

The Advisory Board Committee Responsibilities

DEVELOPMENT & PUBLIC RELATIONS COMMITTEE

The Development and Public Relations Committee will assist The Salvation Army in general marketing of programs and services, enhancing image, increasing visibility, improving media relations, and avoiding and addressing potential negative publicity. The committee will lead strategic planning and fund development. The committee will give oversight to all general fundraising activity and financial advancement programs.

It is suggested that the committee meet quarterly as a minimum standard.

The TSA Commander, Advisory Board Chairperson, and Treasurer are ex-officio members of this committee.

No meeting of the committee may be held without the TSA Commander or his/her appointed representative present.

The committee chairperson should consult with the TSA Commander on the meeting schedule. The chairperson will distribute meeting notifications. Salvation Army staff are available to distribute notifications on behalf of the chairperson if requested.

The chairperson should communicate as frequently as necessary, but not less than monthly, with the TSA Commander or Development Director to keep abreast of all development, marketing and public relations issues.

Responsibilities

Committee responsibilities:

- Become knowledgeable of all programs and services to relate those to funding requirements.
- Assist in developing a comprehensive marketing scheme for the promotion and interpretation of programs and services.
- Develop marketing strategies for the development and enhancement of relationships with major corporate, government, and professional sports entities if applicable.
- Assist in the development of materials for the promotion of such strategies.
- Assist in establishing relationships with all media including print, radio, television, theater, information technology, social, etc.
- Assist with and support the production and promotion of major events.
- Make recommendations to the board on the development and funding of creative publicity formats.
- Work in cooperation with other committees to develop integrated marketing strategies, especially in seasonal activity and financial advancement.
- Assist with the development of a crisis response plan in the event of potential negative publicity.
- Work in cooperation with the Finance Committee to determine financial trends or concerns and to be kept apprised of funding needs.
- Consult with the Finance Committee to review total budget needs and provide input on funding feasibility.
- Develop a comprehensive fundraising strategy taking into consideration all fundraising components and relating such strategy to total budget requirements.



- Assist in the enhancement of the donor base, and evaluation of the direct marketing and major gifts programs.
- Assist in research and prospect development for corporate giving, foundation grants, individual major giving and program contracts.
- Provide reports and make recommendations as necessary to the board relative to financial advancement activity.
- Cooperate with other committees relative to their activities that may imply fundraising involvement.
- Provide leadership in strategic planning, especially in areas of program expansion or capital fundraising, working closely with the Program, Finance and Property Committees in these areas.
- Consider a subcommittee or representatives to specifically focus on legacies and bequests as part of planned giving promoting to fellow board members, TSA supporters and professional advisors.