

## **DEVELOPMENT COMMITTEE (Marketing, Fundraising, & Special Events)**

### **Marketing & Communications Tasks**

Job Description - The purpose of the Marketing and Communications Committee is to work closely with the Managing Director to steward the DSO brand and image, assure that the DSO has internal and external marketing and communications programs targeted at specific market segments, and that our programs are consistent with clearly defined objectives to enhance the reputation and recognition of the organization. (A board member and Managing Director will co-chair this committee.)

- Develop a comprehensive marketing and communication strategy each season
  - Strategy will include promoting concerts, special events, fundraising initiatives, volunteer opportunities, outreach initiatives, etc. (DSO staff/committees should notify the marketing committee when they have something that needs to be promoted/designed; please give us enough notice so we can design promo materials / write content if needed.)
  - The marketing committee will also work with all DSO staff/committees to ensure that all materials and events created stay within the organizations brand and image and that we are presenting a consistent message to our audiences through all our communication channels. Staff / Committee chairs will approve all their materials before distribution.
- Maintain and build relationships with key industry partners and members of the press in conjunction with staff efforts.
- Evaluate effectiveness of marketing initiatives both internally and externally and provide support to the Development Director and Managing Director as needed.
- The committee shall consist of the Managing Director, Board of Directors Liaison, and ideally at least 3-5 more volunteers.

### **Fundraising & Special Events Tasks**

Job Description – The purpose of the Development & Fundraising Committee is to work closely with the Development Director in creating the organization's annual fundraising plan, in particular, the fundraising portions done by the board. (A board member and Development Director will co-chair this committee.)

- Work with the Development Director to establish a fundraising plan that incorporates a series of appropriate vehicles; individuals, corporations, one-on-one solicitation, direct mail, special events, etc. and support Development Director in their efforts to raise money.
- Identify specific, potential sources of funds from a diverse mix of sources and develop an action plan about who is going to approach what source, how and by when.
- Take the lead in certain types of outreach efforts, such as networking with corporate sponsors, major donors, or chairing / hosting smaller fundraising / cultivation events.
- Oversee involvement of all board members in fundraising, such as having board members make telephone calls to ask for support.
- Monitor fundraising efforts to be sure that ethical practices are in place, that donors are acknowledged appropriately, and that fundraising efforts are cost-effective.
- Special Events - Work with the Director of Development and manage special event(s) as outlined in the annual Development Plan. The following members do not need to attend all meetings but need to be included in what is planned: Marketing Chair (ensures event stays in line with overall marketing plan), Managing Director (processes all money), Development Director (solicits sponsorships)