

Marketing and Development Committee

Authority

1. The Committee is established under ARTICLE VIII: COMMITTEES & TASK FORCES of the bylaws approved July 22, 2023.

Membership

1. Committee membership will comprise no less than three (3) individuals selected and appointed by the President.
2. Membership of the committee includes regular members; however, the majority of the committee must be Trustees.
3. The committee shall have a Chair and Vice-Chair selected by the President.

Operations

1. The Committee shall meet either virtually, by telephone conference, or in-person a minimum of six (6) meetings per year.
2. A majority of the members constitute a quorum to conduct a meeting.
3. The Chair shall record and keep minutes of meetings.

Responsibilities

1. Generate a marketing and development plan annually to include budget data and provide it to the Executive director.
2. Maintain a branding and marketing strategy, and provide all marketing related activities to include digital marketing, website and newsletter content, and printed media.
3. Plan, execute, and report efforts to raise funds through membership drives, Building Industry Network expansion, annual appeals, grants, corporate sponsors, and fundraising events.
4. Provide support, as needed, to the Executive Director in creating or reviewing ad hoc press releases related to relevant topics.