



Leading with Mission

**FOR MARKET BOARD
VOLUNTEER LEADERS**

MARKET BOARD CHARTER

VISION

To be the guiding light for March of Dimes volunteer and staff action focused on mission impact, movement and growth to address the nation's urgent maternal and infant health crisis.

PURPOSE

To work in partnership with staff as the catalyst for change at the market level to drive revenue and to support, take action on and ultimately advance March of Dimes strategic priorities.

STRUCTURE

Market Boards support the work of the market through a well-defined structure of strong, integrated volunteer leaders, including a chair, chair-elect and chairs of three standing committees and members. The board works in partnership with the Executive Director and other senior staff to achieve goals.

STANDING COMMITTEES:

- **Growth Committee** - Provides financial analysis and linkage to fundraising event committees, major and corporate giving, new business opportunities, donor stewardship and retention. Members work in partnership with the Impact and Movement Committees to ensure a continual pipeline of new donors, partners, and volunteer leaders are engaged in supporting the mission.
- **Mission Impact Committee** - Keeps mission at the center of market activity and works collaboratively with Movement and Growth Committees to build partnerships, steward relationships and mobilize communities. Members are responsible for analyzing data and assessing community needs to identify and implement maternal and infant health solutions locally to meet national goals.
- **Movement Committee** – Manages volunteer recruitment, engagement and mobilization, and awareness raising. Members have responsibility for inspiring and acquiring a pipeline of supporters through a number of meaningful engagement opportunities as well as recruiting volunteer leaders through a formalized process of nomination, orientation, onboarding and recognition.

MEMBERSHIP

Market Boards are comprised of diverse, high-impact volunteer leaders representative of the communities served. Members elevate March of Dimes role as thought leader, convener/mobilizer and driver of tangible impact. Individual members are skilled at advocacy, maternal and infant health, marketing, revenue development, building donor relationships and mobilizing for community action. 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.

Elections

New members are elected to the Market Board by a 2/3 majority of current members.

TERM LIMITS

Members serve a three-year commitment (maximum two consecutive terms). Annually the Market Board Chair meets with members to discuss performance outlined in the Individual Engagement Plan.

VOLUNTEER LEADERSHIP POSITIONS

- **Market Board Chair** leads the market strategic business planning process and manages operation of the board with support from the Executive Director and senior staff
- **Market Board Chair-Elect** plays a leadership role in supporting the board's work to build a continuous pipeline of volunteer leaders. Succeeds the Market Board Chair.
- **Growth Committee Chair** leads the market's financial analysis and revenue plan implementation. Members closely monitor fundraising progress and identify opportunities for growing revenue via events, corporate support and community impact. Focus areas:
 - Event Fundraising
 - Individual Giving and Donor Stewardship
 - Major and Corporate Giving, inclusive of New Business Development
- **Mission Impact Committee Chair** leads a prioritization and action planning process that focuses on advancing maternal and infant health equity in their market. Partners with market staff and committee members to identify solutions that address community needs in the designated area, aligned with the National Framework of the Mom and Baby Action Network and National March of Dimes Strategic Plan. Translates and shares the Mission Impact work in ways that invite donor investment and supporter engagement. Focus areas:
 - Maternal and Child Health Data Gathering and Interpretation
 - Community Collaboration and Mobilization, Systems Change, and Collective Impact Strategy (in select sites)
 - Advocacy and Government Affairs Mobilization
- **Movement Committee Chair** leads the year-round activities related to building a continuous pipeline of strong volunteer leaders, activating and orienting volunteers, celebrating and recognizing individual and market success. The chair ensures that the board uses the latest marketing messages and tools to mobilize volunteers all year. Focus areas:
 - Volunteer Engagement
 - Marketing and Mobilization
 - Nominating and Recruiting

Other committee chairs can be determined as needs arise locally

BOARD 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 Advocacy Action Center/respond as requested with contacts and/or calls to action
- Agree to board responsibilities through an Individual Engagement Plan

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 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/>