

# Global Painting for Charity

## Charter for the External Affairs Committee / Development Committee Approved by Board of Directors: Date

- A. Purpose**
- B. Composition**
- C. Meetings**
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### **A. Purpose**

This committee focuses on external issues including:

- **Fundraising:** To oversee development and implementation of the fundraising plan; identifies and solicits funds from external sources of support.
- **Public relations:** To represent the organization to the community; enhance the organization's image, develop, and review external communications.
- **Marketing:** Oversee development and implementation of the Marketing Plan, including identifying potential markets, their needs, how to meet those needs with products/services/programs, and how to promote programs.

### **B. Composition**

The Committee will consist of three or more directors, one of whom shall be designated as chair. A majority vote by the Board will designate both the members and Chair of the Committee.

### **C. Meetings**

The Committee shall meet as often as it deems appropriate to perform its duties and responsibilities under this charter. Committee meetings may be called by the Committee or Board Chair. The Committee may request any officer and/or the Secretary to the Board to attend a Committee meeting. The Chair of the Committee, in consultation with Committee members will determine the frequency and length of Committee meetings and develop the Committee's agenda. At the beginning of the year, the Committee will establish a schedule of agenda subjects to be discussed during the year (to the extent they can be foreseen). The Committee shall maintain written minutes of its meetings, which will be filed with the meeting minutes of the Board.

### **D. Duties and Responsibilities**

The Committee shall:

1. Develop a fundraising plan and execution strategy to develop long-term and short-term funding needs to execute the mission of the organization.
2. Review fundraising plans to ensure progress towards goals; set priorities, review strategies and present outcomes to Board of Directors as appropriate.
3. Plan, execute and support fundraising events.

4. Work with the executive committee to set external communication guidelines and standards to enhance the organization's image in markets and communities served.
5. Work with executive committee and others as designated to develop a marketing plan to identify potential markets, their needs and strategy to effectively meet needs as deemed in accordance with origination's mission, vision and values. The marketing plan is part of the overall strategic plan of the organization.
6. Engage in advocacy, networking and relationship building with foundations, other non-profit groups, corporations, community leaders and governmental agencies to solicit support and develop partnerships that align with the organization's mission.
7. Perform other such functions as assigned by the bylaws or the Board.

#### **E. Resources**