



**Leading with Mission**

**FOR MARKET BOARD  
VOLUNTEER LEADERS**

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## **MISSION IMPACT COMMITTEE CHARTER**

### **VISION**

Volunteers and staff lead with mission by aligning impact strategies with community needs to address our country's urgent maternal and infant health crisis.

### **PURPOSE**

To work in partnership with staff to lead a prioritization and action planning process that focuses on advancing maternal and infant health equity in their market. Identify strategies and 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. Translate and share the Mission Impact work in ways that invite donor investment and supporter engagement.

### **STRUCTURE**

The Mission Impact Committee, led by the Mission Impact Committee Chair, keeps mission at the center of market activity and works collaboratively with Movement and Growth Committees to build partnerships, steward relationships and mobilize communities. Focus areas include:

- Maternal and Infant Health Data Gathering and Assessment
- Community Collaboration and Mobilization, Systems Change and Collective Impact Strategy (in select sites).
- Advocacy and Government Affairs Mobilization

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

### **COMMITTEE RESPONSIBILITIES:**

#### **Maternal and Infant Health Data Gathering and Assessment**

Collaborate with community partners, using available data and a results-based approach, to identify and implement solutions to move the needle on mom and baby health.

#### **Committee Role**

Members examine community-level data points, resources and information. Data should be disaggregated to identify disparities by race/ethnicity and geography (sources include state/county data and peristats.org). When appropriate, efforts should include gathering community voices and lived experiences to identify the "story behind the data" and inform the development of culturally-responsive solutions. The community data and needs assessment inform the solutions chosen for the market and state-level action plan.

#### **Staff Role**

Staff utilizes data-based decision making, ensuring that data are collected, entered, analyzed and communicated effectively.

## **Community Collaboration and Mobilization, Systems Change and Collective Impact Strategy (in Select Sites)**

Members work collectively in their markets and states to align around a shared action plan to improve equity in the following focus areas: preterm birth, infant death, maternal health risk and maternal death.

### **Committee Role**

Members represent diverse sectors and opinions, and center community to identify programs, services, interventions and policies that will drive action. Committee works on short-term and long-term goals around community-wide systems changes that impact progress toward the desired result. This includes activities such as local policy and procedural changes to increase access to, and quality of care as well as statewide legislative advocacy interventions geared toward removing barriers to quality health care. Committee identifies core measures that will serve as benchmarks toward achieving community-level results. Members engage community members, public officials/elected leaders, philanthropists and funders around the vision and impact of the shared action plan.

### **Staff Role**

In partnership with the Volunteer Engagement and Mobilization Department and the Community Engagement and Action Department, staff work collaboratively to build and cultivate a network of meaningful cross-sector partnerships to advance the mission. Staff facilitate group discussions and engage in continuous communication with partners to achieve high alignment and action. Staff develop tools and strategies to engage and mobilize community members, partners and funders.

## **Advocacy and Government Affairs (AGA) Mobilization**

Advocacy is a key strategy to advance the March of Dimes mission. Advocacy is the process of encouraging federal, state, and local governments to promote public policies that improve the health of mothers, infants and their families. March of Dimes depends on volunteers and board members in particular, to be a strong voice for healthy moms and strong babies by connecting with elected and appointed officials on state and federal public policy issues.

### **Committee Role**

Depending on market capacity, members can play a critical role in developing and implementing an annual statewide and/or local advocacy and government affairs plan. A robust Mission Impact Committee should be comprised of a diverse group of volunteers with representation from business, health professions, youth as well as community and advocacy organizations. Activities might include an annual lobby day, which would require working collaboratively with other market AGA Mobilization leaders in the state. Member roles include any or all of the following:

- Connector - gateway to key influential people, ranging from legislators (state level) to city/county officials (local level) to corporate and non-profit leaders (community level), to unofficial, respected community advisors – to build inclusive opinions and shared wisdom.
- Organizer - enjoys putting together a community event to raise public awareness and rally additional supporters (virtual, at home, the local library, business conference room, etc.). MOD can provide content specific materials.
- Spokesperson/Testifier - feels confident in public speaking and has either a personal story to share or is able to provide content expertise when media or public appearance opportunities arise to highlight issues. This might include testifying when bills are heard in committee at the Capitol.

- Influencer - active on social media and has large networks or can develop a network to share posts and education, and maybe their own personal story.

### **Staff Role**

Under the guidance of the March of Dimes Office of Government Affairs, staff are the gatekeepers for identification and management of issues and execution of strategy, tracking of legislative and regulatory priorities. Staff may register as a lobbyist to comply with state laws and regulations.

### **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/>