

**Community Foundation of Middlesex County  
Marketing & Communications Committee**

**Tentative Agenda  
Monday, May 8, 2017  
8:30 a.m.**

**Ground Floor Conference Room, CFMC, Middletown**

- I. Call To Order**
  
- II. Approval of Minutes of January 23, 2017 and March 31, 2017** (Document A and B)
  
- III. Review/Discussion**
  - a. Strategic Plan (particularly Goal V) (Document C),
  - b. 2017 Marketing Communications Plan (Document D), and
  - c. Marketing/Communications Committee Guidelines (Document E)
  
- IV. 2017 CFMC Marketing Communications**
  - a. **20<sup>th</sup> Anniversary**
    - i. Communicating the 20<sup>th</sup> Anniversary – develop methodology, strategy, and action steps
    - ii. Telling the impact stories – how to do this easily and effectively
  - b. **Leveraging and Raising Awareness Regarding Specific CFMC Focus Areas and Funds**
    - i. Donor Advised Funds
    - ii. Building Participation in Special Focused Funds (Sari A. Rosenbaum Fund for Women & Girls; Animals: Respect & Friendship Fund; 365 Fund)
  - c. **2017 CFMC Event Planning and Outreach Update**
    - i. Social Media Outreach
    - ii. Open House
  
- V. Adjourn**

**2017 Meeting Schedule:**

Monday, July 17

Monday, September 18

Monday, November 13

If for any reason you cannot attend this meeting, please contact Kristin at 860-347-0025 or [Kristin@MiddlesexCountyCF.org](mailto:Kristin@MiddlesexCountyCF.org). Thank you.

## Community Foundation of Middlesex County

### Marketing & Communications Committee

#### Minutes of January 23, 2017

**Present:** Greg Rainey (co-chair), Susan Daniels, Donna Lee Gennaro, James Gomes, Sarah Wadle, Wally Jones, Cynthia Clegg, Thayer Talbott

**Absent:** Brian Abely (co-chair), Diana Gregory

**Call to Order:** 8:33 a.m.

**Minutes of November 11, 2016** were accepted on a motion by Ms. Daniels, seconded by Mr. Gomes.

**Staffing Update:** The interview process is complete and Kristin Carl has accepted the position of Communications Coordinator. She will join the team February 6, 2017. CFMC is very pleased to have her as an addition to the team.

**Introduction of New Committee Member:** The Committee welcomed Donna Lee Gennaro. Ms. Gennaro lives in Ivoryton and has a theater arts background. She has a passion for arts incubators and bringing arts programming to underserved populations, particularly children.

**Board/Committee Portal Update:** The Board/Committee portal will be the primary vehicle for distributing information to the Board and Committees. The full roll out and training is occurring during first quarter and all appears to be going smoothly. If any member has difficulty accessing the portal, staff is happy to assist them.

**2017 CFMC Marketing Communications Plan:** Susan Daniels, Paulson Daniels, has developed a comprehensive plan outlining the communications paths in place for 2017, including those items included in the Paulson Daniels contract. Staff is working on including these items into the overall communications action plan, including which items are handled by Paulson Daniels and which by staff. Ms. Daniels reviewed the major communications efforts underway, including continuing the monthly column in the Shore Publishing papers and the advertisements. She explained that she has been in touch with several of the other community papers about also carrying CFMC's column. Shore Publishing has given approval to use the same column material in those papers which appears in the Valley Courier and Harbor News. CFMC will continue with the weekly Feel Good Friday segments on iCRV Radio. The Committee asked if it is possible to find out the listenership numbers to get an idea of the reach. Staff will talk with iCRV Radio and find out what demographic information is available. During 2017 the Feel Good Friday segments will follow a monthly theme to better communicate what CFMC does in the community and to tie several segments together. The Committee suggested developing a two-minute Facebook video segment to appear each month which would also highlight the theme for that month and help raise awareness and followers. If the video aired at the beginning of the month, it could be used to communicate upcoming guests during the month and drive more listeners to the segment each week. The Committee requested that the 2016 columns and ads be combined and distributed via the portal and that the same be done during 2017. Staff will work on these documents and get them uploaded. The columns and ads

are also being added to the CFMC website news post section as they appear and can be announced on social media.

