



FUNDRAISING COMMITTEE

Terms of Reference

Abstract

The Fundraising Committee delivers activities that support the GUILD objective – to promote public awareness of the Regiment.

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FUNDRAISING COMMITTEE

TERMS OF REFERENCE

REVISION HISTORY

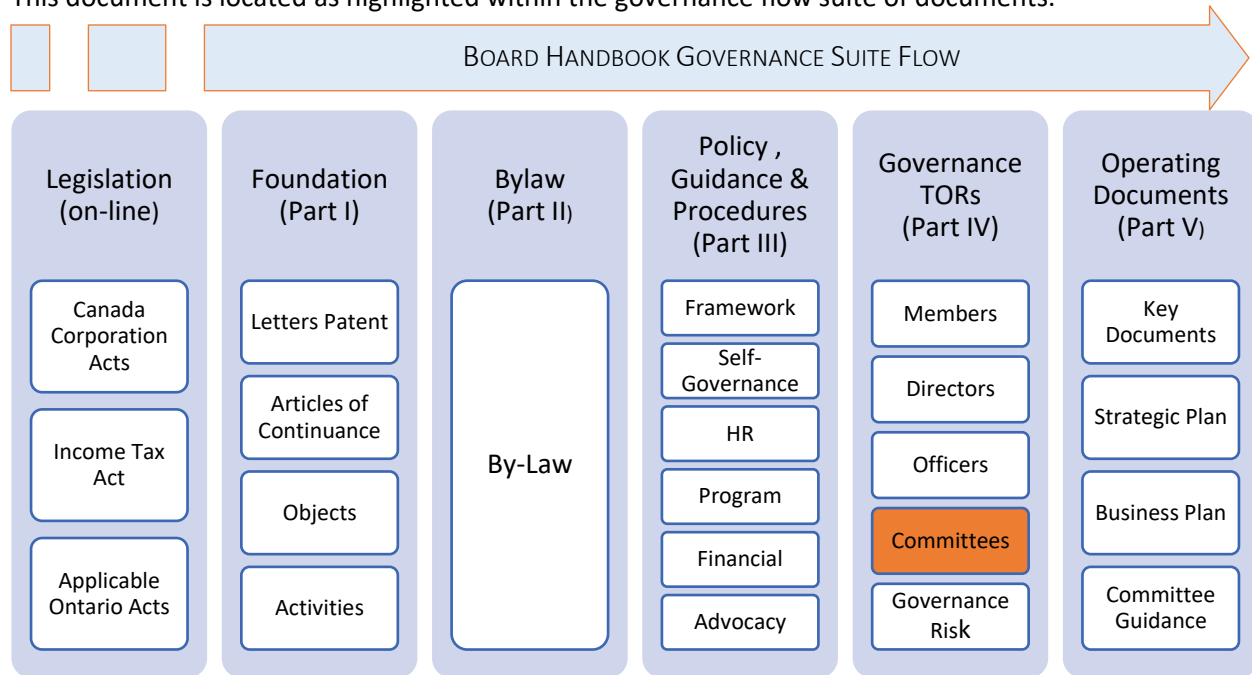
Version	Issue Date	Author	Reason for Change
Draft 1.0	November 2019	Thomas Burnie	Initial draft for comments
Draft 2.0	November 2019	Thomas Burnie	Minor formatting changes
Draft 3.0	November 2020	Thomas Burnie	Added the CFO and Marketing Committee
Draft 4.0	January 2021	Thomas Burnie	Removed investment function, updated RAM, and linked committee purpose to the applicable GUILD objective
Draft 5.0	February	Thomas Burnie	Major editorial changes

APPROVALS

Version	Issue Date	Approving Authority	Comment
1.0	9 November 2019	Board of Directors	Provisional Use
2.0	28 February 2020	Board of Directors	Minor formatting changes
3.0	15 April 2021	Board of Directors	Operating Document

GOVERNANCE FLOW SUITE OF DOCUMENTS

This document is located as highlighted within the governance flow suite of documents.



PURPOSE

Created under the authority of the GUILD of The Royal Canadian Dragoons (the GUILD) By-law Section 44, the Fundraising Committee delivers activities that support the GUILD objectives – to promote public awareness of the Regiment.

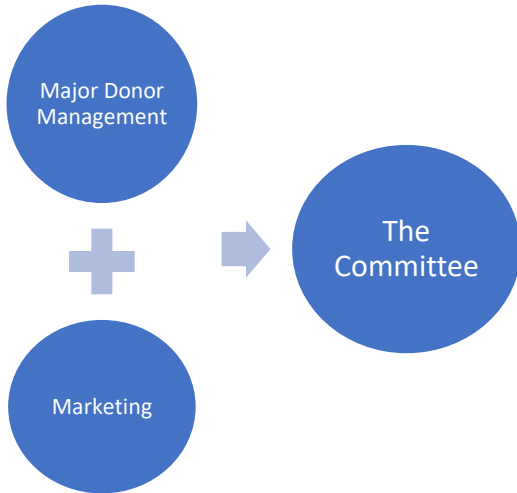
Committee decisions are subject to Board approval.

