
Friends of Beech Brook Emerging Leaders Board Charter

Chartered By:	Board Development Committee	On:	10-19-18	Through:	06/30/19
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Environmental Scan

Emerging Leaders boards are an important part of the fundraising mix for any organization. Beech Brook Board members will eventually age-out and so it is best to tap into a very enthusiastic next-gen base, and hopefully transition that demographic to eventually the Board.

Purpose

The Friends of Beech Brook Emerging Leaders Board will be an integral component in 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 Friends of Beech Brook Emerging Leaders Board will be comprised of at least 7, but no more than 11, 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.

The Executive Committee shall consist of the President & Board Liaison, Treasurer, Social Chair, Social Media Chair and Secretary.

The Executive Committee shall, except as otherwise provided, have all the powers and authority of the Friends of Beech Brook Emerging Leaders Board in the intervals between meetings of the Board. The Executive Committee shall not have the powers to elect Members. The Executive Committee shall be responsible for monitoring the overall performance of the Friends of Beech Brook Emerging Leaders Board. Meetings of the Executive Committee may be called by the Board Chair, the Vice Chair, or any two members of the Committee. The date, time, and place shall be determined by the President or those calling the meeting.

- **President & Senior Board Liaison:** The President & Board Liaison shall preside at all meetings of the Friends of Beech Brook Emerging Leaders Board and of the Executive Committee and shall be an ex-officio member of all committees. S/he shall perform such other duties as the Friends of Beech Brook Emerging Leaders Board may from time to time prescribe. The President & Board Liaison is the main contact between the Friends of Beech Brook Emerging Leaders Board, Beech Brook's Board of Directors and Beech Brook's Executive Office.
- **Treasurer:** Shall perform the duties of the President & Board Liaison during her/his absence or incapacity. S/he shall serve as Chair of the Treasurer's Committee, which shall have the responsibility to approve and monitor the Beech Brook Emerging Leaders Board annual budget. S/he shall see that a quarterly report reviewing the financial operation of the Beech Brook Emerging

Leaders Board is submitted to the full Friends of Beech Brook Emerging Leaders Board, Beech Brook's Board of Directors and Beech Brook's Executive Office.

- **Social Chair:** Chairs the Social Committee which is responsible for organizing social events prescribed or approved by Beech Brook's Board of Directors. The Social Chair maintains the social calendar for the Friends of Beech Brook Emerging Leaders Board and responsible for coordinating local press coverage of events put on by the Beech Brook Emerging Leaders Board.
- **Social Media Chair:** The Social Media Chair will maintain the Friends of Beech Brook Emerging Leaders Board social media accounts, including but not limited to Facebook, Twitter, and LinkedIn, create and implement a social media strategy in accordance with the Friends of Beech Brook Emerging Leaders Board goals, and track social media metrics on a regular basis. The Social Media Chair shall sit on the Social Committee.
- **Secretary:** The Secretary shall make and preserve the minutes of all meetings of the Friends of Beech Brook Emerging Leaders Board and the Executive Committee. S/he shall distribute minutes of the Friends of Beech Brook Emerging Leaders Board and Executive Committee meetings to the Friends of Beech Brook Emerging Leaders Board as promptly as practicable. S/he shall be the custodian of all records of the Friends of Beech Brook Emerging Leaders Board, other than financial records.

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. Beech Ball
 - c. Coordinate and execute two social events per year
 - d. Coordinate and execute two on-line fundraisers per year
 - e. Coordinate and execute holiday toy drive

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.

Annual Member Expectations

1. Attend bi-monthly meetings.
 - a. Minimum of 4 of the 6 per year—Second Tuesday of every other month from 7:30-8:30am. Breakfast provided.
2. Sit on at least one committee.
3. Minimum gift of \$100 per for membership dues.
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. 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 your professional and personal networks.
- Gain valuable leadership experience.
- Receive recognition in Beech Brook’s newsletter and annual report.
- Make strategic professional connections through an exclusive networking event with Beech Brook’s Board of Directors.
- Complimentary breakfast at bi-monthly meetings.
- Annual Friends of Beech Brook Emerging Leaders Board Celebration event
- Opportunities to meet people with common interests.
- Opportunity to have a significant positive impact on the well-being of Greater Cleveland and the children and families served by Beech Brook.

Resources (Financial, time commitments, etc.)

- Resources may be requested from Beech Brook’s Executive Office as needed