**20<sup>th</sup> Anniversary Communications:** The Committee discussed ways to better communicate and highlight the “grassroots” aspect of CFMC, particularly in light of the increase of giving circles in the community. Groups are getting together to take a more active role in supporting programs and services; CFMC needs to find ways to let these groups know that they can do this through giving circles at CFMC. Marketing and communications efforts should emphasize the ease of using CFMC to impact the community; the Committee was asked to consider how to make this connection, and how to encourage individuals and groups looking to make a more active impact to work with and through CFMC. This messaging can be worked into the 20<sup>th</sup> anniversary messages of connecting the dots and leveraging resources to enhance the community as a whole.

#### **Other Business / Open Issues**

- **49 Main Street Update:** The move is scheduled for February 28<sup>th</sup>. Furniture and boxes will be moved throughout the week prior, with the major furniture move on Saturday, February 26. The technology and phones will be moved on February 28 and announcements are being prepared for the website and social media so that donors and friends know CFMC will be “off line” on that date.

#### **Priority / immediate needs and actions:**

- Develop forums focused around Connecting the Dots and the Power of Partnership to tie into the 20 Years of Philanthropy, Leadership, Legacy. This is CFMC’s cornerstone that everyone is a philanthropist. These panels will be organized as community discussions to introduce groups to CFMC. The gatherings can be small, localized fundraisers as well as a larger “What is Community Leadership?” event with a panel of 3 or 4 recognized community leaders who can speak to what makes a leader, what is leadership, and how can everyone work in a leadership capacity to better the community. This will highlight CFMC’s place as a leader and a networker as well as encouraging the community to build inclusiveness and engagement
- Organize the “grand opening” open house of 49 Main Street. Invite the community to join, but ensure specific invitations are sent to all the town, civic, and nonprofit organizations. Include a ribbon cutting and invite the Middletown Police Department Band to lead the event. Determine if there are other “dignitaries” in the community who should get a special invitation. Develop messaging for social media and e-news to announce the open house and do the follow up recap.

The next regularly scheduled Committee meeting was confirmed for March 13, 2017 at the Community Foundation’s new offices, 49 Main Street.

The meeting was adjourned at 9:41 a.m.

Respectfully submitted,

Thayer Talbott

**Community Foundation of Middlesex County****Marketing & Communications Committee****Minutes of March 11, 2017**

**Present:** Brian Abely (co-chair), Susan Daniels, Sarah Wadle, Cynthia Clegg, Thayer Talbott, Kristin Carl

**Absent:** Greg Rainey (co-chair), Diana Gregory, Donna Lee Gennaro, Wally Jones, James Gomes

**Tour:** Staff provided a tour of the new building for Committee members.

**Call to order:** 8:34 a.m.

**Minutes of January 23, 2017:** Minutes of the January 23, 2017 Marketing/Communications Committee meeting were tabled due to a lack of quorum. The minutes will be resubmitted at the May 13, 2017 meeting.

**Introduction of Kristin Carl, Communications Coordinator:** The Committee welcomed Ms. Carl to CFMC. Ms. Talbott remarked that Ms. Carl has been a great addition to the team and has begun increasing CFMC's communications and social media presence.

**2017 CFMC Marketing Communications**

- **2017 Event/Meeting Calendar and Communications Plan:** Staff reviewed the annual event/meeting planning calendar and discussed some of the upcoming events and outreach efforts in the schedule. The Committee discussed how best to share with the community that the building is a gift to the community and what is available to nonprofit organizations. Ms. Wadle suggested the importance of emphasizing all the things CFMC is doing with the new space, including meeting space available to the community, expanded space for trainings and consultations, and additional services through the Nonprofit Resource Center such as Tom Gezo's weekly office hours. Ms. Daniels explained that it is important to tell the story of the gift and the building's history as it ties Middletown, Middlesex County, and the Community Foundation together. Mr. Abely agreed, explaining that is important to underscore the community heritage and continuing legacy ties. These can be an added communications point to help continue raising the visibility of the Community Foundation during its 20<sup>th</sup> anniversary year.
- **49 Main Street Open House planning:** Ms. Talbott and Ms. Carl reviewed the general plans of the open house.
  - The Middletown Police Benefit Association Bag Pipe Band has agreed to play at the open house. Ms. Talbott is coordinating with Captain Wallace.
  - Ms. Daniels encouraged the Committee and staff to choose a date which would provide sufficient time to notify the press and build expectation. This will aid Ms. Daniels in developing a press release and scheduling media to cover the ribbon cutting ceremony.

