

## **ADVANCEMENT COMMITTEE**

Drafted January 2020

### **Committee Description and Responsibilities**

This Committee will assure the Association has effective development and member relations, and marketing and communications programs so as to maximize the effectiveness and sustainability of the Association.

The Committee is composed of the Chair and two members, all elected by the REA membership for a two-year term, renewable for one additional term. Additional others may be invited by the chairperson to serve during that chairperson's term such that the work of the committee can be accomplished thoroughly and efficiently. The Committee will meet annually at REA and may conduct other meetings electronically, as needed. The Chair serves on the REA Board of Directors.

### **Chair's Responsibilities and Requirements**

- Develop and implement appropriate fundraising goals, strategies, policies, and procedures
- Develop and assess plans for enhanced membership recruitment and retention
- Develop communications strategies and publicity plans, in partnership/conjunction with the networking coordinator, for the purpose of membership recruitment and retention
- Supervise the implementation of approved plans for fundraising and membership recruitment and retention
- Conduct Committee meetings and oversee the fulfillment of the Committee's responsibilities.
- Meet these expectations of all REA Board members:
  - Maintain current REA membership.
  - Attend Board meetings:
    - the spring Board meeting in February or March, lasting from Thursday dinner through Sunday noon. Board members are reimbursed for expenses to attend the spring meeting;
    - the Board meetings before and after the Annual meeting, on Thursday evening and Sunday afternoon. Board members pay their own expenses.
    - the REA Annual Business Meeting;
    - the Advisory Council meeting, held Sunday noon immediately after the Annual Meeting.
  - Attend REA annual meeting and assist with moderating sessions, hosting speakers, interpreting Board actions to members, taking notes, and similar activities.

- o Submit annual reports to the Board on the activity of the Committee.
- o Serve on the Nominating Committee during the final year of one's term.
- o Assist in articulating and communicating REA's identity and vision for a broad audience.