

_____ **Land Conservancy**
Development Committee
Charter
Draft DATE

The Board of Directors of the _____ Conservancy operates with ___ Standing Committees, overseen by an Executive Committee and its Officers. Standing Committees are those committees *core to the Board carrying out its legal, fiduciary, and governance responsibilities in service to the mission*. Special or ad hoc committees may also be established as needed to manage short term projects or special needs. While each Standing Committee may have goals or objectives specific to a given year, their core responsibilities are summarized below.

Development Committee Responsibilities

Overall role: The Development Committee facilitates and supports the resource development and marketing activities, particularly those related to director activities, to ensure that its development/fundraising and marketing goals are met or exceeded. Individual Board directors are expected to lead in building relationships with individual, corporate, foundation, and agency funders and to advocate for the Conservancy back into their communities. The Development Committee organizes that work.

Sub Committees: As needed for specific development initiatives (e.g. a specific project campaign or a Gala).

Membership: Chaired by a Director with a minimum of two other Board directors serving on the Committee to ensure continuity and succession. Other individuals who are not directors may also serve on the Committee, recognizing that depth and breadth of outside experience in fundraising, communications, marketing, and event planning may be advantageous in the conduct of work and helpful to the Committee's deliberations.

Staffing: The Director of Development serves as staff representative ex-officio and liaison.

Responsibilities:

1. Create and monitor a framework for fundraising activities, including clear and specific roles for Board directors and staff and supported Board director responsibilities.
2. Evaluate and monitor fundraising plans and calendars that meet the short-term and long-term funding needs of the Conservancy. The fundraising plans should clearly identify net

return (ROI) expectations from each activity and donor group, and be accompanied by budgets adequate to produce those results.

3. Establish and annually review a list of donors for individual engagement and stewardship attention. Plan the engagement and stewardship for each one, and assign appropriate Board level responsibility.
4. Establish and oversee sub-committees charged with developing and executing specific fundraising initiatives or campaigns (e.g. a specific project campaign or a Gala).
5. Work with individual Board directors to plan and fulfill their community “ambassador” responsibilities to help spread the word and recruit new members.
6. Develop and monitor resource development policies and procedures including gift acceptance, acknowledgement, in-kind donation, donor record, and deaccession policies.
7. Educate and communicate regularly with Board directors regarding development goals, achievements to date, and actions needed to ensure fulfillment.
8. Regularly educate and facilitate the full Board of Directors’ understanding of *Land Trust Standards and Practices* specific to fundraising and donor relationships.

DISCUSSION SUMMARY

What do we want a Development Committee to do?

- Plan for, establish, and monitor organizational relationships with Conservancy members and donors at the highest levels of giving.
- Manage and coordinate the donor engagement work of Board directors.
- Understand the ROI (net) for each fundraising activity and ensure, on behalf of the Board, that the cumulative ROI will meet the long-term and in the short-term needs of the Conservancy.
- Ensure that the Conservancy’s fundraising activities are funded (budgeted) adequately to be successful.