



Volunteer Center of Cedar Valley

Mission Statement: The mission of the Volunteer Center is to promote and support effective volunteerism; to serve as the resource and coordination center for volunteers and a catalyst in building coalitions and community partnerships.

Vision Statement: The Volunteer Center of Cedar Valley mobilizes people and resources to deliver creative solutions to community problems.

Marketing Committee

PURPOSE

To lead the Board of Directors in efforts to develop and coordinate a plan of broad base financial support for the organization and to develop and implement a written year-round marketing program that interprets the activities, purpose and needs of the Volunteer Center of Cedar Valley and makes use of all available media speakers, exhibits, press, radio and television.

APPOINTMENTS AND COMPOSITION

The Marketing Committee is commissioned by and responsible to the Board of Directors. Each fiscal year, the Board of Director's President will ask for a chairperson of the committee. There is no minimum or maximum number of members to this committee. This committee may appoint non-Board Members to help fulfill their functions. This committee shall keep written record of its acts and proceedings and shall submit these records to the President upon request. This committee shall have the power to appoint subcommittees for carrying out the work as it may deem necessary. This committee shall have the power to adopt such rules as may be necessary for the conduct of the work entrusted to it. The Executive Director is the key staff member who works with this committee.

ROLES AND RESPONSIBILITIES

1. Develop an overall community relations and communications plan/strategy
2. Identify and establish on-going relationship with all media outlets and appropriate contact people
3. Enlist, train and activate a Volunteer Center of Cedar Valley campaign speaker's bureau
4. Plan, organize and publicize events as identified by the Board of Directors and community
5. Increase Public Awareness of the Volunteer Center of Cedar Valley
6. Achieve 100% participation of the Board Members in the support of the Annual Fund Drive
7. To expand fundraising base to corporate donors
8. To cultivate new sources of revenue while maintaining and expanding present sources
9. Create a diversified development plan for the future stability of the Volunteer Center of Cedar Valley