



AWARENESS COMMITTEE

Terms of Reference

[Abstract](#)

The Awareness Committee delivers communications and marketing activities/products that support the GUILD objective #3 – to promote public awareness of the Regiment.

REVISION HISTORY

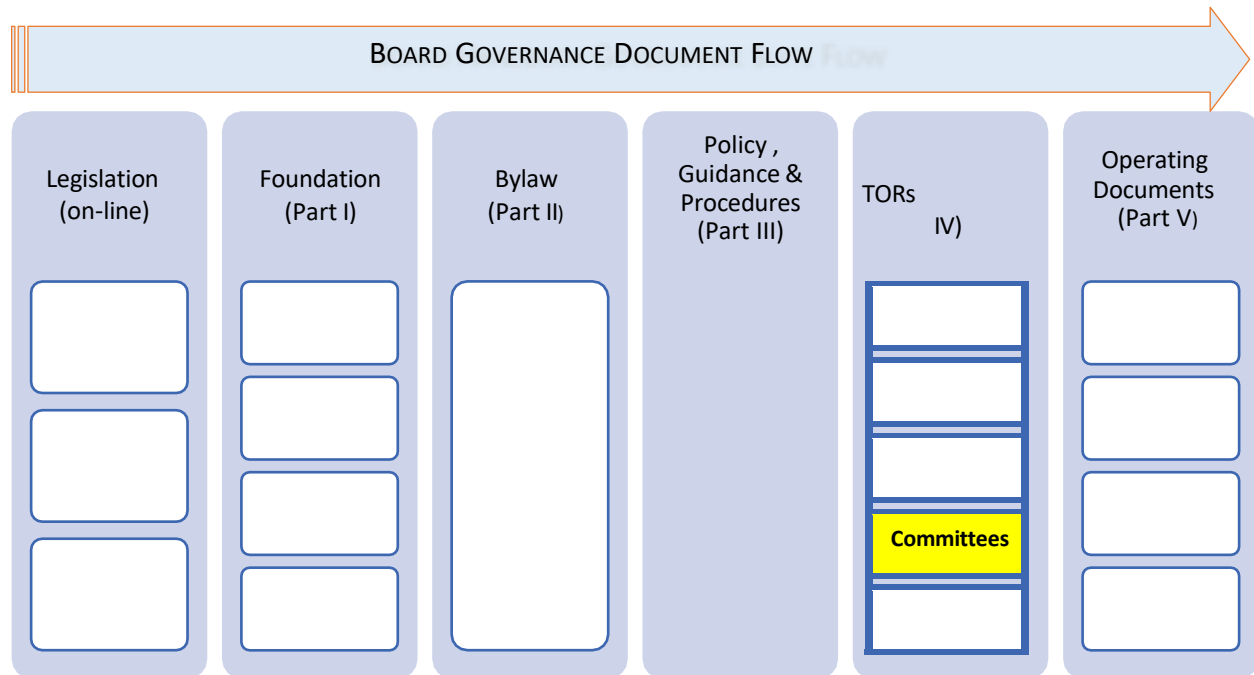
Version	Issue Date	Author	Reason for Change
Draftv1.1	November 2019	Thomas Burnie	Initial draft for comments title Fundraising committee but included fundraising and awareness
Draftv2.1	November 2019	Thomas Burnie	Minor formatting changes
Draftv2.2	November 2020	Thomas Burnie	Added the CFO and Marketing Committee
Draftv3.1	January 2021	Thomas Burnie	Removed investment function, updated RAM, and linked committee purpose to the applicable GUILD objective
Draftv3.2	February 2021	Thomas Burnie	Major editorial changes
Draft 4.1	December 2022	James Follwell	Separated Awareness from Fundraising to meet the intent of Object #3 as a separate committee. TOR re-scoped and enhanced to focus on communications and marketing efforts
Draft 4.2	January 2023	James Follwell	Refined scope and statements for awareness functions of communications and marketing based on reviews
Draft 4.3	February 2023	James Follwell	Further refinements based on reviews, including the move of certain "how" elements into a separate SOP vice in the TORs

