



Leading with Mission

**FOR MARKET BOARD
VOLUNTEER LEADERS**

YOUNG PROFESSIONALS BOARD CHARTER

VISION

Lead with our mission; position March of Dimes, leaders as experts to address the nation's urgent maternal and infant health crisis, building awareness among young professionals in the field of maternal and infant health, and among leaders changing outcomes for moms and babies in their community. 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 the movement committee formalized process of nomination, orientation, onboarding and recognition, specifically targeting young professionals that support market board goals in areas of growth, movement and mission impact.

STRUCTURE

Sitting within the Movement Committee, the Young Professionals Board works closely to amplify and expand in three focus areas specifically geared toward other young professionals (as defined by your market board):

- Volunteer Engagement
- Marketing and Mobilization
- Nominating and Recruiting
- Fundraising/Growth

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

YOUNG PROFESSIONALS BOARD RESPONSIBILITIES:

Volunteer Engagement

This volunteer team focuses on creating and/or supporting meaningful engagement opportunities for the young professional demographic; 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.

Marketing and Mobilization

Board members play a critical role 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.

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. Working within the movement committee nominating and recruiting process, board members play a critical role in nominating and recruiting young professionals to carry forward the mission, vision and legacy of the organization. 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, and corporate partners and always be inclusive of age, gender, ethnicity, profession and background.

Fundraising/Growth:

March of Dimes volunteers are key to our fundraising through events and mission impact investments like Implicit Bias Training for Health Care providers, or events like March for Babies, Signature Chefs Auction, Nurse of the Year and more. Board members play a pivotal role in supporting these initiatives events through peer to peer fundraising, corporate sponsorship, leader recruitment and strategic networking to cultivate new relationships.

See following page for resources to support

RESOURCES AND SUPPORT

- Young Professionals Board members are supported by Market Board members, staff, and other volunteer leaders as appropriate.
- National Volunteer Leadership Council members provide guidance and support as requested
- Golden Volunteers is a volunteer management platform where volunteers can become volunteer leaders and leverage the platform to create and promote volunteer opportunities.
GetInvolved@MarchofDimes.org
- 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/>