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