

Development and Communications Committee Charter

Cornerstone Montessori Elementary School

General Purpose

1. All activities undertaken by the Development and Communications Committee will be consistent with the mission, vision, and values of Cornerstone Montessori Elementary School.
2. The Development and Communications Committee is commissioned by and responsible to the Board of Directors to assume the primary responsibility for communications with constituents for the purpose of raising awareness of Cornerstone and the positive impact the school is having on the East Side Community. The relationships developed through high-quality, ongoing communications are necessary to support the school's fundraising activities, which are organized and overseen by this Committee. This Charter supersedes the Development Committee Charter approved by the CMES Board on 2/19/2014.

Appointments and Composition

1. Appointment of the chair of the Development and Communication Committee shall be made annually by the Board of Directors in accordance with the bylaws.
2. The chair of the Development and Communications Committee shall be a member of the Board of Directors.
3. Committee membership is not restricted to Board members, staff, or parents. The committee is free to appoint qualified members from the community as needed to provide the necessary expertise.

Development Responsibilities

1. Develop annual and multi-year plans that will generate the funds needed to meet the school's fundraising goals.
2. Coordinate all fundraising and development activities.
3. Maintain regular communication with program partners to share information on upcoming opportunities and seek out appropriate means of collaboration while honoring each organization's legal and financial independence.
4. Develop the necessary sub-committee systems to successfully carry out the fundraising events and activities that are part of the annual fundraising plan; supervise the functions of the sub-committees.
5. Develop a plan for involving all Board members in resource development activities for the school.
6. Arrange for Board training on development issues as needed.

7. Create specific, measurable board-level goals for the year as part of the full board planning process.

Communications Responsibilities

1. Develop and implement a calendar of regular communications with donors, potential donors, friends, local businesses, and community organizations for the purpose of raising awareness of Cornerstone and the positive impact the school is having on its students and their families.
2. Design and develop print communication as needed.
3. Pursue appropriate media publicity opportunities for Cornerstone
4. Establish procedures for social media promotion of Cornerstone
5. Develop and maintain electronic database of contacts
6. Seek out ways for Cornerstone to become more involved in the local community, including:
 - Provide community outreach and support
 - Build community awareness
 - Tell our story

General Responsibilities

1. Report to the Board of Directors at regular meetings of the Board in a manner determined by the Board.
2. Annually evaluate its work as a committee and the objectives it has committed itself to and report on same to the Board of Directors.

Approved: November 15, 2016