



Leading with Mission

**FOR MARKET BOARD
VOLUNTEER LEADERS**

GROWTH COMMITTEE CHARTER

VISION

To grow revenue through demonstrating our leadership in achieving tangible impact in maternal and infant health.

PURPOSE

To 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.

STRUCTURE

The Growth Committee Chair, in coordination with the Market Board Chair and Executive Director and senior staff, leads the market's overall financial analysis, revenue planning and plan implementation. Members closely monitor fundraising progress and identify opportunities for growing revenue through events, individual giving, corporate support and community partnerships. Focus areas include:

- Event Fundraising
- Individual Giving and Major Donor Recruitment and Stewardship
- Corporate Partnerships and New Business

Markets are encouraged to adopt a structure that meets their needs and capacity. In some markets, the entire Growth Committee will be comprised of only 2-3 volunteers. In larger markets, under the leadership of the Growth Committee Chair, there might be subcommittees and leaders for each focus area. Bottom line: the volunteer structure is up to the Market Board.

COMMITTEE RESPONSIBILITIES:

Event Fundraising

March of Dimes event leaders are key to our fundraising through March for Babies, Signature Chefs Auction, Nurse of the Year and more. Board members play a pivotal role in supporting these events through peer to peer fundraising, corporate sponsorship, leader recruitment and strategic networking to cultivate new relationships.

Leadership Role

Working in tandem with senior staff and event leaders as appropriate, the leader actively monitors the market's financial dashboard, identifying opportunities for revenue growth year round. The leader keeps the board apprised of specific opportunities to support March for Babies and special events financially through personal and professional networks.

Committee Role

Members lead by example to spearhead, support and participate in event fundraising and identify ways that board members can support all events, meeting their give/get responsibility as board members.

Staff Role

Development staff and senior staff leaders are active partners in identifying needs and opportunities for board members to support event fundraising. They work with centralized logistics to run the operations of the event and help steward individual participants.

Individual Giving and Major Donor Recruitment and Stewardship

Market Board members lead by example when it comes to individual giving and major donor recruitment. Stewarding these relationships is an important role embraced by boards. With the support of senior staff, board members can be critical partner in making strategic introductions to support our mission. This could be through Roosevelt Society membership or funding a specific research or community program.

Leadership Role

The lead volunteer helps hold members accountable to goals and oversees the process of identifying and stewarding donor relationships. By understanding individual donor motivation and philanthropic priorities, the leader plays an important part in building donor trust and deepening relationships.

Committee Role

Recruiting and stewarding donors is a top priority for every market. Board members are expected to open doors, make introductions and invite their contacts to participate in the March of Dimes. They can take an active role in thanking donors, cultivating new relationships and generally representing the March of Dimes mission.

Staff Role

Market and national staff trained in individual giving, major gifts and donor stewardship can provide data on current and potential individual donors as well as resources to support the board. They should track and report on all giving within centralized systems. Staff can also be a partner in scheduling meetings and conducting gratitude events with donors.

Corporate Partnerships and New Business

Corporate partnerships often start with a volunteer relationship at the market level. Continually developing new business is key to every market's future. Leading with mission is a crucial fundraising strategy, so partnership with the mission impact team will also be key.

Leadership Role

The leader is the 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. This intersects with all business segments of the local market, so collaboration with market and national staff is important to developing new business relationships and alliances.

Committee Role

Recruiting new business partners and leveraging personal and corporate relationships is an important year-round role for this committee. We count on our volunteers to open doors and make strategic introductions to corporations interested in supporting March of Dimes.

Staff Role

Market and national corporate relations staff have access to many resources, including corporate and donor giving data, that aid in understanding the potential for existing relationships and open doors to new partners. Staff can also provide major and corporate giving best practices from other markets.

See following page for resources to support

RESOURCES 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: <https://volunteer.marchofdimes.org/>
- Volunteer Hub is a communication and engagement platform where volunteers can get real-time information: <https://volunteerhub.marchofdimes.org/member/>