Ms. Talbott said she would work with staff to review the calendar and determine the MPBA Band's availability in May.

- The Committee discussed several options for utilizing the open house as a community celebration, including inviting nonprofit organizations to share information about past grants and considering family-friendly activities. Staff will work on the event task list and determine what can be incorporated into the event. The Committee agreed that should an additional meeting be necessary in April for planning purposes, that they would be available. An Event Task Tracking Form will be developed for the Open House.
- **Leveraging and Raising Awareness Regarding Specific CFMC Focus Areas and Funds:** The Committee considered how best to highlight some of the events and outreach gatherings that CFMC holds to raise awareness and interest. Ms. Talbott explained that those events which could help benefit in raising awareness about CFMC and how it works with individuals and businesses would include 365 Fund friend raisers, Parties with a Purpose, and other informational gatherings. Ms. Talbott explained that CFMC is better at communicating certain Fund
  - Ms. Wadle asked questions about the 365 Fund to better understand its purpose and how it works. She suggested finding ways to “simplify” some of the Fund descriptions or purposes when talking with people to encourage them to learn more and get more involved. Because the Community Foundation has many levels and there are many ways to get involved, the information can be very complex and overwhelming.
  - Ms. Wadle suggested finding ways to do short, live Facebook feeds during certain events to give others a quick “sneak peek” at what goes on during an event. She explained she had participated in a Facebook Live Feed at a nonprofit event in Fairfield County and it was very successful.
  - Ms. Wadle asked if CFMC was going to do the Mother's Day cards again for the annual Sari A. Rosenbaum Fund for Women & Girls Appeal. She said how much she appreciated receiving the card last year and suggested that for those receiving the cards who were not familiar with CFMC, an informational piece explaining the “what and why” of the gift and the Fund would have been helpful. Staff agreed that that is a very good idea and will implement something this year.

**20<sup>th</sup> Anniversary:** Staff will begin developing a ‘Tasks & Priorities’ form for the event as well as communications opportunities leading up to the November party and will need the Committee's assistance in developing and implementing ways to raise the visibility during the 20<sup>th</sup> anniversary year.

**Adjournment:** There being no further business, the meeting adjourned at 10:23 a.m.

Respectfully Submitted,

Kristin Carl  
Communications Coordinator

# Community Foundation of Middlesex County

## 2017- 2020 Strategic Plan

### **Our Mission**

Community Foundation of Middlesex County's mission is to improve the quality of life for the people of the County now and in the future by developing endowments, making grants that have impact, and assisting donors in meeting their philanthropic objectives.

The Strategic Planning Committee proposes the following Strategic Plan that focuses on a four-year period- 2017-2020.

**Move to Main Street.** The move to Main Street during the first year of the strategic plan will be the catalyst in the implementation of the strategic goals. The new facility will be a tremendous asset for the Community Foundation as it will be a visible sign, as we *Communicate and Celebrate*, that the Community Foundation of Middlesex County is a major philanthropic force in meeting the needs of all Middlesex County residents. All major events and initiatives will publicize the move to Main Street and consistently state that CFMC matches donors' wishes with county-wide needs.

**The Janvrin Bequest.** The generous eight-million dollar gift from Janvrin Trust will provide CFMC with an opportunity to become the leader in Middlesex County, and beyond, in preserving and improving the natural state of the environment. However, the implementation of the requirements of the bequest will present a variety of challenges. These may include extensive program additions, increased staffing, committee involvement, volunteer recruitment and expanded communication. Bequest funds will become available in 2018, but initial planning for combining the new funds with existing resources and establishing partnerships with groups having an interest in preserving the environment should begin in 2017.

### **STRATEGIC GOALS**

#### **Goal 1. Governance and Infrastructure**

- **Staffing.** If CFMC is to continue to accomplish its missions, staffing increases are necessary. Among the most important additions to the staff is a person that can coordinate the advancement of donor cultivation and development.

