SECTION 14

FUNDRAISING and MARKETING COMMITTEE

* Chairperson Responsibilities
* Timeline

**FUNDRAISING and MARKETING CHAIRPERSON RESPONSIBILITIES**

The Fundraising Committee Chairperson will have the following responsibilities:

1. Maintains a proper record system to acknowledge and record all gifts to the organization
2. Develops funding strategies for the educational and scholarship activities of AFMA
3. Manages the selection and sale of merchandise for the organization
4. Manages the AFMA Online Storefront

The Marketing Committee Chairperson will have the following responsibilities:

1. Work with Executive Secretary to send an e-blast to members after PDW and RPS Symposium reminding them to sign up for committees if they were not able to attend the meeting

2. Annually review brochure/flyer and information on the website-- update as appropriate

3. Implement methods to welcome new members/acknowledge renewing members

4. Continue to encourage members to upload photograph on the AFMA website

1. Maintains a consistent presence on all three social media platforms: Facebook, Twitter and Instagram

RECOMMENDED COMMITTEE SIZE: up to 20 members

Moderate to significant time commitment

**FUNDRAISING COMMITTEE CHAIR & MEMBER TIMELINE**

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| **Month** | **Action Item** |
| During or immediately following PDW and RPS Symposium | Recruit committee members |
| April - May | * Welcome email to committee members- take poll re: best date/time for first committee meeting in May * Determine final number of items sold at PDW and RPS Symposium * Determine income and profit from items sold * Verify remaining inventory with Cristin Estes, AFMA Executive Secretary * Review marketing materials (brochure/flyer, website for content) * Approve brochure and have Cristin print for NCFMR and NIPDD booths * Social media posts 3-4 times per wk- each committee member sends a potential post |
| June | * Determine days/times for remaining schedule with input of committee members * Schedule conferences using WebEx. * Committee Conference Call   1. Ask for feedback on items sold at recent RES   2. Brainstorm additional items to sell   3. Brainstorm additional fundraiser projects   4. Determine fundraising goals for coming year to set boundaries for the fundraising project   5. Brainstorm abt add’l social media outlets outside of Facebook   6. Social media posts 3-4 times per wk- each committee member sends a potential post |
| July | * Second committee conference call  1. Review fundraising goal 2. Review brainstormed items 3. Limit potential projects based on the goal 4. Assign committee members to research project ideas 5. Social media posts 3-4 times per wk- each committee member sends a potential post 6. Email brochure to programs |
| August | * Third committee conference call   1. Review committee findings   2. Select final project proposal and refine project proposal to present to Board with samples   3. Social media posts 3-4 times per wk- each committee member sends a potential post   4. Follow up email to programs re: brochure |
| September | * Refine project plan * Social media posts 3-4 times per wk- each committee member sends a potential post |
| October | * Fourth committee conference call   1. Present updated project plan to committee   2. Finalize project plan   3. Assign members roles to help complete the project, if needed   4. Develop deadlines for completion   5. Social media posts 3-4 times per wk- each committee member sends a potential post |
| January | * Present final cost at Winter Board Meeting * Present number of items to purchase or other project logistics for approval * Finalize costs in coming year’s budget * Arrange transportation of items to RAD/PDW and RPS Symposium * Contact AFMRD with request to put something in their newsletter abt AFMA * Social media posts 3-4 times per wk- each committee member sends a potential post |
| February | * Order items or other steps necessary to complete fundraising project * Work with Cristin on finalizing paper receipt for cash and check customers * Work with membership committee to ensure AFMA booth is adequately staffed during RAD/PDW and RPS Symposium. * Ensure items are delivered on schedule * Ensure Square/iPad are fully functional * Social media posts 3-4 times per wk- each committee member sends a potential post |
| March - April | * Sell fundraising items or complete other fundraising projects during RAD/PDW and RPS Symposium * Have all items clearly identified and separated (including tent cards) * Social media posts 3-4 times per wk- each committee member sends a potential post |