

# DEVELOPMENT AND MARKETING

## FUNCTION

The Development and Marketing Committee provides oversight and guidance for all aspects of the organization's fundraising and marketing activities. The Development and Marketing Committee will consist of board members, community members and staff liaisons.

## RESPONSIBILITIES

Ensure that a comprehensive plan is in place to generate needed charitable funds for the organization, and to consider strategic options and opportunities for fundraising success

- Monitor plan performance

- Review plan results, compliance with ethical fundraising practices, board member engagement with development activities, etc.

- Consider trends, issues and opportunities in fundraising, how to build a stronger culture of philanthropy, etc.

Ensure that a comprehensive marketing plan is in place that builds and enhances a positive public image and position for the organization

- Monitor plan performance

- Review plan results, compliance with ethical marketing practices, contents of crisis communication plan, board member engagement with marketing activities, etc.

- Consider trends, issues and opportunities in marketing, and how to best position the organization in the marketplace

Provide reports to the Board of Directors as requested