

FUND DEVELOPMENT AND PUBLIC RELATIONS COMMITTEE

PURPOSE.

The Fund Development and Public Relations Committee of Benzie Senior Resources helps to develop an effective fund development process and ensures that the organization's total development program and public relations strategy are in concert with its strategic direction and needs.

The Committee employs multiple strategies to create opportunities for donations from a broad range of sources. It supports the Board and individual board members in their fundraising roles, and it drives the full Board's engagement in fundraising. Through multiyear planning, the Committee strengthens BSR's capacity for current and future operational and financial sustainability.

The Committee also works in concert with staff leadership to develop and implement a comprehensive communications plan that builds and maintains a positive public image for BSR and supports and furthers the mission of the organization.

The FD/PR Committee reports to and is directly responsible to the Board of Directors in coordination with the Executive Director, and the Assistant Director. The Chair is appointed by the President of the Board. The committee has a minimum of 5 voting members, including a Board Member appointed by the Board of Directors, and the Executive Director and Assistant Director, who are non-voting ex officio members. The Committee convenes task forces, as needed, for special activities. These task forces will report to the Fund Development and Public Relations Committee.

The Committee meets monthly. The Chair prepares the proposed agenda for each meeting, facilitates at all meeting, and provides written reports to the Board.

Areas of Responsibility

Revenue Planning and Policy

- In conjunction with the Executive Director and Finance Committee, develops a Revenue Development Plan and realistic annual goals in line with BSR's mission, vision, purpose and strategy.
- Monitors progress toward the goals of the Revenue Development Plan & reports to the Board.
- Helps review and recommend grant opportunities.
- Provides oversight to special task forces related to revenue development to ensure project/event planning, barrier removal and progress against plan/goals.
- Works with staff and outside consultants, as required, to plan and execute fundraising and friend-raising events.

Solicitation, and Stewardship

- Oversees Board role in donor relations.
- Clarifies roles and expectations of Board Members in sustaining strong, resilient fundraising.
- Works with the Executive Director and staff to ensure that board members have education, training and other resources to support effective fundraising.
- Assists in identifying, cultivating and approaching major donors.
- Works with the executive Director and staff to create a program for Donor Recognition.
- Supports outreach efforts in the community.
- Members serve as ambassadors for the organization and participate in special events.

Public Relations

- Effective public relations can help to increase the public's awareness of BSR, educate the public regarding its mission, increase donations and promote volunteerism.

- Communications to reach the target market can be through traditional media, social media, events and donor solicitation letters.
- The Committee will coordinate with staff and outside consultants, as required, in the drafting, execution and evaluation of a targeted annual public relations/communications plan.