



TERMS OF REFERENCE COMMUNICATIONS, EXTERNAL RELATIONS

Creation Date: March 19, 2015

Revision Date: March 9, 2020

Purpose/Role:

The Chair of External Relations directs the Chapter's efforts in promoting the Chapter, AFP, philanthropy, and the fundraising profession. Starting with a comprehensive Marketing Plan, the chair works in a number of ways to effectively market Chapter events to members, nonmembers, the media, and the general public. All tasks and projects must be completed within the accounting budget established by the AFP Board of Directors each year.

Responsibilities:

- With support from the communications committee, the chair reviews and approves all marketing and promotional items;
- Prepares the annual schedule of content assignments for the Chapter's e-newsletter;
- Oversees and helps the committee with updates and maintenance of the chapter website;
- Recruits and provides leadership for the communications committee;
- Prepares and submits budget estimates for the following year;
- In collaboration with Philanthropy Awards and Fundraising Day Chairs, coordinates promotional items;
- Builds awareness of the AFP brand (i.e. name/logo/strategic plan) identification;
- Maintains consistency of message and brand throughout AFP's chapter network;
- Position AFP as a reliable, credible information source and advocate on fundraising and philanthropy;
- Turn over to the successor all chapter records and/or property immediately upon completion of term or resignation prior to completion of term.

Membership:

- The AFP Ottawa Chapter, External Relations Chair is a member of the AFP Ottawa Chapter;
- The AFP Ottawa Chapter, External Relations Chair is a member of the Board of Directors.

Accountability:

- Liaises with Communication volunteers from all committees of the board
- Manages and oversees the Communications Committee:
 - *Length of volunteer terms on the Communications Committee are determined by the External Relations Chair*

Meeting schedule and Time Commitment:

- The AFP Ottawa Chapter, External Relations Chair is expected to attend:
 - Monthly Board of Directors meetings;
 - The Annual General Meeting (typically scheduled in May of each year);
 - The AFP Board Orientation Meeting, (typically scheduled in June of each year).

Policies: Reference Volunteer Program Policies

Evaluation: The terms of reference shall be reviewed annually from the date of approval. They may be altered to meet the current needs of all committee members, by agreement of the majority.