

USYVL National Marketing/Events Advisory Commission Member Job Description

Purpose

The USYVL volunteer position of National Marketing/Events Commission Member assists and supports the National Board of Directors, National President, Executive Director and Program Administrator in identifying local volunteer issues, providing expert advice and assisting in the development of recommendations for new and/or revised national programs or other specific issues or requirements as directed by the USYVL National President and the National Board of Directors.

A Commission Member is recommended for appointment to a one-year term of office by the Chairperson or Executive Director and is subject to the approval of the President. The position may be extended or opened for application on an annual basis at the discretion of the President in consultation with the Chairperson, the Program Administrator and the Executive Director. When the position becomes vacant for any reason, it shall be opened for applications.

Duties and Responsibilities

In coordination with other Commission members, the Commission Member is expected to:

1. Support USYVL National Programs with their actions and words;
2. Attend all Commission meetings including conference calls;
3. Serve on or lead Commission task forces as approved by the President;
4. With Commission Chair, take primary responsibility for planning, coordinating and implementing all private fundraising activities and events on behalf of USYVL, including, but not limited to committee recruitment and communications, timelines, agendas, event collateral, travel and other itinerary arrangements, all associated logistics, donor and volunteer follow-up and recognition;
5. Support Board of Directors leadership in the solicitation, recognition and stewardship of event sponsorships from individuals and corporations;
6. In cooperation with Marketing Staff, develop, craft, coordinate and disseminate targeted communications materials for all development initiatives;
7. Work closely with the Executive Director, staff members, Board of Directors Members and community volunteers to bolster USYVL's fundraising and membership development efforts, assuring efficient and timely receipt of private funding to meet USYVL's mission and goals;
8. Provide assistance to the Executive Director and Marketing Staff to develop annual revenue and expense budgets for events and fundraising activities;
9. Serve as the representative and spokesperson of the Commission in all venues that he/she attends as a designated representative
10. Work with program administration staff to determine where volunteers and volunteer events are needed and deployed. Serve as liaison between program administrative staff and volunteers; and
11. Complete other tasks as assigned.

Qualifications and Desired Skills

To be considered for the position of Commission Member, the applicant must be a champion of USYVL and its Philosophies and Mission, register as a USYVL volunteer and should:

1. Pursue fundraising activities by initiating contact with potential leadership and major gift donors
2. Move potential donors in an appropriate and timely fashion toward solicitation and closure
3. Provide for on-going promotion of planned giving opportunities

4. Ensure all appropriate sponsorships are achieved
5. Demonstrate commitment to the mission and work with the credibility and persuasiveness to secure support from others

Supervision Protocols

While performing as the Commission Member, the volunteer is:

1. Subject to the Bylaws, Policies, Guidelines and Procedures of USYVL;
2. Appointed by and under the overall authority of the President and is under the direction of the Chairperson;

Orientation, Training, Certification and Continued Education Provided

To prepare a volunteer for the position of Commission Member, he/she must participate in an orientation with the Chairperson and the Program Administrator and attend additional events or activities related to duties and responsibilities outlined above, as identified by the Chairperson, the President or the Board of Directors.

Time Commitment

The term for this appointment as a Commission Member is one year. The time commitment during the term to fulfill the duties of the position is estimated to be between 50 and 60 hours per year.

Activity Locations

While performing the duties of the Commission Member, the volunteer can anticipate that activities may take place in the following locations:

1. USYVL National Office
2. Regularly scheduled USYVL events at local school or park fields, indoor gym facilities, class rooms, meeting halls, offices;
3. Special fundraising events such as tournaments,
4. Meetings with potential sponsors in corporate offices, restaurants or other public places,
5. Independent work at home alone or in committees of adults, or in a properly supervised situation with children; and
6. Other locations designated and approved by the Chairperson and/or the Program Administrator

Measures of Success

1. Attendance at regularly scheduled events such as Commission meetings, conference calls, etc.;
2. Comply with and champion the decisions of the Commission, the President and National Board of Directors;
3. Completion of tasks assigned by the Chairperson within a specified time as written or communicated orally;
4. Secure financial support from individuals foundations and corporations to meet the annual fundraising budget of USYVL;
5. Solicit gifts of \$10,000 and higher;
6. Identify and secure new donors to enlarge the donor base; and
7. Execution of duties and responsibilities in a manner consistent with the Mission of USYVL and the National Programs