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
	17 May 2022	Executive Meeting	Authorized the exploration and development a proposal for separating fundraising and awareness
	4 Nov 2022	Board of Directors	Develop separate TORs for Awareness and Fundraising for subsequent approval
4.0	February 2023	Board of Directors	Operating Document

GOVERNANCE DOCUMENT LOCATION

The Guild has developed a five-year strategic plan which is updated annually. Creating Awareness of the Guild is simply the public expression of the Guild's strategic plan. This document is located within the suite of governance documents as highlighted below:



PURPOSE

Created under the authority of the Guild of The Royal Canadian Dragoons (the Guild) By-law Section 44, the Awareness Committee delivers activities that support the Guild Object # three – to promote public awareness of the Regiment.

Committee decisions are subject to Board approval within established procedures/authorities.

MANDATE

Drawing on the activities of all Guild organizations, the committee will ensure: the production and sharing of Regimental Family information; promotion of Guild activities; and generation of interest within the Regimental Family and external audiences.

COMPOSITION

The Awareness Committee will manage communications and marketing functions to achieve its mandate. As a minimum, the Awareness Committee shall comprise the Guild Coordinator (Chairperson), a Director assigned for communications, a Director assigned for marketing, a representative of the Guild Fundraising Committee, and

representatives from The Regiment and RCD Association. Affiliated Cadet Corps units will also participate as required.

The committee chair is responsible for identifying and recruiting volunteers and/or external contributors for additional expertise as required for the execution of their functional areas (e.g. photographers, online design services, web managers, Social Media reps, publication editors, printing services, etc).

The Guild President and Regimental Patron may also participate in an advisory/mentorship capacity.

The Board of Directors, by resolution, must approve the hiring of paid professionals (unless pre-authorized through business planning) and may remove any Committee member (By-law, Section 44).

COMMITTEE INTER-RELATIONS FOR OPERATIONS

The Awareness Committee can be seen as the integrator of information and messaging for all aspects of Guild operations and charitable programs. While each committee and element of the Regimental Family provides expertise within their lanes of responsibility, the Awareness Committee creates a harmonious and synchronized communications and marketing story that promotes the Guild and its programs.

This Committee will develop an integrated communications and marketing approach. While each function within this committee has clearly defined responsibilities and functions as detailed later in these TORs, most products will be jointly developed and aligned across the corporation to achieve the best results. Wherever possible, products should be designed to be multi-purposed.

Supporting the work of the Fundraising Committee is particularly critical to ensuring consistent, meaningful and relevant messages/products are made available to facilitate fundraising. These products will also be key enablers for corporation leadership and the Patron to highlight our connection to the community and with Canadians.

COMMITTEE RESPONSIBILITIES AND FUNCTIONS

RESPONSIBILITIES AND FUNCTIONS

The Awareness Committee is responsible for raising Guild awareness by sharing information and managing marketing approaches as authorized by the Board of Directors. It shall meet at the call of the chairperson at least quarterly or as required to conduct its work.

Specifically, this committee has three main and inter-related functions:

- Delivering on Guild Object #3 - Achieve awareness growth, shared understanding and synergy of corporate/Regimental Family activities and the benefits of our charitable programs across all elements of the corporation;
- Creating and developing communications and marketing strategies/plans to support the achievement of corporate goals; and
- Supporting all elements of the corporation and Regimental Family with effective communications and marketing products.

RESPONSIBILITY ASSIGNMENT MATRIX

The following table identifies the initial assignment of Awareness responsibilities against the key functions. Subsequent sections of this TOR will further define and detail specific tasks and parameters for successful awareness activities in the context of the Guild Charter. The Awareness Committee may further develop standing procedures to help establish long-term stability and efficiency.

Legend:

R = Responsible for performing work to complete the task.

A = Approval/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.

S = Support the activity by participating as required, providing input, coordination and alignment.

