

Development & Marketing Committee Charter

4-16-19

Section I Purpose

The Development & Marketing Committee will work to bring increasing awareness to the plans, activities and accomplishments of the Santa Fe Conservation Trust (the Trust) in a positive, proactive, ongoing campaign, emphasizing the Trust's commitment to conservation, trails and community outreach in northern New Mexico.

Successful fundraising relies on the organization's ability to positively present the Trust's actions and goals as a means for growing donor loyalty and building new relationships. The committee helps identify and generate new revenue, deepen relationships with existing donors, support events and raise the community's awareness of the organization.

The role of the Development & Marketing Committee is accomplished by its involvement and oversight in the following matters:

- Support the fundraising efforts by building contacts made at special events and meetings.

- Explain in down-to-earth language how the Trust accomplishes its mission.

- Support awareness of the Trust's programs to appropriate audiences via print, broadcast, direct mail, and social media as appropriate; such as letters to the editor, editorials and social media posts.

- Continue to raise the profile of the Trust and our Executive Director in the community.

Section II Composition

The committee shall be comprised of no fewer than three Board members appointed from the Board of Directors membership by the Chair of the Board, with the discretion to appoint non-director members who are not current directors. Non-Director members may be appointed to the Committee by the Chair of the Board. The Board Chair is an *ex-officio* member.

The members of the Committee may be removed, with or without cause, by the Board Chair.

The Board Chair will appoint the Development & Marketing Committee Chair. The Committee Chairperson will chair all regular sessions of the Committee and will set the agenda for the Committee meetings.

The Committee may form and delegate authority to subcommittees consisting of one or more members when appropriate.

Section III Meetings

The Committee shall meet as frequently as circumstances dictate. Meetings of the Committee may be held at any time in person or by such electronic means as permit all persons participating in the meeting to communicate with each other simultaneously and instantaneously. The Committee shall meet as needed with the Executive Director, Committee Chairs, Executive Officers or other Board members as it determines appropriate to fulfilling its responsibilities hereunder.

Section IV Responsibilities & Duties

The following functions shall be the common recurring activities of the Committee in carrying out its responsibilities outlined in Section I of this Charter. These functions should serve as a guide, with the understanding that the Committee may carry out additional functions and adopt additional policies and procedures as may be appropriate in light of changing business, legislative, regulatory, legal or other conditions. The Committee shall also carry out any other responsibilities and duties delegated to it by the Chair of the Board related to the purposes of the Committee outlined in Section I of this Charter.

To fulfill its responsibilities and duties, the Committee shall:

1. Annually review policies and plans as they relate to the marketing and development of long-term financial resources for the Trust, such as the Organizational Strategic Plan and the Strategic Conservation Plan.
2. Evaluate the annual Board of Directors giving expectations and review of progress.
3. Participate in planning, organizing, hosting and/or sponsoring of annual fundraising events such as; annual event, Banff, donor gatherings, planned giving activities, Insider Tours and Star Parties.
4. Review with staff and provide feedback and help on branding the organization and implementing marketing opportunities.
5. Report regularly to the Board (i) following meetings of the Committee; (ii) with respect to such other matters as are relevant to the Committee's discharge of its responsibilities; and (iii) with respect to such recommendations as the Committee may deem appropriate.
6. Maintain minutes or other records of meetings and activities of the Committee.

Annual Performance Evaluation

The Committee shall set goals and perform a review and evaluation, at least annually, of the performance of the Committee and its members, including reviewing the compliance of the Committee with this Charter. In addition, the Committee shall review and reassess, at least annually, the adequacy of this Charter and recommend to the Board any improvements to this Charter that the Committee considers necessary or valuable.