meetings.
- Participate in chapter activities and make a gift to the Every Member Campaign
- Prepare a written report for the Board of Directors meetings.
- Submit written reports when unable to attend a Board of Directors meeting.
- Recruit committee members willing to actively serve and to mentor new members.
- Formulate goals with respective V.P. and committee members.
- Encourage committee members to make a personal financial commitment to the AFP Every Member Campaign.
- Provide committee members with a copy of responsibilities and timeline, and inform committee members in areas of general chapter procedures and policies.
- Hold meetings as needed with committee members to focus on planning and evaluating all events and projects.

The Chapter's Board of Directors shall manage, supervise, and control the business, property, and affairs of the Chapter in a fashion that is consistent with the goals and priorities outlined in the Chapter's Strategic Plan, policies and procedures, Articles of Incorporation, and Chapter Bylaws.

The Chapter Board of Directors shall meet at least once a year in person, and written notice of the meetings of the Board shall be given to Directors at least ten (10) days prior to the meeting date. Directors may participate and vote in Board meetings held by telephone conference call. A majority of the Board of Directors shall constitute a quorum.

Directors shall serve one-year terms, with the maximum of eight terms for a total of eight (8) years of maximum service, unless also serving as President, President-Elect, or Immediate Past President.

# DIRECTOR of MEMBERSHIP ENGAGEMENT

## **Mission/Role of Membership Engagement Committee:**

Engage membership to encourage their participation in chapter activities. Manage membership by preparing and executing membership recruitment and retention plans. Welcome new members and educate chapter members on CFRE and ACFRE certification. Ultimately, the efforts of the Membership Committee should contribute to members renewing their membership in AFP annually.

## **Activities Include:**

- Develop programs that encourage diversity in chapter membership by collaborating with the Diversity/Inclusion and Scholarships and Fellows committees.
- Identify AFP-STL members who qualify for either a CFRE or ACFRE
  - Maintain an updated list of Chapter CFREs and ACFREs
  - Recognize CFREs and ACFREs at meetings
  - Celebrate new ACFREs and CFREs
- Work with Programming and Conference committees' leadership to attract new members to the chapter.

## ***Membership Engagement Committee Structure and Responsibilities:***

This committee requires a Chair and a Vice-Chair. The Vice-Chair shadows and prepares to take over the committee the following year. The committee is responsible for the following:

- Coordinate AFP-STL membership plan with priorities of AFP-IHQ
  - Develop relationship with Manager of Membership Services at AFP-IHQ
  - Develop relationship with Director, Chapter Services-Central U.S.
  - Reference the Online Membership Tool Kit available at [www.afpnet.org](http://www.afpnet.org)
- Access "official" membership info for the St. Louis Chapter and help generate regular reports for committee reports and board meetings
  - <http://reports.afpnet.org> – request our log-in and password from our Chapter Administrator. You can access two different types of membership reports, pull lists of new members, lapsed members, look-up individual members, etc. Discuss with your committee members and chapter leadership what information needs to be reviewed and when.
  - Coordinate generation of reports with Chapter Administrator to ensure continuity between information shared during Executive Committee meetings and Board meetings.
- Maintain clear communication with membership regarding value of membership
  - Determine when membership satisfaction survey should be administered. Visit [www.afpnet.org](http://www.afpnet.org) to see the standardized membership survey template.
  - Develop a communications plan and timeline to provide meaningful information to membership regarding how their dues support activities for members.
  - Include the Chapter Administrator in all of the above.
- Conduct New Member Orientation(s)
  - Periodically update New Member Guide/Handbook for AFP-STL
  - Ensure that a New Member Table is at every AFP member meeting with appropriate signage and a table host/hostess.
  - Coordinate the above with the Chapter Administrator.

### **Documents to Maintain Annually:**

- Annual Membership Plan
- Membership Satisfaction Survey (to be administered when needed)
- Membership Invitation/Application
- Chapter Dues Comparison Data
- The Case for Support of maintaining one's AFP membership – "Member Messages"
- Membership Communications Timeline
- Answers to "Frequently Asked Questions" (see Membership Toolkit at AFP-IHQ)

# DIRECTOR of SENIOR PROFESSIONALS

## **Mission/Role of Senior Professionals Committee:**

Develop programs that respond to the educational needs of chapter members who have been in the profession for ten or more years. Encourage involvement of past chapter presidents and board members in programming for senior professionals and general membership. Support mentoring activities of the chapter by communicating mentoring needs to senior professionals. Ultimately, the Senior Professionals committee's efforts should inspire continued and increased involvement of members with extensive fundraising experience to stay engaged in chapter programming.

