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

The **Marketing Committee** Chairperson will have the following responsibilities:

1. Promote member participation in committees at the conclusion of RLS/RAD for those unable to attend conference.
   1. Coordinate e-blast with Executive Secretary
   2. Develop and post social media announcement
2. Annually review of marketing materials, update as appropriate through collaboration with respective committees.   
     
   Materials include, but are not limited to:
   1. Membership brochure, email promotion and flyer [*Membership*]
   2. Mentor recruitment [*Mentoring Committee*]
   3. New Administrator [*Past President*]
3. Maintains a consistent presence on social media platforms: Facebook and Instagram.
4. Coordinate efforts with Membership Committee to implement methods for welcoming new members/acknowledge renewing members.
5. Continue to encourage members to upload photograph on the AFMA website

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 RAD and RLS | 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 RLS * Determine income and profit from items sold * Verify remaining inventory with Executive Secretary * Review marketing materials * Approve brochure and have Executive Secretary print for NCFMR and NIPDD booths, if allowed * 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 * Committee Conference Call   1. Ask for feedback on items sold at recent RLS   2. Brainstorm additional items to sell      + Including logo designs   3. Brainstorm additional fundraiser projects   4. Determine fundraising goals for coming year to set boundaries for the fundraising project   5. 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. Social media posts 3-4 times per wk- each committee member sends a potential post |
| 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 |
| 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/RLS * Contact AFMRD with request to put something in their newsletter about 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 committees to ensure AFMA booth is adequately staffed during RAD/RLS. * 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/RLS * Have all items clearly identified and separated * Review and update merchandise pricing. Work with Cristin to print. * Social media posts 3-4 times per wk- each committee member sends a potential post |