



## Ronald McDonald House Charities of Madison, Inc. BOARD DEVELOPMENT COMMITTEE CHARTER (2022)

**Chair:** Brian Flad

**Members:** Mary Basel, Amber Bucciferro, Brian Flad, Wendy Lommen and Deborah Still

**Community Members (for consideration):** Val Hartjes (Park Bank), Katie Marron (North Central Group); Molly Philosophos (UW Foundation)

**Ex officio:** Executive Director, Kelly Ruppel

**Purpose:**

The Board of Director's Development Committee supports the Development and Marketing departments by guiding philanthropic efforts necessary to meet the annual fund budget of RMHC-Madison.

The Development Committee collaborates with the Director of Development to build the organization's fundraising plan. The committee proposes policies and develops plans, procedures, and schedules for board involvement in fundraising. It helps educate board members about the resources necessary to realize the organization's goals and fulfill its mission. The committee plays a strong role in identifying and cultivating opportunities which build donor, corporate and foundation relationships and fosters strategic community partnerships which raise brand awareness and understanding of RMHC-Madison's mission.

**Membership Structure:** There will be between 4 to 15 members on the committee. At least four members of the committee will be directors. Preferably, there will be at least 2 community members. Executive Director is an Ex Officio member of this committee and does not count in the membership count. Members of the committee are approved by the full board.

**Meeting Schedule:** Every other month, the 2<sup>nd</sup> Wednesday at 8:15 am

**Major Responsibilities:**

1. Develop long-term strategies and oversee annual development plans which generate funds necessary to meet the organization's fundraising goals.
2. Ensure strategies focus on building brand awareness and understanding of the organization.
3. Draft a plan for involving Board members in fundraising and cultivation activities of the organization.
4. Investigate new fundraising projects, opportunities, and ideas for possible use in the future.
5. As needed, create sub-committees to successfully carry out the fundraising events and activities that are part of the fundraising plan.
6. Supervise the functions of the sub-committees.
7. Annually submit objectives as part of the planning and budgeting process.
8. In collaboration with the Director of Development, submit regular reports to the Board on the progress of fund development activities.
9. Annually evaluate its work as a committee and the objectives it has committed itself to and report on it to the Board of Directors.
10. Report to the Board of Directors at regular meetings of the Board in a manner determined by the Board.

## Ongoing Goals and Objectives

### 1. Prioritize, develop and review policies for board and staff related to gift solicitation and recognition.

Suggested policies and job descriptions include:

- Development committee job description/ charge
- Board member fundraising policy
- Planned giving policy
- Gift acceptance policy
- Recognition policy
- Sponsorship policy

### 2. Define RMHC-Madison constituencies and use this knowledge to ensure we set realistic annual and multi-year fundraising goals and expectations.

### 3. Ensure that RMHC-Madison's case for support is strong, current, mission-focused, and aligns with our strategic goal of building brand awareness and understanding of the organization.

### 4. Motivate, coach and involve all board members in the fundraising process.

### 5. Identify and support areas of opportunity for RMHC development efforts.

## Goals and Objectives for 2022

1. Review Ongoing Goals and Objectives. Identify and prioritize development-related Board policies and action items which need to be completed in 2022
2. Assist in identifying strategic partnerships and prospects which build brand awareness and understanding in the community and help achieve fundraising goals
3. Review and provide feedback on "Marketing Toolkit" for Executive Director, Leadership Team members and Board of Directors to use with major giving, corporate partnership and planned giving programs
4. Identify media relations and public speaking opportunities for Executive Director, Leadership Team Members and Board of Directors to increase visibility of RMHC

## Measures of Success

- In Q1, identify 3-5 community members and extend invitations to join the Development Committee
- In Q1, review and finalize 2022 Development Plan
- In Q2, audit current development-related board policies and board-related job descriptions. Identify priority for updating or developing 1-2 policies by the end of Q4
- In Q2, identify 3-5 key strategic partnerships or major donor/corporate/foundations the Committee can support networking to help achieve goal
- In Q2, identify 1-2 media relations or public speaking opportunities
- By Q2, in collaboration with Director of Marketing and Development, review Marketing Toolkit and forward to board
- By Q4, identify 2 new opportunities to move funding strategy forward
- By Q4, add column on Scorecard which measures "Cost to Raise"