

2020-21 MARKET BOARD UPDATE



INTRODUCING OUR MARKET BOARD STRATEGY

Our Market Boards provide the vision and leadership to support March of Dimes strategic priorities. Volunteer leaders in our 39 markets make our work possible. To best advance our mission at the market level, our 2020 Market Board strategy does the following:

- Aligns the Market Board structure with March of Dimes strategic plan focusing on Growth, Mission Impact and Movement
- Integrates mission into all aspects of the Market Board's work
- Defines volunteer leadership opportunities and accountability

ALIGNMENT WITH STRATEGIC PLAN

The 2020-21 Market Board structure provides a more consistent way to support our organization's national strategic plan with clearly defined standing committees. The **Growth** Committee is focused on growing revenue through innovative fundraising campaigns that may look different than those in the past. The **Mission Impact** Committee plays a major role in leveraging the work of the board to address the critical maternal and infant health issues facing our country. The **Movement** Committee's work is the engine behind engagement, recruitment and activation of all board members as well as volunteers across the market.

MISSION INTEGRATION

Our strategy includes integrating mission into the everyday work of the Market Board to ensure that mission is at the heart of driving revenue results.. This includes an action planning process that focuses on advancing maternal and infant health equity in every market. The entire board helps to 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.

DEFINES VOLUNTEER LEADERSHIP OPPORTUNITIES

There is a role for every volunteer leader with defined responsibilities that advance March of Dimes mission. With some Market Boards merging, these new opportunities offer a way for any volunteer leader to serve and share their expertise and experience. Market Boards have the flexibility to make these opportunities available in the way that works for them.

VOLUNTEER AND STAFF ACCOUNTABILITY

The Market Board Standards of Excellence provide a way to measure each board's effectiveness and health. Through an assessment process, the entire board can understand the expectations for board performance and identify areas for improvement. Both volunteers and staff are held accountable.

Additionally, there are Standards of Excellence for each of the standing committees, so there is clarity around all expectations and accountability.

WHAT'S NEW?

- Market Board Committee Charters and Operating Guidelines
- Board Organization Chart and Standing Committees
- Updated Board Member Position Descriptions
- Toolkits, templates and more to support your board.

RESOURCES

- Available to you 24/7 on the Volunteer Learning Center
- <https://volunteer.marchofdimes.org>

FREQUENTLY ASKED QUESTIONS

Market Board Strategy

WHY INTRODUCE THIS NEW STRATEGY NOW?

As you know, the March of Dimes operational plan has been evolving over the past few years, including the recent changes to our market structure. With the significant merging of many Market Boards, this provides an opportunity to strengthen how markets work together with their volunteers to achieve our organization's goals. Along with the strategic plan's focus on growth, mission impact and movement, four priority areas will guide our work going forward.

Strengthening Market Boards and Volunteer Engagement is clearly an organization priority:

- Mission
- Revenue Development
- Direct Response and Digital
- Volunteer Engagement

WHAT IS NEW?

The Market Board structure has been updated to reflect the strategic plan's priorities, offering many new leadership opportunities for market volunteers. Perhaps the most significant and potentially impactful change is the reinstatement of the Mission Impact Committee as a standing committee of the Market Board. There is a new Board Chair-Elect position to allow for more consistent leadership succession planning. Finally, there are numerous new resources and learning opportunities to assist the market in developing a volunteer-led, staff guided board to represent the communities served and work more effectively for healthy moms and strong babies at the market level.

WHAT HAS NOT CHANGED?

Volunteer and staff leaders are encouraged to use this new framework to develop the board in the way that works for them. For some markets, this new strategy may not be a new way of doing business. For others, this provides a roadmap to revise their current structure and strengthen the board's market impact. There is still an expectation that every board member will make strategic introductions, advocate for the mission and support the organization financially. While some boards have been merged with existing boards, there is important work to do and a place for any volunteer to serve.

WHAT ARE THE EXPECTATIONS OF OUR BOARD FOR 2020?

Start where you are as a board. There are four action items that should be completed by the end of 2020. The tools referenced below are available in the Volunteer Learning Center and easily accessible by any volunteer or staff at

<https://volunteer.marchofdimes.org>

2020 Action Items:

- Introduce the new board strategy using the **2020-21 Board Strategy Introduction PowerPoint and this Fact Sheet**
- Analyze your current board composition and identify gaps using the **Market Board Member Composition and Recruitment Matrix**
- Assess your board's current performance using the **Standards of Excellence Assessment Tool**. Again, this will identify areas for improvement and opportunities to grow as a board
- Create a plan of action to address the identified areas for improvement, so that your board is ready to take action in early 2021.

WE ARE READY TO GET STARTED! WHAT RESOURCES AND TRAINING ARE AVAILABLE?

Starting in late October/November

- **Regular Market Board Office Hours for Volunteers and Staff** - Your opportunity to connect with staff and volunteers to have your questions answered and learn tips for success. Join us on October 22nd.
- **Volunteer Leader Trainings** (dates/times to be announced soon)
- **National Volunteer Leadership Council members are available for 1:1 or full board consultation**. These seasoned volunteers can assist with introducing the new 2020 Market Board Strategy, Standards of Excellence assessments, and more. Talk to your staff partner about connecting with one of these great volunteers.

Work with your staff partner for more information on the Market Board resources and training available for volunteers.

[HTTPS://VOLUNTEER.MARCHOFDIMES.ORG](https://volunteer.marchofdimes.org)

MARCH OF DIMES LEADS THE FIGHT FOR THE HEALTH OF ALL MOMS AND BABIES.

