

Emerging Leaders Board Charter

Chartered By: Beech Brook Board of Directors	On: 6/25/21	Through: 6/30/23
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Purpose

The Beech Brook Emerging Leaders Board is an integral component of helping Beech Brook continue to grow its' mission of *Helping Children and Families Thrive by Promoting Healthy Child Development, Strengthening the Ability to Overcome Adversity and Enhancing Family Health and Stability* in Greater Cleveland.

General Governance and Composition

The Beech Brook Emerging Leaders Board is composed of at least 7, but no more than 15, Emerging Leaders who live and/or work in Greater Cleveland. Members will commit to a two-year term with the ability to renew based on mutual agreement.

- **President & Board Liaison:** The President & Board Liaison shall preside at all meetings of the Emerging Leaders Board and shall be an ex-officio member of all committees. They shall perform such other duties as the Emerging Leaders Board may from time to time prescribe. The President & Board Liaison is the main contact between the Emerging Leaders Board, Beech Brook's Board of Directors and Beech Brook's Executive Office.
 - **Vice Chair/Secretary:** The Secretary shall make and preserve the minutes of all meetings of the Emerging Leaders Board and shall perform the duties of the President & Board Liaison during their absence or incapacity. Vice Chair/Secretary shall distribute minutes of the Emerging Leaders Board meetings to the rest of the Board as promptly as practicable. They shall be the custodian of all records of the Emerging Leaders Board, other than financial records. The Secretary is invited to attend the Board of Directors meetings along with the President & Board Liaison.
 - **Treasurer:** The Treasurer shall serve as Chair of the Treasurer's Committee, which shall have the responsibility to approve and monitor the Emerging Leaders Board budget. The Treasurer shall see that a quarterly report reviewing the financial operation of the Beech Brook Emerging Leaders Board is submitted to the Emerging Leaders Board, Beech Brook's Board of Directors and Beech Brook's Executive Office. The Treasurer will be on the Board of Directors Finance and Endowment Committee.
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- **Social Media Chair:** The Social Media Chair will head the Social Media Committee and will help create and implement a social media strategy in accordance with the Beech Brook Emerging Leaders Board goals and track social media metrics on a regular basis. The Social Media Chair shall sit on the Board of Directors Development and Marketing Committee.

Beech Brook's Senior Director of Development will serve as the Staff Advisor to the Beech Brook Emerging Leaders Board.

Objectives

1. Build networks and awareness of Beech Brook in Greater Cleveland.
2. Increase the number of Friends of Beech Brook and Beech Brook's donor base.
3. Coordinate and support special events, donor solicitation and other related activities.
 - a. Beech Brook 5K Run / 1 Mile walk (increase attendance)
 - b. Spring Fundraiser
 - c. Coordinate and execute two social events per year
 - d. Coordinate and execute two on-line fundraisers per year
 - e. Coordinate and execute gift card drives throughout the year at various social events.

Overall Strategy

1. Develop strategy with respect to how Beech Brook can identify new donors and expand Beech Brook's donor base to new demographics.
 2. Develop a strategy to increase awareness of Beech Brook in Greater Cleveland.
 3. Build capacity for coordinating and supporting special events, donor solicitation and other related activities by developing networks and new avenues for growth.
 4. Coordinate closely with Beech Brook staff to leverage contacts and resources to increase awareness of Beech Brook and participation in Beech Brook donor opportunities and special events.
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Annual Member Expectations

1. Attend bi-monthly meetings.
 - a. Commit to attending a minimum of 4 of the 6 per year
 - b. Meetings will be a combination of both in-person and virtual sessions as decided by the group
2. Sit on at least one committee.
3. Minimum gift of \$100 per year, either as a one-time or monthly recurring gift.
4. Leverage personal/professional networks for at least two of the following:
 - a. Corporate recruitment - Introduce Beech Brook to a minimum of 3 new businesses each year.
 - b. Donor recruitment - Recruit a minimum of 5 new donors to Beech Brook each year.
 - c. Brand awareness - Plan and participate in a minimum of 8 hours of marketing/community outreach events or projects from inception to execution.

Member Benefits

- Expand professional and personal networks.
 - Gain valuable leadership experience.
 - Partner with a member of the Beech Brook Board of Directors in a mentorship capacity.
 - Receive recognition in Beech Brook's newsletter and annual report.
 - Participate in annual Beech Brook Emerging Leaders Board Celebration event
 - Meet people with common interests.
 - Make a positive impact on the well-being of the children and families served by Beech Brook.
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