## **Activities Include:**

- Prepare and execute a calendar of events for senior professionals.
- Work with the Programming committee to assure that at least one program on ethics is offered to the general membership every year.
- Work collaboratively with Programming, Conference, Young Professionals, Government Relations, and National Philanthropy Day Committees to ensure programs for senior professionals are:
  - not in conflict with the work of other committees
  - engaged by the leadership of other committees as often as possible

## ***Senior Professionals Committee Structure and Responsibilities:***

This committee requires a Chair and a Vice-Chair. The Vice-Chair shadows and prepares to take over the committee the following year. The committee is responsible for the following:

- Collaborate with Programming committee
  - Identify educational opportunities aimed at senior professionals.
  - Provide referrals of dynamic senior leaders to programming committee as potential speakers.
- Mentoring
  - Assist Mentoring committee in recruiting senior professionals to mentor those new to the profession
  - Regularly ask and challenge senior professionals to serve as mentors
- Engagement
  - Previous AFP Leadership
    - Provide a forum (via board meetings, collaboration with Programming, Marketing, etc.) for past AFP leaders to share experience and insight with current leadership and membership at-large
  - Senior Professionals
    - Outline a plan to call on senior professionals in high level positions to request their advice and engage them in chapter
- Ethics
  - The committee chair and members should support President and chapter leadership and take the lead in promoting ethical fundraising practices and work with programming to educate membership
- Work with other committees (Programming, Conference, etc.) to ensure that at least one program on ethics is presented at least once a year.

# DIRECTOR of DIVERSITY/INCLUSION

## **Mission/Role of Diversity/Inclusion Committee:**

Educate the board and the chapter regarding diversity and inclusion best practices and seek to help recruit diverse members. Implement and monitor the chapter's diversity and inclusion goals and objectives. Insure that diversity and inclusion is incorporated into all aspects of the chapter's operations.

The person selected for the director position should be deeply committed to the vision of diversity and inclusion as promoted within the chapter. The chair and committee members should help the chapter determine what constitutes diversity based on unique chapter attributes, including membership demographics, geographic location and size. The ultimate goal should be for the membership to reflect the demographics of the area served by the chapter as well as to represent the broad range of organizations and development shops promoting philanthropy and ethical fundraising.

## **Activities Include:**

- Coordinate and plan with the Membership Engagement Chair and Scholarships and Fellows Chair to promote diverse populations in membership.
- Recruit members for the Diversity/Inclusion Committee. Engage one person from every chapter committee to sit on the diversity committee. This ensures that diversity and inclusion will be considered in all chapter operations.
- Work with the Committee of Directorship to make sure the Board of Directors is representative of the community that the chapter serves.
- Work with the Programming committee to plan a yearly session on diversity and inclusion.
- Apply for the AFP International Friends of Diversity designation by the end of January each year.

## ***Diversity/Inclusion Committee Structure and Responsibilities:***

This committee requires a Chair and a Vice-Chair. The Vice-Chair shadows and prepares to take over the committee the following year. The committee is responsible for the following:

- Collaborate with Programming committee
  - Identify educational opportunities aimed at developing membership's understanding of diversity/inclusion.
  - Provide referrals of dynamic leaders in the field of diversity/inclusion to programming committee as potential speakers.
- Assess the chapter for its diversity and inclusion efforts. Determine where the chapter currently is and where it would like to go. This can include member demographics, educational programming and where chapter meetings are held.
- Report to the Chapter President, Board of Directors and membership on a regular basis as to the committee's objectives and activities. This report should be delivered at least once per year.

# DIRECTOR of YOUNG PROFESSIONALS

## **Mission/Role of Young Professionals Committee:**

Recruit and support fundraisers age 30 and under, and provide them with opportunities for leadership in the philanthropic community.

## **Activities Include:**

- Provide and execute calendar of events for YP members and prospective members that appeals to young professionals.
- Collaborate with other committee chairs to recruit YP members for committee service.
- Work with Mentoring chair to encourage YP members to pursue mentors and to help ensure assigned mentors are meeting regularly with them.
- Work collaboratively with Programming, Conference, Senior Professionals, Diversity/Inclusion, and National Philanthropy Day committees to ensure programs for young professionals are:
  - not in conflict with the work of other committees
  - engaged by the leadership of other committees as often as possible

## ***Young Professionals Committee Structure and Responsibilities:***

This committee requires a Chair and a Vice-Chair. The Vice-Chair shadows and prepares to take over the committee the following year. The committee is responsible for the following:

- Collaborate with Programming committee
  - Identify educational opportunities aimed at young professionals.
- Invite AFP Fellows, where applicable, to participate in YP activities.
- Mentoring
  - Assist Mentoring committee in recruiting young professionals to participate as mentees in mentoring program.
  - Check in with mentees to ensure they are satisfied with mentoring relationship.
- Budget
  - Maintain fiscally responsible budget for activities such as YP Happy Hours, soliciting organizations for donations where feasible and in cooperation with other committees (such as membership engagement).