- **Organizational chart.** An organizational chart clearly defining the role of each position and impact that person will have on overall operation needs to be developed as precursor to responding to this organizational objective. The Personnel Committee, with guidance from the CEO, will be responsible for responding to this important planning priority.
- **Volunteer Leadership.** The Board and committee self-assessment are underway and are scheduled to be completed in 2017. Also, an essential component of strong governance is to develop clear mandates for committees, recruit board members with interest in assuming leadership positions, and establish a succession plan for board officers and committee chairs. Mentorship will be a necessary objective within this goal.
- **Advanced Bequest Planning.** A small leadership working group will be formed by January of 2017 to spearhead the planning for the first stages in meeting the requirements of the Janvrin Bequest. The group will report to the Governance Committee, (which will develop the charge) the Board Chair and submit recommendations through Governance to the Board.

#### Goal 2. **Building Partnerships.**

- CFMC's long term growth and success in achieving its mission will be influenced by its ability to build partnerships. Building new partnerships will enhance fund raising, strengthen grant making, make its operations efficient and ensure a quality service delivery. The Foundation must continue to build partnerships with individuals, (financial advisor, estate lawyers, etc.,) private and public foundations, service organizations and the business community.

#### Goal 3. **Study the Grant Making Process.**

- Grant making is a very fluid process. The needs of communities continue to change as they are impacted by the nature and magnitude of the problem. Public opinion and state funding can influence the perceived and real priorities within the county. Grant making must be nimble enough to respond to the changing priorities and donor interests. Therefore, grant making needs to be studied with the possible outcome being the reorganization of the grant making structure and process.

#### Goal 4. **Improve the Development Operation**

- Development is the life blood of increasing the funds for endowment growth, operations and grant making. The Development committee has

functioned well, but much of the fund raising has fallen on the shoulders of the CEO.

- As CFMC continues to grow in accomplishing its mission, instilling a fund raising culture throughout the organization will be vital in realizing this outcome. The addition of an experienced development professional who will set the agenda and guide the process of engaging all CFMC volunteers in building partnerships is an essential component in achieving fund raising success.
- This objective should be given a high priority and appear on the Development, Finance and Investment Committees agendas and reviewed by staff. It will ultimately need Board approval.

#### Goal 5. **Increase Visibility**

- Major strides have been made in increasing the Foundation's visibility during the 2014-2017. However, delivering the message that CFMC is a county wide philanthropic contributor needs to be a continuing strategic objective. The utilization of an effective marketing strategy is key to *Communicate and Celebrate* our culture of inclusiveness and flexibility in fulfilling our mission.

Approved by the Board of Directors:      December 13, 2016

**COMMUNITY FOUNDATION OF MIDDLESEX COUNTY  
2017 MARKETING COMMUNICATIONS PLAN**

**PURPOSE:** Focusing on CFMC's 20<sup>th</sup> anniversary year, and building off the momentum created by the ongoing general awareness campaign, the following plan documents the goals, strategies, and communications platforms for efficiently and effectively delivering cohesive and consistent messages that target current and prospective stakeholders, and support the CFMC organizational objectives.

**MARKETING GOALS**

1. Increase awareness of CFMC's 20-year track record of improving the quality of life for all throughout Middlesex County.
2. Engage and inspire all who live and work in Middlesex County to be a local philanthropist.
3. Increase/enhance partnerships with other community organizations and businesses.
4. Increase support of CFMC programs and funds throughout the year.
5. Support the CFMC "Celebrate and Communicate" strategic platform.

**MARKETING STRATEGY**

1. Tell the personal stories of CFMC donors/program beneficiaries to illustrate the greater value of working through CFMC and supporting areas of interest within the local community. Each story will underscore Philanthropy, Leadership, or Legacy.
2. Promote the 20<sup>th</sup> anniversary fundraising campaign as an easy way for everyone to work together and make a big difference throughout each and every Middlesex County community.
3. Conduct a Community Open House with special dedication activities at CFMC's new building.
4. Organize a free Community Forum that engages and inspires community members to become philanthropic activists.
5. Reach/engage people living and working in the towns of Chester, Clinton, Cromwell, Deep River, Durham, East Haddam, East Hampton, Essex, Haddam, Killingworth, Middlefield, Middletown, Old Saybrook, Portland and Westbrook through the use of mass marketing communications with a focus on local news.
6. Reach/engage current CFMC stakeholders (donors, volunteers, financial advisors) through email, direct mail, social media.

### **MESSAGE PLATFORMS**

1. Celebrating 20 years of philanthropy, leadership, and legacy.
2. CFMC helps make good things happen in your community.
3. Improving the quality of life for all today, tomorrow, TOGETHER.

