

Mesa County RSVP Marketing & Fundraising Committee

Purpose of the Committee: Develop, implement, and evaluate the marketing strategies used to promote Mesa County RSVP's mission and Signature Projects to build better awareness in the community. Assure fiscal health and build capacity and sustainability of Mesa County RSVP and its Signature Projects through fundraising events and other fund development practices.

Reports to: Board of Directors

Staff to the Committee: Office Manager

Frequency of meetings: A minimum of once per month.

Scope of work for the Marketing & Fundraising Committee:

1. Use marketing strategies to target potential customers: Volunteers, Member Agencies, SHIP and Handyman clients, donors, and community members.
2. Collaborate with the Volunteer Relations Committee and Mesa County RSVP staff to implement workable strategies and timelines for marketing needs and opportunities.
3. Develop, implement, and evaluate an annual marketing plan that identifies opportunities to build awareness about Mesa County RSVP and its Signature Projects year-round, including publicizing events and advertising our services.
4. Acquire, develop and present story ideas and interview opportunities to community media outlets. Keep the mission and services of the Mesa County RSVP "front and center" in all that we do. This will include writing media releases when appropriate.
5. Act as a voice of Mesa County RSVP and be well versed about the Mesa County RSVP's mission and projects.
6. Report back to the committee on progress of individual assignments in a timely manner. Follow-up with Board members, staff and other volunteers to ensure goals are being reached and that appropriate training and education opportunities are available.
7. Follow policies and practices for data tracking.
8. Through the Fundraising planning process: establish the charitable contributions goals; develop and implement an annual Fundraising Plan; and define measures and benchmarks for specific fundraising goals.
9. Help the Board articulate and define donor market segments, standards and best practices specific to each donor market segment designed to strengthen relationships with key stakeholders and provide appropriate recognition.
10. Develop a list of companies and individuals to build relationships with and identify people and other organizations that support Mesa County RSVP in order to secure in-kind donations and monetary sponsorships; continue communication with past sponsors and in-kind donors to ensure continued support.
11. Collaborate with the Volunteer Relations Committee and Mesa County RSVP staff to implement workable strategies and timelines for sponsorship and in-kind donation needs and opportunities.
12. Research, evaluate, plan and carry out fundraising events in collaboration with the Board, staff, and other volunteers as needed.
13. Assure that the Board and staff are adequately educated about the basic principles and best practices in Fundraising. Help nurture a culture of Fundraising throughout the organization, and assure that all donors are respected and honored.