



## **Board Member Roles and Responsibilities**

There are two sets of requirements for board members – 1) standard responsibilities that all board members, regardless of role, must meet and 2) role specific responsibilities. All currently open roles have a required term length of 2 years.

### **Standard Board Member Responsibilities:**

- Attend at least 8 Board meetings per year
- Attend at least 8 Third Thursday social events per year
- Participate in at least 4 Build Days or Restore volunteer opportunities (or a combination) per year
- Attend the 2020 Board member orientation/day retreat
- Maintain HYPC membership

### **Role-Specific Responsibilities:**

#### Events:

- Lead effort on proposing new fundraising and social events (work with Fundraising)
- Plan logistics (date/time/needs) for monthly Third Thursday and other events and coordinate with partnering venue (work with Communications/Marketing)
- Organize event materials and day-of setup
- Track member/new member participation at all fundraising and social events (work with Member Relations)

#### Fundraising:

- Develop fundraising target with Board Chair and Habitat Charlotte
- Maintain relationships with past business donors (in-kind and monetary)
- Expand relationships with new business donors (in-kind and monetary)
- Oversee all aspects of fundraising activities
- Identify efficient fundraising opportunities in Charlotte

#### Member Relations:

- Generate ideas and execute plans to increase membership
- Assist and attend recruiting events to acquire new members at events
- Follow up with all new HYP members personally and make connection via email
- Design and deliver annual correspondence to members (thank you notes, requests for renewal, etc.)
- Make key connections with other young professional groups to foster awareness
- Work with HYP liaison to follow up quickly with newly signed Membership

- Monitor performance of new membership initiatives
- Monitor effect of events on membership growth
- Ensure successful onboarding of new members and handoff to membership relations chair

#### Communications/Marketing:

- Strategize and implement social media posts across all outlets to promote events and builds (Instagram, Facebook, Twitter, Meetup)
- Maintain current events and pictures on the sites (Website, Instagram, Facebook, Twitter, Meetup)
- Promote The House That Beer Built and other big fundraisers with local media (newspapers, magazines, radio, TV)
- Draft a monthly member newsletter with event updates
- Assist Member Relations on how to target young professional demographic in specific marketing efforts
- Create marketing materials for events in hand with Events Chair
- Ensure relevancy of HYP logo and encourage proper promotional materials are on hand
- In charge of ordering/placing orders for the actual marketing materials (members t-shirts, koozies, etc.)

#### Vice Chair:

- Assist Chair and Habitat Liaison in setting annual priorities and strategy
- Monitor progress toward objectives, and report on the same to Chair and Habitat Liaison
- Perform responsibilities of Chair when Chair is absent or unable to complete them
- Identify needs and opportunities for improved Board effectiveness, such as recruitment criteria and committee structure
- Assist Chair in carrying out Chair's responsibilities and perform tasks delegated by the Chair
- Support and coach board members to ensure responsibilities are met and projects are on-track
- Identify and recruit potential candidates for board and committee membership
- Prepare for role as future Chair

#### Chair:

- Recommend strategy and annual priorities for board approval
- Lead the board and be responsible for the board's overall functioning
- Determine agenda and format of board meetings and ensure they are held with sufficient frequency
- Ensure important issues are promptly escalated to the board for dispositioning
- Encourage open and critical discussion and ensure that dissenting views can be expressed and discussed within the decision-making process

- Contribute to a clear allocation of duties between members of the board and ensure the existence of an efficient flow of information between them so that decisions are made on a sound and well-informed basis
- Monitor the progress of committees toward achieving their objectives