



Fundraising & Communications Committee

Terms of Reference

Purpose:

1. To recommend a Fundraising and Communications Strategy to the CCRC Board that will build community support and increase resources for CCRC
2. To oversee CCRC's Fundraising & Communications Strategy
3. To reinforce commitment to CCRC's Strategic Directions– especially the direction "Strengthen Sustainability"
4. To support the Fundraising and Communications Manager in the preparation of the Fundraising and Communications Strategy and the planning, coordination and implementation of fundraising and communications activities in support of the programs, projects and activities of CCRC

Responsibilities:

1. Establish a committee of board members and community volunteers with expertise and interest in the purposes of the committee
2. Report on the progress of the Fundraising and Communications Strategy to the Board
3. Monitor and evaluate progress of Fundraising & Communications Strategy, including the setting of annual goals
4. Support the identification and recruitment of leadership and volunteers for resource development activities
5. Provide strategic advice on the development and evolution of the organizations brand identity and communications tools and tactics
6. When appropriate, participate in face-to-face meetings with prospective donors to encourage support for CCRC
7. When appropriate assist with the recognition of donors, sponsors and volunteers for their contributions to CCRC
8. Provide strategic advice for signature fundraising events to ensure they are carried out in accordance with the Fundraising and Communications Strategy

Membership:

- Two (2) or more CCRC Board Members
- Two (2) or more community volunteers
- Manager of Fundraising & Communications
- Executive Director (ex-officio)
- Other CCRC staff members as needed

Term Limits:

- Members of the committee shall be appointed for a two-year term, and this two-year term can be renewed once. Members, who have served two consecutive (two-year) terms, may become a member of the committee again after an absence from the committee of at least one year.

Committee Reports to:

- Board of Directors monthly as needed, and quarterly via summary report (March, June, September, December)

Organization:

- The committee will make decisions through a consensus model, defined as seeking to reach a decision that all members can accept
- Terms of Reference for the committee will be reviewed at least every three years

Meeting Schedule:

- Meets year round as required

Approved: January 24, 2002

Revised: March 18, 2010; January 2014; September 2015; January 2019