# DIRECTOR of PROGRAMMING

## **Mission/Role of the Committee:**

Develop monthly luncheon programs with a minimum of two extended sessions per year that respond to the educational needs of chapter members and others in the community. Committee members are responsible for preparing and executing a calendar for luncheon and extended session programs, and webinars. Ultimately, the professionals engaged to be featured presenters at luncheons and extended sessions should encourage continued and increased involvement of members in our Chapter.

## **Activities Include:**

- Plan monthly luncheon schedule and calendar – engage speakers, etc.
- Plan a minimum of two extended sessions – engage speakers, etc.
- Coordinate monthly programs with Webinars offered through AFP-IHQ
- Work collaboratively with Conference, Senior Professionals, Marketing, Government Relations, Young Professionals, and National Philanthropy Day committees to ensure monthly programs are not in conflict with the work of other committees.
- Plan one educational opportunity focused on ethics to maintain Chapter's Ten Star status.

## ***Programming Committee Structure and Responsibilities:***

This committee requires a Chair and a Vice-Chair. The Vice-Chair shadows and prepares to take over the committee the following year. The committee is responsible for the following:

- Monthly Luncheons/Seminars/Extended Sessions
  - Solicit and review speaker proposals. Once a proposal is accepted, ensure committee has received a clear outline of speaker's presentation from the speaker to clarify topic and inform program description in timely manner to promote said topic to membership.
  - Communicate set-up and AV requirements to Chapter Administrator.
  - Ensure that program descriptions are provided to Chapter Administrator in a timely manner.
  - Secure meeting handout notes from presenters, review them, make suggestions to presenters if necessary, and e-mail them to Chapter Administrator in a timely manner.
  - Complete appropriate form to generate an honorarium on behalf of the presenter and e-mail it to President for approval if applicable.
  - Produce a program if appropriate.
  - Mail "Thank You" note(s) to presenter(s) – coordinate with Chapter Admin.
- Webinars
  - Review webinar topics when schedule is available through AFP-IHQ.
  - Determine if there is any synergy needed between webinars and monthly luncheons.
  - Confirm locations for webinars.
  - Confirm announcement of webinar sessions with Chapter Administrator and Marketing Committee Chair.
- Work with other committees (Senior Professionals, Government Relations, etc.) to ensure that programs are presented in ethics and government relations at least once a year.

- Prior to the beginning of program year, seek suggestions for speakers from those committees for the subsequent year. (This is because the Programming Committee works one year ahead; i.e., during 2014, the committee is primarily planning programs for 2015.)
  - Provide Programming Committee meeting dates to other committee chairs and invite them to attend.
- Obtain prior approval from V.P. of Professional Development and/or Executive Committee for any out-of-town speakers or unbudgeted expenses above \$500.



# DIRECTOR of CONFERENCE COMMITTEE

## **Mission/Role of Conference Committee:**

Develop a one-day conference schedule that supports multiple tracks and appeals to the needs of chapter members and others in surrounding communities. Encourage involvement of members in conference programming and planning. Work with other committees (Programming, Senior Professionals, etc.) to ensure that at least one conference session focuses on ethics in fundraising. Ultimately, the Conference Committee's efforts should inspire continued and increased involvement of AFP-STL members in chapter programming, and help attract new members to the chapter.

## **Activities Include:**

- Prepare and execute a calendar for conference activities 6-12 months in advance of next scheduled conference.
- Attract highly qualified professionals in fundraising and related fields to present.
- Solicit and review speaker proposals. Once a proposal is accepted, ensure committee has received a clear outline of speaker's presentation from the speaker to clarify topic and inform overall educational offerings.
- Hire a plenary speaker for luncheon.
- Work with the Programming committee to assure that at least one program on ethics is offered to the general membership.
- Work collaboratively with Programming, Marketing, Government Relations, and National Philanthropy Day Committees to ensure conference:
  - Does not conflict with the work of other committees
  - Engages senior professionals
  - Appeals to fundraising professionals from the bi-state area