### **MARKETING TACTICS**

#### **Editorial**

1. Write monthly columns for the Valley Courier (Essex, Chester, Deep River), Harbor News (Clinton, Old Saybrook, Westbrook), The Chronicle (Middletown/Cromwell), and Haddam News/East Haddam News featuring CFMC's contribution to those local communities in the areas of philanthropy, leadership, and legacy. Highlight CFMC donor/fund story and programs receiving grants.
2. Host/provide discussion topics and guests for weekly iCRV "Feel Good Friday" radio program. Using Philanthropy, Leadership, and Legacy as the platform, focus on one topic each month and feature CFMC donors/partners/board members whose stories illustrate CFMC's 20-year track record,
3. Develop a feature news story on CFMC's 20-year history and its relevance to a current issue/news event. Distribute/pitch to all area newspapers, television, and radio stations. Target distribution for June, Leave a Legacy month.
4. Develop and distribute general news releases, as appropriate, announcing major gifts (new building/bequest), annual grants, and recognition awards.

#### **Sponsorship**

1. Run ongoing 30 second sponsorship spots on iCRV radio. Create 3-4 different spots with CFMC representatives as the "voice" highlighting CFMC's 20 years of community service and promoting the 20<sup>th</sup> anniversary fundraising campaign as an easy way to get involved.

#### **Advertising**

1. Run print/digital ads throughout the year in local media covering all Middlesex County towns, including Events Magazines, Valley Courier, Harbor News, Haddam News, East Haddam News, The Chronicle, and the Hartford Courant. Ad creative to underscore 20<sup>th</sup> anniversary platform using action/benefit words such as "LEAD" or "LEGACY", and promote the fundraising campaign as an easy way for every individual to become a philanthropist.

**MARKETING TACTICS** *(CONTINUED)***Email**

1. Develop and distribute monthly email messages similar in content to the print ad campaign with a direct link to the 20<sup>th</sup> anniversary campaign donation page.
2. Develop and distribute an e-newsletter to CFMC contacts featuring news of major gifts, grant awards, etc. three times during the year.

**Direct Mail**

1. Create a semi-annual newsletter, using content from e-newsletters, to be mailed to current CFMC stakeholders.
2. Develop and mail an Open House postcard invitation to all CFMC contacts.
3. Develop and mail a 20<sup>th</sup> Anniversary Gala invitation to all CFMC contacts.
4. Develop and mail a holiday letter of thanks to CFMC donors/stakeholders.

**Social Media**

1. Share relevant CFMC news on FB, Twitter, Instagram on an ongoing basis. Post photos from events.
2. Promote CFMC social media by including Like Us on FB and Follow us on Twitter links in all e-news communications and logos on all print communications when appropriate.

**Website**

1. Update CFMC website on an ongoing basis with content featuring 20<sup>th</sup> anniversary initiatives, new donor/fund stories, grant awards, non-profit organizational services, and all other relevant good news happening through CFMC.
2. Promote the website as a resource for learning more about how you can become a local philanthropist, featuring 20<sup>th</sup> anniversary campaign donation page as convenient way to give.

**Collateral**

1. Develop a CFMC 20<sup>th</sup> Anniversary/Campaign postcard handout to be distributed at CFMC and community events.

**Annual Report**

1. Write and design annual summary of organizational success stories and financial reports to be mailed to CFMC stakeholders and used as a hand-out to introduce people to the CFMC story and mission.

**2017 ADVERTISING SUMMARY****MEDIA BUDGET \$8057**

**HARTFORD COURANT:** Middlesex County/Shoreline Zone of the Connecticut Section (Cromwell, Portland, Middletown, Durham, East Hampton, Haddam, East Haddam, Chester, Deep River, Essex, Old Saybrook, Old Lyme, Lyme). Daily readership is 33,600.

-3 col x 5.25" ads, black & white, run 7 times in March, April, May, June, September, November and December.

*Total of 7 ads x \$172 = \$1204.*

**VALLEY COURIER / HARBOR NEWS:** Weekly community newspapers, mailed free to all households and newsstands in the towns of Chester, Deep River, Essex (Valley Courier) and Clinton, Old Saybrook and Westbrook (Harbor News). Circulation is 17,635.

- 3 col x 6" ads, black & white, run 7 times in each paper, in March, April, May, June, September, November, and December.

