

## **VOLUNTEER POSITION DESCRIPTION**

### **GROWTH COMMITTEE CHAIR**

**POSITION TITLE:** Growth Committee Chair  
**RESPONSIBLE TO:** Market Board Chair  
**STAFF PARTNER:** Executive Director of Market Development or Senior Staff Partner  
**TERM:** Three (3) Years

#### **LEADERSHIP RESPONSIBILITIES:**

- Lead the Growth Committee recruitment and activation
- Drive revenue by leading the market's revenue development planning and execution in all aspects of financial growth including fundraising, close monitoring of financial reporting and adjusting plans to meet market goals
- In tandem with senior staff and event leaders, actively monitor the market's financial dashboard, identifying opportunities for revenue growth year round.
- Keep the board apprised of specific opportunities to support March for Babies and special events financially through personal and professional networks
- Oversee the process of identifying and stewarding donor relationships
- Guide board members in opening doors, making strategic introductions and inviting their contacts to participate in March of Dimes activities.
- Serve as a conduit between the business needs of the market and identifying potential corporate partners and community stakeholders whose business goals align with March of Dimes mission.
- Participate on national volunteer calls and training opportunities

#### **MEMBER RESPONSIBILITIES:**

##### **GROWTH**

- Identify and recruit corporate partners and develop new business relationships
- Support March of Dimes financially through a defined give and get market target. A range of \$10,000 - \$25,000 is recommended and can vary depending on the market. Members can meet this requirement in many ways; market target is negotiated with volunteer leadership and staff
- Make a personal gift annually; minimum of \$1,000 is recommended; however, this amount may be even greater depending on the market.
- Hold staff and each other accountable to meet market business plan objectives
- Use the Standards of Excellence to benchmark board performance and measure progress

##### **MISSION IMPACT**

- Keep mission at the center of market activity and work collaboratively with fellow board members and staff to build partnerships, steward relationships and mobilize communities to address the urgent maternal and infant health crisis facing our country

- Support the mission by leading and/or serving on a market standing committee or sub committee

## **MOVEMENT**

- Lead by example by inspiring others to take action in support of March of Dimes mission
- Build a pipeline of supporters through a number of meaningful engagement opportunities
- Recruit, welcome and engage other volunteer leaders through a formalized process of nomination, orientation, onboarding and recognition
- Register for the Advocacy Action Center/respond as requested with contacts and/or calls to action
- Agree to board responsibilities through an Individual Engagement Plan

As a representative of the March of Dimes, all members agree to comply with all March of Dimes policies and procedures, including but not limited to standards of conduct, conflict of interest, and confidentiality, as March of Dimes may update from time to time.

## **TRAINING AND SUPPORT**

- Market Board members are supported by the Executive Director, Senior Executive Director and other senior staff as appropriate
- National Volunteer Leadership Council members provide guidance and support as requested
- Volunteer Learning Center is a website dedicated to providing volunteers with resources, information and training tools including the Market Board Standards of Excellence:  
<https://volunteer.marchofdimes.org>
- Volunteer Hub is a communication and engagement platform where volunteers can get real-time information: <https://volunteerhub.marchofdimes.org/member/>