## ***Conference Committee Structure and Responsibilities:***

- Secure and confirm keynote speaker and session speakers and agreements.
- Write keynote/session descriptions and speaker bios.
- Gather and copy outlines and handouts for keynote and each session.
- Ensure that necessary equipment is set up and working for keynote speaker and each session speaker.
- Ensure that the keynote speaker has accommodations and transportation.
- Introduce Chapter President at the conference who will introduce guest speaker.
- Distribute and collect program evaluations.
- Send thank you letters to speakers after the conference.
- Work with the Chapter's Executive Committee to schedule pre or post activities.
- Provide final authorization for all contracts including contract with the venue, with prior review and approval of V.P. of Professional Development and/or Executive Committee.
- Welcome attendees, thank committee members, and introduce the Chapter President at the official opening of the conference.
- Assigned committee member takes and reviews notes at each meeting in support of committee chair.
- Track the completion of each task and report unfinished actions or tasks not completed on time to the Chair.
- Send out meeting notices and agendas.

- Work with the venue to address logistics including rooms, equipment, food, drinks, parking, wireless access for speakers, etc.
- Create a Marketing Plan and Schedule; seek Marketing Committee's help.
- Identify the theme.
- Identify groups to receive conference information.
- Identify advertising opportunities and work with Sponsorship Committee to solicit prospective advertisers.
- Create promotional document for use with other related groups including nonprofit organizations, schools, nonprofit center in St. Charles County, BoardLinkStL, Gateway Center for Giving, Nonprofit Services Consortium, United Way, SLPGC, etc.
- Work with Marketing Committee to write and distribute press releases
- Create electronic content for website and e-mail blasts
- Work with graphic designer to design save-the-date cards, conference brochure, and event signage including sponsorship recognition.
- The Sponsorship Coordinator(s) for the Committee will:
  - Develop and implement a Sponsorship Plan and Schedule
  - Identify potential sponsors and vendors
  - Work with V.P. of Professional Development, the Sponsorship Committee Chair, and the Chapter's Executive Committee to secure sponsorships
  - Develop conference sponsorship materials (decide if this sponsorship opportunity is going to be combined with other AFP activities such as NPD)
  - Write solicitation letters
  - Make follow-up calls and ask Board members to make follow-up calls as well
  - Send potential funders updates on the status of the conference
- Work with other committees (Programming, Senior Professionals, etc.) to ensure that at least one program on ethics is presented during the conference.

# DIRECTOR of NATIONAL PHILANTHROPY DAY

## **Mission/Role of National Philanthropy Day Committee (NPD):**

The National Philanthropy Day Committee shall plan and conduct the annual November activities to highlight philanthropy and volunteer leadership in the bi-state region. Committee members are responsible for engaging area organizations that share AFP's commitment to promoting philanthropy and ethical fundraising. Ultimately, National Philanthropy Day should be **the** event that area residents, corporations, and businesses associate with the recognition of the metro-area philanthropists and volunteers who make our bi-state region a wonderful place to live and work.

## **Activities Include:**

- Create partnerships with other local organizations that share AFP's commitment to promoting philanthropy to ensure the NPD celebration achieves maximum attendance: St. Louis Planned Giving Council, Gateway Center for Giving, Nonprofit Services Consortium, St. Louis Business Journal, Greater Saint Louis Community Foundation, Jewish Federation, Leave a Legacy, RCGA, RBC, Urban League, 100 Black Men, the United Way, Catholic Charities, area colleges and universities with nonprofit management programs including Washington University, UMSL, Webster, Lindenwood, etc.
- Coordinate internal and external communications with Marketing Committee to ensure promotional stories and activities are actively circulated to assist with marketing and sponsorship activities surrounding NPD.
- Coordinate activities with the Sponsorship Committee to ensure maximum sponsorship dollars are raised by the event.
- Develop an innovative awards ceremony that ensures guests have an unforgettable (ie. "Wow") experience.

