Fundraising Committee Charter

This charter is intended to set baseline guidelines for the Fundraising Committee of Achieve Brown County, established as a standing committee of the Board of Directors. It is the intent of every Achieve Brown County committee to elevate our community to encourage that thoughts, ideas, and perspectives of all individuals are valued, diverse communities and abilities are represented within each committee makeup, and individual identities are represented within each committee.

I.   **Primary Purpose of the Committee**
     Committee members will support and implement impactful fundraising activities on behalf of the organization, as volunteer and staff partners. Committee members will partner with staff on donor stewardship activities -- with a special emphasis on donor stewardship from $5,000 + contributions -- to thank, inform, engage, and invite, donors resulting in sustaining relationships and cultivating new ones. This includes:
     A. Represent Achieve Brown County as an ambassador, while connecting potential donors with staff.
     B. Joining Staff on donor visits, as needed.
     C. Supporting donor stewardship with phone calls, thank you cards, and other relationship building activities to encourage annual giving and growth of annual gifts.
     D. Supporting a culture of philanthropy within the organization and celebrating successful cultivation of funders to the organization.

II. **Secondary Purpose of the Committee**
     A. Review and Support the Fund Development Plan/Strategy.
     B. Assist staff with developing and implementing campaigns throughout the year, such as the year-end appeal and other donor communications.
     C. Annual review or development of fundraising related policies, including board member expectations for fundraising, Gift Acceptance policy, In Kind Policy, and others.
     D. Conduct intentional community relations activities on behalf of the organization, as volunteer and staff partners, to network within the community.

III. **Collaboration with the Board of Directors and other committees**
     a. The committee chairperson may make reports on significant activities/events to the Board at their bi-monthly meetings, in consultation with staff.
     b. Work in partnership with other committees on joint objectives, such as 10-year Anniversary Celebration sponsorships, development of the annual budget, and others as needed.

IV. Commitment and Expectations

a. The committee will meet a minimum of quarterly, with additional meetings as needed, to support the launch and development of the Achieve Brown County Major Gifts program as outlined in the committee purpose section above.

b. Chair/Co-Chairs:
   i. Work with the Grants and Major Gifts Manager to set meeting agendas, schedule meetings and report to the board of directors.
   ii. Record meeting minutes, including action items.
   iii. Ensure member accountability to action items and commitment to the committee expectations.
   iv. Cultivate relationships with and onboard new committee members.

V. Committee Members

a. The committee will be led by a chair or co-chairs, one of which must be a member of the board of directors.

b. Membership of the Achieve Brown County Fundraising Committee should include individuals who represent a broad range of backgrounds, knowledge, skills, and experiences including but not limited to:
   i. Fundraising policies
   ii. Impact story telling
   iii. Relationship Building
   iv. Donor stewardship
   v. Strategic planning
   vi. Donor prospecting
   vii. Committee member cultivation and recruitment

VI. 2024 Goals

a. Support Staff to:
   i. Meet with the 17 past major donors and sustaining investors.
   ii. Meet with at least 25 prospective new donors, including both individuals and organizations.
   iii. Secure the first 6 months of the 2025 budget revenue (approximately $500,000) by December 2024.
   iv. Execute the 2024 annual appeal in November/December.
   v. Generate awareness strategy for Give Big Green Bay in case of selection.

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