

**MARKET BOARD INDIVIDUAL ENGAGEMENT PLAN**

As a volunteer leader, you have committed to work in partnership with your fellow Board members and staff leaders to advance March of Dimes mission. This Individual Engagement Plan is a personal planning tool to assist you in fulfilling your responsibilities set forth in position descriptions and the strategic plan. We thank you in advance for your volunteer leadership and support for healthy moms and strong babies.

**Board Member \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Board Term begins \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and ends \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date: \_\_\_\_\_\_\_\_/\_\_\_\_\_\_\_\_\_\_\_\_\_/\_\_\_\_\_\_ Residence/ Market Location: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Professional Affiliation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**LEADERSHIP**

**Lead or serve on a market committee**:

**Board Committees/ Roles:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Growth Committee**

Campaign Event Fundraising

Planned Giving, Major Gifts, Donor Stewardship

Corporate Partnerships and New Business

**Movement Committee**

Volunteer Engagement

Marketing and Mobilization

Nominating and Recruiting

**Mission Impact Committee**

Maternal and Infant Health Data Analysis

Community Mobilization and Collective Impact

Advocacy and Government Affairs

Other (please specify)  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Are there other leadership positions you might be interested in holding in the future?

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**GROWTH**

**Give and Get Target and Personal Annual Gift- Support March of Dimes financially through personal or own company support and/by solicitation of corporate partners, foundations and donors.**

2021 Give and Get Financial Commitment $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Personal Annual Financial Support for 2021 $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(OPTIONAL) I would like to designate my contribution to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Top Fundraising Prospects:** I agree to contact the following companies for potential fundraising leads for major gifts, corporate sponsorships, foundation grants, mission investment opportunities or fundraising event support:

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Title | Affiliation | Comments |
|  |  |  |  |
|  |  |  |  |

In what other ways could you support the market’s Revenue Growth Plan?

* Generating New Business Partnerships/Sponsorships
* Making Strategic Introductions
* Cultivating Major Donors
* Event Campaign Planning
* Financial Oversight/Investment Strategy

Other ideas for meeting our personal contribution? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**MISSION IMPACT**

**Support March of Dimes mission investment opportunities by identifying potential funders and sponsors. Identifying community stakeholders who can support market mission initiatives.**

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| --- | --- | --- | --- |
| Name | Title | Affiliation | Comments |
|  |  |  |  |
|  |  |  |  |

**Advocacy and Government Affairs – Connections to “Grass-tops” influential policymakers**.

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Title | Affiliation | Comments |
|  |  |  |  |
|  |  |  |  |

In what other ways could you support the market’s Mission Impact Plan?

Some ideas might include things like:

* Joining the Advocacy Action Network
* Creating New Mission Investment Opportunities
* Public Policy advocacy or lobbying
* Leading Collective Impact Strategy
* Connecting with Community Stakeholders

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**MOVEMENT**

**How can you best utilize your knowledge, skills, and contacts to advance the mission?**

In what other ways could you support the market’s Movement Plan?

Some ideas might include things like:

* Volunteer Engagement/Mobilization
* Public Relations/Communications/Marketing
* Brand Ambassador/ Spokesperson
* Equity, Diversity, and Inclusion
* Nominating and Recruiting
* Volunteer Orientation and Onboarding

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**Other Contacts/ Volunteer Prospects:** Identify, recruit and engage other high-impact volunteer leaders to help open doors for March of Dimes in areas like government, corporate, finance, marketing, impact, etc.

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| --- | --- | --- | --- |
| Name | Title | Affiliation | Comments |
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Board Member Signature Date