## ***NPD Committee Structure:***

This committee requires a Chair and a Vice-Chair. The Vice-Chair shadows and prepares to take over the committee the following year. The committee is responsible for the following:

- Sponsorship
  - Coordinates contact with past and current sponsors to cultivate renewed support
  - Works with AFP sponsorship chair to identify and prioritize prospective sponsors, highlighting those related to honorees
  - Manages and motivates NPD committee and Board members who are assigned to call on prospects
  - Disseminates tools for solicitation including letters of invitation and follow-up letters that confirm protocol and details of the day
- Logistics
  - Works with Chapter Administrator to confirm logistics, costs, contracts
  - Confirms menu
  - Coordinates decorations
  - Plans the festivities
  - Works with honorees re: acceptance speeches
  - Works with guest / keynote speaker to establish timeline and content
  - Works with emcee to ensure flow of program
  - Works with Hotel regarding all last minute details

- Coordinates event signage
- Coordinates reception and registration volunteers to greet guests on NPD
- Invitation & Program Booklet
  - Works with design firm and printer to ensure timely fulfillment
  - Works with Chapter Administrator re: invite list and timing of e-blasts
- Seating
  - Works with Chapter Administrator to confirm seating for the event
- Honoree Liaisons
  - Responsible for care and feeding of awardees and their friends
  - Responsible for planning NPD Honorees Reception
  - Confirms details of event including number of seats and photography
  - Collects bio information for program from nominator(s)
  - Works with nominator(s) throughout event period through formal and informal means of communication
  - Works with Chapter Administrator to make sure that honorees receive flowers
  - Works with photographer to take pictures of honorees before & during event

# DIRECTOR of SCHOLARSHIPS AND FELLOWS

## **Mission/Role of Scholarships and Fellows Committee:**

Provide financial assistance to qualified development professionals in the bi-state area who wish to expand upon their fundraising expertise through professional development programming offered by AFL-STL. Additionally, the committee manages the Fellows Program, an outreach initiative of AFP-STL, to support and promote diversity within the local chapter that is reflective of our local community.

The Fellows Program is a scholarship program to benefit development professionals serving culturally and ethnically diverse communities in St. Louis and surrounding areas.

Through the Fellows Program, the Chapter makes its programming accessible to individuals who might otherwise be unable to afford membership. The Fellows Program assists awardees in building their professional fundraising skills as they endeavor to meet the development needs of their organizations. Fellows receive an AFP membership, are assigned a mentor, may participate in all AFP-STL meetings at no cost, can attend one Fundraising Fundamentals series at no cost, and are invited to networking events.

Each Fellow is eligible for a second year of benefits, contingent upon satisfactory participation in their first year of the program. Ultimately, the goal is to inspire continued and increased involvement of fundraising professionals from a variety of backgrounds in chapter programming, and to help attract and retain a membership that reflects the diversity in the bi-state region.

## **Activities Include:**

- Submit a budget for proposed scholarships for the year, to be approved by the Finance Committee.
- Solicit applications for, and select the recipient of, the \$500 Chamberlain Scholarship funded by AFP-IHQ for the annual International Conference on Fundraising, as well as additional scholarship(s) for the conference funded by AFP-STL. Report to AFP-IHQ on award.
- Solicit applications for, and award scholarships to qualified applicants interested in attending:
  - One of three Fundraising Fundamentals series (Spring, Summer, or Fall), as well as Chapter Extended Session programs during the year
  - AFP-STL's chapter conference
- Identify and implement other appropriate scholarship opportunities, based upon engaging chairs of other committees in ongoing conversation.
- Promote scholarship opportunities offered by AFP-STL and encourage qualified applicants to apply.
- Review scholarship applications, select qualified applicants, and notify applicants of their status. Provide information to Chapter Administrator.
- Ensure recipients complete evaluation forms after programming is complete.
- Encourage scholarship recipients to give back to the AFP-STL chapter by volunteering on a committee within 12 months of receipt of a scholarship.

## **Activities Specific to the Fellows Program:**

- Determine Fellows Program eligibility, application process, selection criteria, etc.

- Promote the availability of Fellows scholarships broadly in order to reach prospective applicants who are not part of AFP-STL's current distribution channels.
- Solicit Fellows applications from qualified individuals.
- Review applications, select and notify awardees, and coordinate fulfillment of awardee benefits.
- Ensure that Fellows' membership applications are submitted for payment.
- Maintain regular contact with first and second-year Fellows, and arrange social opportunities for Fellows to get to know one another.
- Monitor the participation of Fellows, and address lack of participation immediately.
- Determine whether to renew first-year Fellows for a second year.
- Recommend any program changes, improvements, etc.
- Work with Programming and Conference committees' leadership to encourage the involvement of members in promoting diversity within the chapter, members' own organizations, and as a part of chapter programming.
- Work with Membership Engagement and Diversity/Inclusion committees to help identify areas to promote diversity and inclusiveness.