*Total of 7 x \$208 (includes 60% discount) = \$1456.*

**THE CHRONICLE:** Monthly community newspaper, mailed free to all 20,000 households in Cromwell and Middletown.

- 3 col x 6" ads, black & white, run 7 times in each paper in March, April, May, June, September, November, and December.

*Total of 7 ads x \$206/ad (includes 30% discount) = \$1442.*

**EAST HADDAM & HADDAM NEWS:** Weekly community newspapers, mailed free to all 9,200 households in E. Haddam, Haddam.

- 3 col x 5.25" ads, black & white, run 7 times in each paper in March, April, May, June, September, November, and December.

*Total of 7 ads x \$125/ad (includes 30% discount) = \$875.*

**EVENTS MAGAZINE:** Quarterly magazine with town specific editorial content, mailed free to every household within that town.

-Ads to be half-page, black & white and run in two issues of CLINTON EVENTS, CHESTER EVENTS, EAST HADDAM EVENTS, EAST HAMPTON EVENTS, ESSEX EVENTS, HADDAM EVENTS, OLD SAYBROOK EVENTS and WESTBROOK EVENTS from March - December.

*Total of 16 ads x \$117.50 (includes 50% discount) = \$1880.*

**ICRV RADIO:** An internet radio station with programming focused on local issues and events in the lower Connecticut River Valley.

- 60 second spots to run (10) times each month for 12 months. Total of 120 spots x \$10 = \$1200.

ACTION	EDITORIAL	SPONSORSHIP	ADVERTISING	EMAIL	DIRECT MAIL	COLLATERAL	SOCIAL MEDIA
<b>ONGOING</b>	Media Releases					\$20 for 20 Postcard	FB / Twitter
<b>JANUARY</b> Thank You Month	VC/HN Column	iCRV:	Enewslette r				FB / Twitter
<b>FEBRUARY</b> Random Acts of Kindness Month	VC/HN Column ICRV – FGF	iCRV:	VC/HB: HC:	E-news		FB / Twitter	
<b>MARCH</b> Women’s History/ Nutrition Month	VC/HN Column iCRV – FGF 20 <sup>th</sup> Feature Story	iCRV:	VC/HB: HC: EVENTS:WB/OSB	E-news	Open House Invitation		FB / Twitter
<b>APRIL</b> Mental Health Community Service <b>CFMC OPEN HOUSE</b>	VC/HN Column iCRV – FGF	iCRV:	VC/HB: HC: EVENTS: Haddam, Chester, Essex	E-news		FB / Twitter	
<b>MAY</b> Mother’s Day	VC/HN Column ICRV - FGF	iCRV:	VC/HB: HC: EVENTS: Clinton E.Haddam, E.Hampton	Enewslette r	Newsletter		FB / Twitter
<b>JUNE</b> Leave A Legacy Father’s Day	VC/HN Column iCRV – FGF	iCRV:	VC/HB: HC: EVENTS: WB/OSB	E-news		Annual Report	FB / Twitter
<b>JULY</b> Summer Camps	VC/HN Column iCRV - FGF	iCRV:	EVENTS: Haddam, Chester, Essex	E-news		FB / Twitter	
<b>AUGUST</b>	VC/HN Column iCRV - FGF	iCRV:	EVENTS: Clinton E.Haddam, E.Hampton	E-news		FB / Twitter	
<b>SEPTEMBER</b>	VC/HN Column iCRV – FGF	iCRV:	EVENTS: (bully-free) VC/HB: HC:	Enewslette r		FB / Twitter	
<b>OCTOBER</b> Bullying Prevention Make A Difference	VC/HN Column iCRV – FGF	iCRV:	EVENTS: (bully-free) VC/HB: HC:	E-news	Newsletter		FB / Twitter

**D**

**NOVEMBER**  
Natl Philanthropy  
CFCM 20<sup>TH</sup> GALA

VC/HN Column  
iCRV - FGF

iCRV:

EVENTS: (bully-free)

E-news

Gala Invite

FB / Twitter

VC/HB:

HC:

**DECEMBER**  
Natl Giving Day

VC/HN Column  
iCRV – FGF

iCRV:

VC/HB:

E-news

Holiday Letter

FB / Twitter

HC:

NOTES:

## **COMMUNITY FOUNDATION OF MIDDLESEX COUNTY MARKETING & COMMUNICATIONS COMMITTEE GUIDELINES**

**INTRODUCTION:** Nothing in these Guidelines shall be construed to supersede the By-Laws or Certificate of Incorporation of the Community Foundation. Every effort has been made to align the three documents, but should any conflicts occur, the By-Laws and Certificate of Incorporation shall prevail. As stated in the By-Laws of December 17, 2013, which may be further cited below, “all provisions in the Certificate of Incorporation, [the] By-Laws or the Act that govern meetings, action without meetings, notice and waiver of notice, and quorum and voting requirements ... shall apply to committees of the Board and their members.”

