

VOLUNTEER POSITION DESCRIPTION

MARKET BOARD CHAIR

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

LEADERSHIP RESPONSIBILITIES:

- Lead Market Board Standards of Excellence (SOE) assessment process to benchmark board performance, develop the market's business plan and measure progress
- Guide the implementation and tracking of the market business plan
- Lead quarterly board meetings and strategic planning sessions
- Meet with standing committee chairs/leaders as needed between quarterly meetings
- Represent March of Dimes at official functions and in the community at large
- Participate on national 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.
- 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/>