### **Documents to Maintain Annually:**

- AFP St. Louis Chapter Scholarship Program Criteria
- AFP St. Louis Chapter Scholarship Program Guidelines
- Fundamentals Scholarship Application
- Chamberlain Scholarship Application
- Scholarship Evaluation
- AFP St. Louis Chapter Fellows Program Criteria
- AFP St. Louis Chapter Fellows Program Guidelines/Handbook
- Fellows Program Application

# DIRECTOR of MENTORING

## **Mission/Role of Mentoring Committee:**

The purpose of the mentoring program is to match experienced development professionals with those seeking guidance in their career growth, development experience, and/or seeking general advice and counsel.

## **Activities Include:**

- Recruit qualified mentors with a minimum of five years of fundraising experience.
- Solicit AFP-STL members to encourage members to take advantage of mentoring opportunities.
- Match mentors and mentees and notify each party of the match.
- Coordinate activities of the Mentoring Committee with the Scholarships and Fellows and Senior Professionals committees.
- Work closely with the Director of Senior Professionals to promote mentorship and seek the involvement of senior professionals as mentors.
- Ensure applications are always available through the AFP-STL website - coordinate this activity with the Marketing Committee.
- Seek feedback from participants for growth and improvement of program.

# DIRECTOR of SPONSORSHIP

## **Mission/Role of Sponsorship Committee:**

The Sponsorship Committee is responsible for identifying and promoting sponsorship opportunities for Chapter programs and events and securing sponsorships from individuals, companies, and foundations. Sponsorships can be in the form of cash and/or in-kind support, and annual sponsorship goals are set as part of the budget process with input from Chapter board members. Committee members must coordinate their activities with the National Philanthropy Day, Conference, and Programming committees to ensure sponsorship requests are coordinated. Ultimately, the goal of the Sponsorship Committee is to raise adequate funds to meet annual budget goals.

## **Activities Include:**

- Work with chapter leadership to develop sponsorship levels and benefits for the various opportunities each year.
- Identify and qualify prospects for sponsorships, with input from board members and others.
- Develop sponsorship materials, reply forms, thank you letters, etc.
- Determine strategies and prospects for sponsorship opportunities, and secure sponsors for monthly luncheons/extended sessions, webinars, and other opportunities and special projects as identified by Board of Directors.
- Work with conference committee to assist in soliciting sponsors for the annual conference.
- Work with NPD committee to assist in soliciting sponsors for the annual National Philanthropy Day Luncheon.
- Ensure that sponsors are recognized and benefits are fulfilled as promised.
- Assure sponsors are appropriately featured on all print and web-based communications per their sponsorship agreement(s).

## ***Sponsorship Committee Structure – Key Responsibilities:***

- Maintain regular contact with V.P. of External Relations and V.P. of Finance.
- Provide monthly written reports of activities for board distribution.
- Maintain sponsorship materials and related documentation.
- Determine tangible benefits/tax deductibility for each sponsorship level and ensure that acknowledgement letters with tax information are sent to sponsors (in coordination with chapter administrator).
- Communicate with Chapter Administrator regarding sponsorship commitments/dollars received.
- Ensure all committee members are aware of current status of sponsorships.
- Encourage board and all committee members to help solicit sponsorships.
- Ensure proper recognition and benefit fulfillment for all sponsors, as promised.
- Ensure that Chapter maintains updated records of sponsors with contact information.
- Work closely with Program Committee to be aware of topics/speakers.
- Work with NPD, Programming, and Conference Committees on a regular basis.
- Organize a sponsor packet and all matching materials.



# DIRECTOR of MARKETING

## **Mission/Role of Marketing Committee:**

Assist AFP-STL members and prospective members by providing consistent and comprehensive internal and external communications through the chapter's website, electronic, and paper communications. The Marketing Committee is to coordinate all internal and external chapter communications to ensure members are informed of AFP-STL chapter and AFP-IHQ activities. Ultimately, activities of the Marketing Committee should be coordinated with all other committees to ensure chapter communications and the content of the AFP-STL chapter website are integrated, timely, and topical.

