

## **VOLUNTEER POSITION DESCRIPTION**

### **MISSION IMPACT COMMITTEE CHAIR**

**POSITION TITLE:** Mission Impact Committee Chair  
**RESPONSIBLE TO:** Market Board Chair  
**STAFF PARTNER:** Executive Director of Market Development, Maternal and Infant Health (MIH)  
Director or Senior Staff Partner  
**TERM:** Three (3) Years

#### **LEADERSHIP RESPONSIBILITIES:**

Work in partnership with March of Dimes staff to:

- Lead the recruitment and activation of Mission Impact Committee members representing diverse sectors and opinions
- Lead a prioritization and action planning process with committee members that focuses on advancing maternal and infant health equity in the market and state
- Using a results-based approach, gather and assess available community-level data and information to identify and implement strategies and solutions to move the needle on mom and baby health
- Lead the committee's community collaboration and mobilization, systems change and collective impact strategy (in select sites)
- Depending on market capacity, lead the development of an annual statewide and/or local Advocacy and Government Affairs (AGA) mobilization plan that could include: connecting with elected and appointed officials on state and federal public policy issues, collaborating on activities such as lobby day or state legislation and ensuring that all board members are registered with the Action Network
- Serve as a spokesperson/testifier and provide content expertise when media or public appearance opportunities arise to highlight issues
- Participate on national AGA and Mission Impact meetings 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
- Lead the Mission Impact Committee's actions to work collectively in the market or state to align around a shared action plan to improve equity in the following areas: preterm birth, infant death, maternal health risk and maternal death

## **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, Maternal Infant Health 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/>