

BETWEEN FRIENDS MARKETING COMMITTEE

Purpose

The Marketing Committee will provide insight and support to develop strategies on how to communicate Between Friends' message to potential donors and to generate interest in the noble cause we represent.

Responsibilities

Volunteer members will contribute through their area of skill, expertise and influence by: **1)** supporting the organizations fundraising efforts, **2)** deciding how to combine our cause with a marketing message that resonates with the community and **3)** securing tools and resources to support visibility of Between Friends.

Members will participate on a monthly conference call to provide feedback around marketing efforts to ensure progress is being made toward the annual goals.

For example:

- Provide annual budget recommendations and potential in-kind resources.
- Help identify and recruit community and industry leaders to serve on the marketing committee.

Goals

- Craft the organization's clear and concise marketing message so that potential donors have a clear vision of what the organization stands for and why they should support it.
- Define short-term and long-term marketing needs. Set priorities.
- Strengthen individual donor program so individual giving comprises 25% of revenue.
- Develop communication strategy to make giving simple and easy.
- Identify effective stewardship strategies for keeping different donor categories engaged with the mission.
- Evaluate marketing plan and present outcomes to BOD as needed.

Opportunities For Marketing Committee Members

- **Make a difference:** Opportunity to maximize Between Friends' potential and become a part of its success in creating a community free of abuse.
- **Get Recognition:** members and affiliation will be included on website, newsletter, etc..
- **Career Enhancement:** Invited to include Between Friends on their bio/curriculum vitae;
- **Access:** Have access to board members and staff for presentations, training, and program activities.

Membership Structure

Composition: The committee will include a minimum of three members from diverse backgrounds comprised of community leaders, media, business professionals and other experts in their field.

Time Commitment: Please note this is a **volunteer position**.

Two year term (maximum (2) terms).

The committee currently meets on the 3rd Monday of every month in the evenings.
4 to 7 hours per week including conference calls and assignments.

****CURRENTLY SEEKING INDIVIDUALS WITH EXPERTISE IN****

- Web Design
- Video Editing
- Photography
- Copywriter
- Media/PR

Contact Ana DeBrock at adebrock@betweenfriendschicago.org