## **Activities Include:**

- Create content for website:
  - Work with the Chapter Administrator in the overall maintenance and administration of the website.
  - Establish and manage an annual schedule for updates. Coordinate this schedule with the chapter's contract administrator and the board.
  - Create and maintain links to AFP-IHQ that encourage chapter members to take advantage of resources available through the international office. These links should reflect current trends and issues affecting members and their agencies.
  - Coordinate schedules with all other AFP Committee Chairs to ensure the website's content features, when appropriate, specific chapter activities and/or initiatives.
- Maintain web-based calendars:
  - External calendar for the general membership is to include dates of: events, meetings, programs, and other important activities for members and prospective members. This requires coordination with every committee chair.
  - Internal calendar for board and committee members with all related meeting dates for all committees, and dates related to marketing activities for the Chapter. This calendar also includes dates regarding management of the Chapter to ensure AFP-STL is in accord. This requires coordination with every committee chair and the Executive Committee.
- Create content for e-newsletter (if newsletter is part of marketing plan):
  - Manage the flow of content for e-newsletter. Work with the chapter's administrator and all committee chairs to establish a schedule for collection of stories, etc. to ensure the quarterly e-newsletter's content features, when appropriate, specific chapter activities and/or initiatives.
- Create content for monthly e-mails:
  - Manage the flow of content for monthly e-mails. Work with all committee chairs to establish a schedule for collection of dates and articles to ensure monthly e-mails feature, when appropriate, specific chapter activities and/or initiatives.
- Upload and maintain downloadable applications and forms:
  - National Philanthropy Day nomination forms
  - Fellows Applications
  - Scholarship Applications
  - Nominating Materials

### ***Marketing Committee Structure – Key Responsibilities:***

- Committee Chair – Provides oversight to activities, and serves as liaison to V.P. of External Relations and Executive Committee.
- Committee members may consist of a Chair, web coordinator, e-newsletter coordinator, e-mail coordinator, social media coordinator, etc.
- Coordinate content of website and preparation of all printed and electronic internal and external communications materials to ensure consistency in use of AFP brand, logo, chapter name, presentation of chapter mission, and goals, etc.
- Develop a calendar and process for regular updates of website with Chapter Administrator and Programming Committee Chair.
- Solicit and edit articles/content for e-newsletter, e-mail blasts, and other communications for chapter members.
- Assist Chapter Administrator to ensure that website always has the following materials online and up-to-date: annual directory of all chapter members, all e-newsletters, annual and monthly calendars of chapter activities, links to helpful resources provided by AFP-IHQ, board meeting minutes, etc.
- Develop a list of local and regional media representatives, and build relationships with members of the media.
- Work with AFP-IHQ on messaging to ensure chapter communications increase public awareness of AFP-STL and refer major media inquiries to AFP-IHQ.
- Manage AFP-STL social media accounts, including Facebook, Twitter and LinkedIn.

# DIRECTOR of COLLEGIATE CHAPTERS/OUTREACH

## **Mission/Role of Collegiate Chapters/Outreach Committee**

Educate and mentor youth, ages five-25, on the practice and value of philanthropy and philanthropic fundraising. The goal of the Collegiate Chapters/Outreach committee is to initiate or assist with existing activities that shape the knowledge, skills, and attitudes of the next generation to include values of giving and service. Activities of the Collegiate Chapters/Outreach committee should demonstrate the value of philanthropy as a thoughtful, intentional, and ongoing commitment of time, talent, and treasure to benefit the common good. Ultimately, participation in Collegiate Chapter/Outreach activities should inspire young people to pursue careers in fundraising.

## **Activities Include:**

- Educate area young people by creating and fostering programs that encourage youth, ages five-25, to practice and value philanthropy.
  - Develop/implement an educational program in one or more schools that teaches the value of philanthropy.
  - Develop/implement a curriculum that assists teachers interested in incorporating lessons of philanthropy in their classrooms.
- Recognition of area youth engaged in philanthropy by celebrating programs and young people who embody the spirit of giving in our region.
  - The primary thrust of this goal is the annual Youth in Philanthropy Award presented each November at the National Philanthropy Day (NPD) luncheon.
  - Publicize this award in a way that generates nominations by:
    - Coordinating the nomination process with the NPD and Marketing committees.
    - Creating a list of contacts to mail/email information regarding the NPD Youth Award.
    - Soliciting stories involving youth in philanthropy on a year-round basis to be put on website and/or featured in an AFP e-newsletter.
- Engage and introduce youth to fundraising as a profession.
  - Work with Lindenwood University's AFP collegiate chapter. Act as liaison with faculty/staff and student leadership.
  - Coordinate with other local universities to help create AFP collegiate chapters and provide support as needed (speakers, mentors, etc.).
- Coordinate these efforts with the Marketing Committee to ensure proper representation to both internal and external audiences.

# DIRECTOR of GOVERNMENT RELATIONS

## **Mission/Role of Government Relations Committee:**

Assist AFP-STL members and prospective members by providing consistent and comprehensive internal and external communications regarding local, state, and national legislation affecting philanthropy in our communities. Committee members are responsible for engaging AFP-STL chapter members, and local representatives and legislators to ensure chapter members and our lawmakers understand AFP-IHQ's legislative agenda. Ultimately, activities of the Government Relations Committee should be coordinated with the Marketing Committee, among others, to ensure chapter members and the chapter's website provide useful and meaningful information regarding the politics of philanthropy.

