



Leading with Mission

**FOR MARKET BOARD
VOLUNTEER LEADERS**

MOVEMENT COMMITTEE CHARTER

VISION

Lead with our mission and position March of Dimes and leaders as experts to address the nation's urgent maternal and infant health crisis. Mobilize people around our cause by driving them to take designated, measurable actions through advocacy, volunteering, fundraising and community action.

PURPOSE

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.

STRUCTURE

The Movement Committee Chair leads and oversees the work of the Market Board in three focus areas:

- Volunteer Engagement
- Marketing and Mobilization
- Nominating and Recruiting

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

MOVEMENT COMMITTEE RESPONSIBILITIES:

Volunteer Engagement

This volunteer team focuses on creating and/or supporting meaningful engagement opportunities, not only for fellow board members, but also for the families and the communities they serve. This includes planning for ways to grow the relevancy of the organization and acquire new supporters locally who can not only donate to the organization, but also volunteer and advocate and share their voices.

Leadership Role

The leader is a key strategist in planning for and implementing ways to grow the relevancy of the organization, acquire new supporters and welcome all volunteer leaders who commit their time, resources and skills to advance our mission. The leader ensures that all board members complete the Confidentiality Agreement and an Individual Engagement Plan annually.

Committee Role

The members ensure that volunteer leaders clearly understand their role, our organization and the measure of their success as a leader through orientation and onboarding. They are partners in recognizing individual and group achievements that support movement, growth and impact.

Staff Role

Staff is the conduit between national resources and elevating/celebrating engagement through volunteer highlights, recruitment and timely orientation. Staff is an active partner in the nominating and recruiting process and individual engagement plans.

Marketing and Mobilization

Board members play a critical in creating marketing and mobilization goals and strategies that effectively communicate our mission, our vision and our legacy. Mobilizing supporters locally involves building a movement that donors, advocates and volunteers can all plug into and feel like they are not only a part of, but can help others to lead and own.

Leadership Role

The leader works in concert with staff and other committee members to leverage national messaging, resources and communication/marketing channels to articulate the case for support around the urgent maternal and infant health issue facing our country.

Committee Role

The committee ensures that board members, stakeholders and other community influencers understand, participate, speak out, and step up to take actions that move March of Dimes mission priorities forward. Responsibilities include hands-on support for marketing campaigns such as #ItsNotFine, Unspoken Stories, It Starts with Mom, Blanket Change and many more.

Staff Role

Staff is the connector to all marketing and mobilization resources created at the national level. This committee works with the market or regional marketing/communication staff to ensure consistency of messaging, coordination of campaigns and tent pole moments throughout the year.

Nominating and Recruiting

Building a continuous pipeline of volunteer leaders is a year-round process, which involves identifying volunteer leadership needs 2-3 years in advance. These leadership roles include board positions, event leaders, executive leadership team members, mission impact leaders and more. Boards are encouraged to cultivate relationships with our National Service Partners, young professionals, corporate partners and always be inclusive of age, gender, ethnicity, profession and background.

Leadership Role

The volunteer leader works closely with the Market Board Chair and manages the process to understand the volunteer leadership gaps and build a diverse volunteer pipeline, ensuring that recruitment is a regular agenda item at every Market Board meeting. The leader is also the gatekeeper of nominations and managing the timeliness of candidate selection.

Committee Role

The committee supports the process and actively identifies and recruits new volunteer leaders representing the communities served. Committee members do not need to be Market Board members. Often involving others in the community increases the reach of the market's recruitment efforts.

Staff Role

The staff partner ensures that the process is year-round and dynamic, working in partnership with the committee and the entire board. Frequently staff has the best read on the volunteer gaps and prospects, and can be a pivotal partner in keeping the process and needs visible.

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/>