

Sponsorship Committee

The Sponsorship Committee's goal is to create and grow funding sources so that the Chapter can effectively fulfill its mission and serve its membership. Such activity includes leading the recruitment and retention of sponsors and other sources of income for the Chapter, including business sponsors, major gifts, services, public/private grants, individual donations, etc. The Committee works closely with the Board of Directors, the Advisory Council, and the Executive Director to develop and implement a fundraising plan in line with the Chapter's overall Strategic Plan.

The Sponsorship Committee identifies potential sponsors and fundraising opportunities; assures that periodic communications with existing donors and sponsors takes place; and ensures that the appropriate marketing and other materials are available for enrolling potential partners with the organization. The Committee is also responsible for ensuring that sponsors are given the appropriate exposure commensurate with the value of their sponsorships, and, on an annual basis, reviews the benefits schedule associated with the Chapter's Donors Circle. The Committee also assures that 100% of members of the Board and the Advisory Council are active annual donors to the Chapter.

In essence, this Committee is the fund-raising arm of the Chapter. The Committee is in charge of developing fiscal growth and fostering strategic partnerships. Both are achieved by engaging individuals and organizations in relationships that include financial support to fulfill the Chapter Vision and Mission.

Methods to fulfill the Sponsorship Committee's goals include the "three R's of fund-raising":

- Research -- Identify sources of funding that are compatible with the Chapter's Vision and Mission. Investigate the most effective methods for securing those funding relationships, and determine who are the optimum individuals to open the door and make the ask.
- Reach Out -- Approach individuals ... contact corporations ... apply for grant funding ... get the Chapter adopted as another organization's/company's charity ... and more.
- Recognition -- Acknowledge donors/sponsors ... keep records and correspondence ... engage and utilize Board members ... plan special recognition opportunities and events ... launch and manage campaigns.

As "development" is a critical function of the Board of Directors, the Committee works closely with the Board in setting development goals and work plans for implementation of said goals.

The Chair of the Sponsorship Committee at the Chapter level is required to actively engage and update the Board on associated activities on a monthly basis, either via written reports or face-to-face updates during Board meetings, the purpose of which is to assure that assignments are being carried out in a timely manner; that best-practices and problem-solving occurrences are being shared; and that, overall, the goals and expectations of the Committee are being met. The Executive Director is a prime resource for the Committee, as is the Executive Committee. As with all activities under the Chapter's umbrella, actions of this Committee are subject to resource constraints and Board approval.