<i>Awareness Committee Deliverables and Tasks</i>	Board	Awareness Chair	Communications	Marketing	Regt & Assn Reps	Fundraising Rep	Other Committees	Advisors
Planning								
Coordinate, Integrate and maintain the corporate communications and marketing strategies.	A	R	RS	RS	S	S	S	S
Develop, manage, align and integrate annual marketing and communications plans as part of business planning	A	RA	R	R	S	S	S	
Create awareness								
Deliver consistent branding and messaging of the corporation through awareness activities		A	R	R	S	S	S	S
Execute approved awareness activities to meet Guild Object #3 and corporate awareness goals		A	R	R	S	S	S	S
Coordinate un-forecasted and/or emerging opportunities to promote awareness for all elements of the Regimental Family both internally and externally	A	RA	R	R	S	S	S	
Build, maintain and enhance awareness platforms/methods/processes for effective communications		A	R	S	S		S	S
Create effective marketing tools to support Guild operations and fundraising		A	S	R			S	
Support Others								
Create and produce tools to promote awareness, including any products required by other entities of the Regimental Family.		RA	S	RS	S	S	S	S
Provide tailored support to conduct fundraising.		RA	S	R	S	R	S	S
Support communications requirements for effective donor Stewardship		RA	R	S	S	R		

AWARENESS STRATEGY

The Awareness Committee leads the development, coordination and integration of the corporate Awareness Strategy. The Awareness Strategy will be the guiding document to support the Corporate Strategy and from which all engagement talking points, key phrases and marketing efforts will be identified. The Awareness Strategy covers a five (5) year period and is reviewed/updated annually as required, or whenever the Guild Corporate Strategy is changed. The Awareness Strategy is approved annually by the Board of Directors.

The Annual Awareness Plan is a sub-component of the Awareness Strategy that is connected to the corporate business plan and fiscal year funding allocations. It identifies the specific awareness support

to events/activities that are forecasted for the next year, including cost estimates, and comprises three elements: applying the Awareness strategy to every activity; improving awareness and the corporate brand both internally and externally; and supporting Guild operations (particularly Fundraising and events).

COMMUNICATIONS FUNCTION

COMMUNICATIONS GOAL

The mandate of Guild Communications is to promote awareness, share information and instill a shared sense of pride within the Regimental Family and into the public.

TASKS

The following key activities constitute the major and enduring communication function:

- Planning Guild Communications;
- Participating in other committees and event groups to coordinate effective and aligned communications themes, key messages and talking points;
- Creating effective community outreach with the general public;
- Coordinating the sharing of messaging, news and information of all activities/achievements of the Guild and Regimental Family;
- Developing, managing and maintaining Regimental Family multimedia platforms (website, Facebook, Twitter, Instagram,...);
- Supporting Regimental Family publications, newsletters and announcements;
- Maintaining distribution and mailing lists; and
- Assisting elements of the Regimental Family (Association, The Regiment, ERE and Affiliated Cadet units) in creating and maintaining effective lines of communication.

MARKETING FUNCTION

MARKETING GOAL

The Marketing goal is to support a heightened understanding of the Guild and its charitable programs, benefits and deliverables. This focuses on enhancing brand recognition and enabling/supporting the generation of revenue (directly and indirectly) while ensuring that the Guild is positioned to capitalize on emerging market trends.

TASKS

The marketing function shall develop and integrate marketing strategies/tools into Guild operations and programs by:

- Contributing to the corporate awareness strategy that supports the Guild Corporate strategy;
- Preparing, coordinating and integrating annual marketing plan(s) into wider plans;
- Establishing, maintaining and supporting the application of the Guild Framework across the corporation, particularly with fundraising;
- Coordinating with other Guild elements to ensure the integration of marketing approaches, including the conduct of marketing awareness training;
- Providing marketing guidance and tools to support advertising and promotional activities;
- Supporting Guild Brand recognition through the design, management and distribution of marketing tools; and

- Contribute to management and content of Guild presentations, website and social media platforms.

ADMINISTRATION, REPORTS AND RETURNS

The Awareness Committee is responsible for submitting its reports and returns to the Board of Directors (through the GUILD Coordinator unless otherwise noted) as follows:

- All meeting Records of Decision;
- Committee progress reports at quarterly Board Meetings (chairs will also verbally provide their report at the meeting);
- Annual work/activity plan and budget forecasts for communications and marketing (through the Guild Business Planner);
- Communications and marketing management performance reviews and improvement recommendations;
- Updated email distribution lists quarterly; and
- An annual progress/achievement report to identify Committee contribution to the Guild's overall priorities and goals.