

**Policy Area:** Board of Management  
**Document No:** BMPOL 003  
**Version No:** 2.0  
**Next Revision Date:** September 2020

## MARKETING AND FUNDRAISING COMMITTEE CHARTER

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**Effective Date**

**September 2017**

### **1. Purpose**

The Marketing and Fundraising Committee (the Committee) is a standing sub-committee of the Board of Guide Dogs Victoria (the Board). The Committee has been established to assist the Board in reviewing the strategies and outcomes associated with the various areas associated with marketing and fundraising.

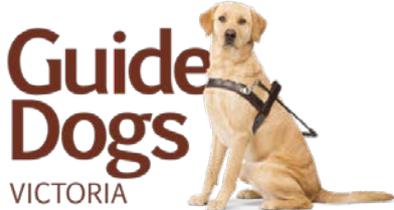
The Committee is responsible for reporting to the Board on all relevant matters relating to this Charter to enable the Board to take any necessary decisions and or actions. The Committee may also be required to provide advice to the Board on specific matters that the Board has referred to it for consideration and advice.

### **2. Composition**

The Committee will consist of up to 4 members of the Board. The Board will appoint the Committee members and the Committee chair. The Chief Executive Officer (CEO) will be required to attend Committee meetings.

### **3. Meetings**

- The Committee will meet at least 2 times a year, and has authority to convene additional meeting, as circumstances require
- Committee members are expected to attend each meeting
- There is a standing invitation for other Directors to attend the Committee meetings
- A quorum of any meeting is 2 members
- The Committee can invite members of management and any other persons deemed appropriate to attend meetings and provide pertinent information
- The Committee Chair may devote time in any agenda for the purpose of confidential open discussion with members of the Committee



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- The CEO and General Manager Fundraising and General Manager Marketing and Communications shall attend by standing invitation and they will arrange for a member of staff to fulfil the role of secretary
- Meeting agendas will be prepared and provided 1 week in advance to members, along with appropriate briefing materials
- Minutes will be distributed to members within 1 week after the meeting
- At a subsequent meeting, the minutes should be checked and endorsed by the Committee, and signed by the Committee Chair as an accurate record of the meeting.

#### **4. Reporting requirements**

The minutes of the Committee meetings are to be included in the agenda of the next available Board meeting, and the Committee Chair will brief the Board on all significant matters discussed at the Committee meetings.

#### **5. Evaluating the Committee**

The Committee will:

- Evaluate its performance on an annual basis
- Obtain feedback from the Board on the Committee's effectiveness
- Review the Marketing and Fundraising Committee Charter at least every three years and discuss any required changes with the Board and ensure that the Charter is approved or re-approved by the Board.

#### **6. Authority**

In discharging its responsibilities under this Charter, the Committee has authority to:

- Seek through the CEO any information it requires from any staff member-all of whom are directed to co-operate with the Committee's requests
- Obtain external professional advice it considers appropriate or necessary in order for it to properly carry out its functions subject to obtaining the prior approval of the Board or the Chair of the Board



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- Make recommendations to the Board.

The Committee has authority to conduct or authorise investigations into any matters within its scope of responsibilities under this Charter.

## **7. Responsibilities**

The Committee is responsible for reviewing the strategies and outcomes associated with:

- Donor acquisition and retention
- Gifts in Wills
- Other fundraising programs
- Events
- Telemarketing
- Marketing
- Public Relations
- Government Relations.

When reviewing the various strategies, the Committee will seek to provide value added input aimed at maximising outcomes. In addition, when reviewing actual outcomes in the various areas associated with marketing and fundraising, the Committee is also responsible for reviewing the adequacy of action being considered/undertaken by management to address any shortcomings.

The Committee will also assist with interactions with sponsors/funders: obtaining funds or in-kind services and thanking sponsors/funders.