



## Volunteer Engagement Committee Charter

### VISION

The Volunteer Engagement Committee is an essential link for helping volunteers understand March of Dimes mission and feel connected to the organization from the very beginning. Provide support to Market Board members in understanding their role and how their skills can make an impact.

### PURPOSE

The Volunteer Engagement Committee is responsible for providing timely Volunteer Orientation and Onboarding for new and veteran volunteers. Additionally, the committee works closely with the Market Board Chair, Movement Committee Chair, Nominating and Recruiting Chair, staff partner and other leaders to ensure that volunteers complete an Individual Engagement Plan, providing feedback and support throughout the year. The committee is also responsible for seeing that volunteer accomplishments are regularly celebrated and recognized, including individual volunteer, corporate and Market Boards.

### STRUCTURE & MEMBERSHIP

The committee is led by a chairperson and members are recruited as needed. It is recommended that the committee consists of at least three volunteer leaders who would oversee the priority responsibilities of 1) Volunteer Orientation and Onboarding, 2) Individual Engagement Plans and 3) Volunteer Recognition.

### RESPONSIBILITIES

Working closely with the Market Board Chair, Movement Committee Chair, Volunteer Engagement Committee and staff partner, ensures that all new and veteran volunteers are engaged in supporting the market's highest priorities in the following ways:

- Provide timely in-person **Volunteer Orientation and Onboarding** using the latest tools and resources available such as the Volunteer Learning Center, Volunteer Hub app, March of Dimes public website. Volunteer Onboarding process includes regular 30-60-90 check-ins.
- Assist members in registering for the Volunteer Hub, virtual volunteer leaders community
- Following the Onboarding process, have a conversation with all incoming and veteran volunteers to complete an **Individual Engagement Plan** annually.
- Create a system for regularly reviewing Individual Engagement Plans and providing feedback.
- Provide collective roll up of all Individual Engagement Plans to share with Market Board.
- Ensure that all Market Board members have signed up for the Advocacy Action Network.
- Assign a mentor if the volunteer requests.
- Develop and execute a **Volunteer Recognition Plan** that is activated year-round.

**Success Benchmarks** – Since the Volunteer Engagement Committee is part of the Movement Committee, the Standards of Excellence are defined below:

<b>MOVEMENT COMMITTEE</b>	<b>Score 1-5</b>
<b>A. VOLUNTEER ENGAGEMENT &amp; MOBILIZATION</b>	
1. Create and support meaningful volunteer, advocacy and engagement opportunities, not only for fellow board members, but also for the community. Raise the relevancy and brand recognition of March of Dimes locally while offering ways for others to give back.	
2. Ensure that board members, stakeholders and other community influencers understand, participate, speak out, and step up to take actions that fuels 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.	
3. New members complete Individual Engagement Plan following Onboarding process, the collective roll up is shared with board leadership, and all members receive feedback/guidance based on engagement plan and actual participation to hold them accountable.	
<b>B. MARKETING &amp; COMMUNICATIONS</b>	
4. Understand and support for marketing campaigns such as #ItsNotFine, Unspoken Stories, It Starts with Mom, Blanket Change and many more.	
5. Create marketing and mobilization goals and strategies that effectively communicate March of Dimes mission, vision and legacy.	
<b>C. NOMINATING &amp; RECRUITING</b>	
6. Timeline and clear process for recruitment are defined based on Market Needs Assessment and Volunteer Leadership composition exercise, including identifying, cultivating and recruiting new Market Board Members, event leaders and Executive Leadership Team Members (ELT).	
7. All new leaders, including Market Board Members, participate in March of Dimes Onboarding program, which includes a 30- 60-90-day check in, and all inactive Market Board Members are constructively managed off the board on an annual basis.	
8. A plan to improve diversity in gender, race, ethnicity, industry, age and geography is incorporated into Market Board Strategic Plan and monitored throughout the recruitment process.	
<b>Total Score Movement Committee</b>	

#### **RESOURCES AND SUPPORT**

- Volunteer Learning Center <https://volunteer.marchofdimes.org>
- National Volunteer Leadership Council members (see EDMD to request assistance)
- Volunteer Engagement and Mobilization Department (see EDMD to request assistance)
- Volunteer Hub app