SCOPE

The Fundraising Committee has two main functions:

- generating income for GUILD charitable and administrative operations by driving immediate revenue and supporting donations to ensure the GUILD has sustainable revenues and is positioned to capitalize on emerging market trends within our charitable space; and
- facilitating public awareness and Regimental Family cohesion through marketing and communication.

COMPOSITION



As a minimum, the committee shall comprise the Board President (Chairperson), the Chief Financial Officer (CFO) in an advisory capacity, a Director assigned for major donor management, and a Director assigned for marketing.

The committee chairperson and Director leading each function are responsible for identifying and recruiting any non-designated GUILD members or external contributors for additional expertise as required for each of the functional areas.

The Board of Directors, by resolution, may remove any Committee member (By-law, Section 44.)

MAJOR DONOR MANAGEMENT

RESPONSIBILITIES AND FUNCTIONS

The donor management team comprising the assigned Director (Chairperson) and the President will develop major donors and fundraising events. The sub-committee should meet at the call of the chairperson at least semi-annually or as required to conduct its work.

The team is responsible for assisting the Board in major donor fundraising affairs in the following key function areas;

- major donor fundraising from high wealth individuals; and
- major donor fundraising from strategic partner organizations.

RESPONSIBILITY ASSIGNMENT MATRIX

The table below reflects the assignment of **major donor management** responsibilities against the summary of key functions.

Legend:

R = Responsible for performing work to complete the task

A = Accountable for the correct and thorough completion of the deliverable or task, the one who ensures the task prerequisites are met and who delegates the work to those responsible

<i>Deliverables and Tasks</i>	Board	Team Chair	President	CFO	Association Reps	Marketing Tea,	Professional Advisors
Fundraising							
Develop the annual planning cycle for specific projects	A	R					
Develop the annual major donors fundraising plan	A	R					
Develop potential corporate and high value donors	A	R					
Develop estate planned giving program	A	R					
Implement the fundraising plan	A	R					

MARKETING

RESPONSIBILITIES AND FUNCTIONS

The marketing team comprising the Director assigned for marketing (Chairperson) and the President will advocate the GUILD in the marketplace to generate all other donors.

The team is responsible for assisting in the following key function areas:

- marketing planning and execution;
- Springbok/Dragon production assistance;
- GUILD website and social media platforms management;
- Association Chapter lines of communication; and
- Dragon ERE list maintenance and communication.

RESPONSIBILITY ASSIGNMENT MATRIX

The table below reflects the assignment of **marketing** responsibilities and tasks against the key functions.

<i>Deliverables and Tasks</i>	Board	Marketing Team	Extra Regimentally Employed (ERE) Rep	President	CFO	Association President	Other Committee Chairs	Webmaster/Photographer	Professional Advisors
Marketing Plan									
Prepare annual plan to include objectives & outcomes	A	R							
Develop and issue communication products to promote the GUILD	A	R							
Support all GUILD committees in promoting and expanding the GUILD constituency	A	R							
Develop marketing and communication plan for special projects	A	R							
Develop strategy and plans for soliciting public donations	A	R							
Support events and other outreach opportunities	A	R							
Springbok/Dragoon Production Assistance									
Participate in the annual planning cycle	A	R							
Provide photographic support		A						R	
GUILD Social Media Platforms									
Develop plan to provide timely information & archival records as per federal guidelines	A	R							
Prepare social media platforms		A						R	
Execute social media usage plan		A						R	
Monitor social media platforms usage for trends		A						R	
Association Chapter Lines of Communication									
Develop communication strategy & plan		R				A			
Execute communication plan		R				A			
Dragoon ERE									
Develop communication strategy & plan		R	A						
Execute communication plan		A	R						

<i>Deliverables and Tasks</i>	Board	Marketing Team	Extra Regimentally Employed (ERE) Rep	President	CFO	Association President	Other Committee Chairs	Webmaster/Photographer	Professional Advisors
Maintain ERE list		A	R						

ADMINISTRATION, REPORTS AND RETURNS

The Committee is responsible for submitting its reports and returns as follows:

- a. meeting Records of Decision¹;
- b. progress reports for Board Meetings;
- c. budget forecasts;
- d. annual work plan;
- e. annual report on the past year's activities; and
- f. performance measures to identify the committee performance/contribution to the GUILD's overall priorities and goals.

¹ The Board Secretary-Treasurer is responsible for filing all records of decisions.