



MARKETING AND DEVELOPMENT COMMITTEE JOB DESCRIPTION

PURPOSE: *Leads the board's participation in development and fund raising as well as develops and implements public relations and communications action plans to support the PBO mission.*

Development Related Duties:

- Develops policies, plans, procedures and schedules for board and volunteer leadership involvement in fund raising.
- Educates the board and volunteer leadership about the organization's program plans and the resources needed to reach program goals.
- Understand PBO's mission and be willing to promote PBO and our mission- to prevent blindness and preserve sight- in local community and statewide.
- Familiarizes board members and volunteer leadership with fund raising skills and techniques to build confidence in raising money.
- Keeps the board and volunteer leadership informed about the organization's fund raising progress.
- Sets guidelines for board member contributions and planned giving participation.
- Solicits board members, volunteer leadership, and donors and donor prospects, for contributions and planned gifts.
- Members serve as role models for positive personal philanthropy:
 - ✓ Contribute financially to Prevent Blindness, Ohio Affiliate within your own means.
 - ✓ Schedule a planned giving visit with Prevent Blindness, Ohio Affiliate's President/CEO, VP or Planned Giving Consultant to discuss your plans for leaving a legacy to PBO.
 - ✓ Participate in at least one PBO Special Event as a sponsor, participant, attendee or volunteer.
 - ✓ Promote positive personal philanthropy to others – PBO Board/Executive Council, other volunteers, colleagues, friends, and family.
 - ✓ Identifies, cultivates and approaches major donors. Members take responsibility for corporate follow up calls/visits to their company and a minimum of three others.
 - ✓ Assures that Board/Executive Council Members/Volunteer leaders take responsibility for corporate follow up calls/visits to their companies and a minimum of three others.
 - ✓ Members adopt a minimum of three individual donors and conducts regular communication with adoptee with the goal being to develop relationships with current donors and move them up the ladder of giving – annual, major, planned.

Marketing Related Duties:

- Updates and monitors annual communications goals, objectives and visibility standards.
- Introduce PBO staff to mass and targeted media contacts to promote PBO programs and messages.
- Each committee member to schedule 2 introductions annually within their place of business and/or their mass media contacts.
- Assists with the development and coordination of story placement about PBO programs and messages through media contacts.
- Develop and implement a media relationship plan in your area.
- Secures donations of resources and expertise necessary to reach target audiences effectively (printing, graphics, media contacts, etc.).
- Develops and updates plans for publicly recognizing volunteers.
- Share PBO's media outputs with your network a minimum of 2 times per month.
- Assist in securing a People of Vision Emcee.