

## Marketing Committee Volunteer Description

### Purpose and Goal

The Marketing Committee is an all-volunteer committee that advises the Board and Foundation staff regarding the branding, marketing and communications efforts and strategies of the organization, and budgeting recommendations needed to support those efforts.

- To build and increase a solid image of the Foundation
- To expand the community's awareness and knowledge of the Foundation
- To position the Foundation as the Charity of Choice for organizations, community leaders and donors to support the community

### Primary Responsibilities

- Help create positioning and local branding strategies and content, leveraging the national marketing campaign and brand
- Advise the Foundation staff on new and innovative ideas
- Leverage the expertise and industry resources of committee members to disseminate the Foundation messages in cost-efficient ways to organizations, their employees and individual donors
- Inform the Foundation about concerns and attitudes expressed at their respective organizations and throughout the community
- Recruit additional team members and attend marketing resource meetings as needed

### Qualifications

- Passionate about making a difference in the community
- Expertise in the areas of Marketing and Communications
- The optimal size of the committee is six to seven members

## Time Commitment

- Time to dedicate to this professional volunteer opportunity (up to 10 hours per month)
- Commitment to take on occasional marketing-related projects as needed
- Commitment to attend regular meetings
- On an ad hoc basis, attend events according to schedule—events usually take place during evenings and weekends

## Benefits

- Gain an understanding of local community needs and how they are being addressed
- Serve on a committee that is making a positive impact in the community

## Orientation and Training

- Read the Morning Star Foundation by-laws, Morning Star Foundation Articles of Incorporation and Morning Star Foundation Financial Policy
- Meet with the Marketing Committee Chair and Chief Executive Officer

*This role is purely voluntary and this arrangement is not meant to be legally binding or an employment contract. Out-of-pocket travel costs between home and volunteering place will be offered.*

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## Foundation Key Contact

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