## **Activities Include:**

- Provide bi-monthly updates to the Board of Directors regarding hot topics and best practices in government relations (including information about yearly state lobby days).
- Share national strategies and related articles/blogs with Marketing Committee for addition to website and promotion through social media.
- Coordinate phone-a-thons and letter writing campaigns to engage AFP-STL membership when legislative issues arise that require action by AFP members.
- Develop relationships with local government representatives, and encourage their participation in AFP-STL activities by inviting them to attend luncheons and conferences
- Work with the AFP-IHQ lobbyists to understand AFP's legislative agenda, and communicate that agenda to AFP-STL membership.

## ***Government Relations Committee Structure – Key Responsibilities:***

This committee requires a Chair and a Vice-Chair. The Vice Chair shadows and is equally as responsible for cultivating relationships with local and statewide officials.

The committee is responsible for the following activities:

- Chair communicates big picture issues to membership through board meetings.
- Chair is responsible for working closely with AFP-IHQ lobbyists to develop an understanding of AFP-IHQ's national agenda, and to communicate that agenda to the membership of AFP-STL.
- Committee members are responsible for watching for articles and issues on the national and local level that involve philanthropy.
- Committee is responsible for establishing open communication with local, county, and state elected officials.

# DIRECTOR of EVERY MEMBER CAMPAIGN

## **Mission/Role of Every Member Campaign Committee:**

Encourage members and chapter leadership of AFP-STL to give generously to the international Every Member Campaign (EMC), which benefits the AFP-IHQ Foundation and our chapter. Committee members are the Chapter's advocates for the Foundation and its funding priorities. Committee members are expected to demonstrate how AFP-STL members can support the Foundation, our local Chapter, and the profession by making charitable gifts to the Foundation. The committee should strive to meet and, ideally, exceed annual goals for dollars raised and member participation in the EMC. Committee members are responsible for maintaining regular communications with AFP Foundation staff to properly conduct and report on the AFP-STL EMC Campaign.

## **Activities Include:**

- Notify AFP-IHQ Foundation if chapter has an EMC challenge grant so that this can be included in solicitation letters to AFP-STL members.
- Qualify major gift prospects within chapter (\$1,000 or higher). Ensure that these individuals are on the Chapter Suppression List. Identify the prospects on the list that will be solicited by chapter leadership and those who should be solicited by the AFP-IHQ.
- Advise chapter members of the option to:
  - Give online through AFP-IHQ's website
  - Give through the Alpha Society monthly giving program
  - Become an Omega Circle member by making a planned gift to the AFP-IHQ Foundation.
- Remit any pledge forms and contributions received locally to the AFP-IHQ Foundation offices to ensure timely acknowledgments and accurate reporting. Report giving record discrepancies to [foundation@afpnet.org](mailto:foundation@afpnet.org) or by calling 1-800-666-3863 ext. 448.
- Monitor progress of EMC giving. Reports are available by going to [www.afpnet.org](http://www.afpnet.org) clicking on "My AFP Profile" and then choosing "Chapter Tally Report".
- If desired, donor pins and ribbons are provided as requested at no charge from AFP-IHQ.

## **Key Responsibilities of Committee:**

- Communicate the Foundation's case for support to chapter leaders, members, and others. Cultivate and educate members about the Every Member Campaign and the Ruffalo Cody partnership program, if chapter is participating in the calling program.
- Solicit the chapter's Executive Committee and Board members for leadership gifts with a goal of achieving 100% Chapter Board Participation in the EMC. Other senior development professionals (CFRE, ACFRE), should also be solicited for leadership gifts early in the campaign.
- Select your chapter's EMC goal in consultation with chapter leadership and report it to the Foundation, or a goal will be provided by the Foundation based on the prior year's giving results. Unrestricted gifts from members, including AFP and AFP Foundation board members, are counted toward the EMC goal, but Chapter Treasury and corporate gifts do not count toward the goal.

- Discuss the Chapter Treasury Campaign with the President and V.P. of Finance, and present the case for support to the board by September 15 so that a commitment can be included in the chapter budget. Secure a Chapter Treasury Campaign gift from the chapter.
- Submit a Chapter Suppression List of members (detailed instructions to be provided) that should be removed from the Ruffalo Cody personalized mail and telephone outreach program. It is required to remove current board members and recommended that you remove past Executive Committee and Board members, and high-level donors. These members should be solicited by the Chapter Committee.