### **I. PURPOSE**

The Marketing & Communications Committee serves as an outside resource to the Board of Directors acting in an advisory capacity to the Board. The Committee shall aid in the advancement of the message for the Community Foundation.

### **II. MEMBERSHIP**

The members of the Marketing Committee shall consist of the Board Chair, Ex Officio, the President & CEO, and any staff of the Foundation whom the President & CEO deems appropriate to be a member of the Committee. Other members of the Committee will be formally appointed by the Board Chair in consultation with the Governance Committee, the Committee Chairman and the President & CEO of the Community Foundation. Committee members shall possess expertise in marketing, sales, communication, public relations, business operations, advertising or those with an interest to aid in the advancement in the goals and objectives of the Community Foundation.

Whenever feasible, there shall be five to ten (5 - 10) members, including the President/CEO. No more than two of the members should be past directors, and no more than 50% shall be current and past directors combined. Therefore, at least 50% should be community volunteers. The President/CEO is excluded from these allocations. Expectations are that no individual shall serve more than ten consecutive years on the Committee except as may be recommended on a person-by-person basis by the Committee Chair and assigned staff to the Board Chair.

Failure to attend, either in person or by phone, at least 50% of meetings during any 12 month period other than for medical reasons shall be considered a resignation from the committee unless, as determined by the Committee Chair, Chair of the Board, and/or assigned staff that individual makes significant contributions to the work of the committee outside of the meeting structure.

### **III. RESPONSIBILITIES AND DUTIES**

The Committee shall:

1. Review and recommend annual and long-term goals for marketing and communications; monitor and oversee reporting of progress in the achievement of these goals;

2. Provide leadership, advice, and assistance to assure that a positive public image of CFMC exists and enhances the equity (confidence/trust/pride) of CFMC's reputation among audiences and stakeholders who are important to realizing our mission;
3. Provide general oversight of the results and impact of ongoing marketing and communications activities;
4. Coordinate marketing and communications activities and initiatives with fund-raising activities and initiatives;
5. The Committee will review its charter on an annual basis at its first meeting of the calendar year to assure the charter remains relevant to the mission of the Committee, and recommend any proposed changes to the Board for approval.
6. At the first meeting of each calendar year, the Committee will take time to review its past year's activities and performance. The goal of this review will be to evaluate "what worked and what can we do better" in assisting the Board of Directors to improve and communicate the Community Foundation's mission and goals;
7. Periodically review and assess the adequacy of these Guidelines and recommend any changes to the Governance Committee;
8. Conduct a performance evaluation of the Committee every other year and report finding to the Chair of the Board; and
9. Attend to such other matters as the Board may from time to time determine.

The Committee does not have the authority to commit funds for projects, advisors, consultants, etc. without the approval of the Board of Directors or the President & CEO.

#### **IV. SUBCOMMITTEES**

The Committee may appoint subcommittees, but no subcommittee will have final decision-making authority on behalf of the Committee or the Board. The Chair of the Committee shall designate the members and the Chair of any subcommittee.

#### **V. MEETINGS AND QUORUM**

The Committee will meet on alternate months of the Community Foundation's Board of Director meetings. The average number of meetings will be 6 meetings per year, unless special meetings need to be called at the request of the Board or the direction of the Committee.

A majority of the current members of the Committee shall constitute quorum for the transaction of business at any meeting thereof, and the act of a majority of the members of the Committee present at a meeting at which a quorum is present shall be the act of the Committee.

#### **IV. MINUTES**

The Committee shall maintain minutes of meetings and regularly report to the Board on Committee findings, recommendations, and actions, and any other matters the Committee deems appropriate or the Board requests. Minutes are to include list of members present, absent, and/or excused.