

## MARKETING & DEVELOPMENT COMMITTEE DESCRIPTION

Board Approved Unknown  
Amended 10.02.2019



### DESCRIPTION

The Chairperson of the Board shall appoint a Marketing and Development Committee consisting of no fewer than five (5) members including at least two Directors. The Committee may also include other non-Director persons whose experience in branding, marketing and/or fundraising may assist the Committee and the Board in the performance of their branding, marketing, and fundraising oversight responsibilities. Staff will be assigned by the CEO to offer support for the Committee. The Committee shall also include the Chief Executive Officer and may include other staff with assigned responsibilities to the committee by the Chief Executive Officer. The Chairperson of the Dwelling Place Board shall appoint the Chairperson of this committee. The presence of a majority of the appointed Committee members shall constitute a quorum. The Committee reports to the Board and shall maintain minutes of all meetings, which shall be regularly approved by the Committee and made available for distribution to the Board. The Committee shall meet monthly or more frequently if needed at the call of the Chairperson.

### COMMITTEE RESPONSIBILITIES

The Marketing and Development Committee, in accordance with the mission and aligned with the strategic plan:

- Coordinates the Board's marketing and branding oversight responsibilities including but not limited to:
  - Review, approval, and monitoring of annual plans for marketing and branding.
  - Review, approval, and monitoring of consulting/vendor contracts for Marketing and Development programs.
  - Review, approval, and monitoring of annual Marketing and Development budgets.
  - Review and approval for major marketing/branding collateral materials.
  - Monitoring for the effectiveness of marketing and fundraising strategies.
  - Helping the Board to understand their roles and responsibilities in marketing and branding on behalf of Dwelling Place.
- Coordinates the Board's fundraising, planning, and oversight responsibilities including but not limited to:
  - Review, approval, and monitoring of plans for cultivating individual, church, and corporate fundraising.
  - Review, approval, and monitoring of plans for special events fundraising.
  - Review and approval of direct mailing fundraising campaigns.
  - Review and approval of special grant requests for operational support of Dwelling Place programs.
  - Monitoring donor recognition programs.
  - Helping the Board to understand their roles and responsibilities for fundraising on behalf of Dwelling Place.

The Committee shall work with the Director of Marketing and Development in developing long-range and short-range marketing and fundraising plans and shall perform such other duties as may from time to time be required by the Board.