

## **Advancement Committee Charter**

The Advancement Committee (the “Committee”) is a special advisory committee of the board (the “board”) of the American Association of University Women (“AAUW”). The Committee acts in accordance with this charter, AAUW’s articles of incorporation and any amendments thereto, AAUW’s bylaws and policies and all applicable laws, and the overall direction of the organization as determined by the board.

### Purpose

The purpose of the Committee is to assist the board in development and implementation of strategies and programs related to fundraising and membership engagement.

### Responsibilities

In carrying out its purpose, the Committee, under direction of the board, shall:

- Conduct its responsibilities for the purpose of making nonbinding advice and recommendations to the board and its committees.
- With the advancement and partnerships staff, help develop and implement a member recruitment and fundraising plan for all current and potential constituencies that support AAUW’s mission and strategic goals;
- With the advancement and partnerships staff, establish a clear set of advancement objectives, goals and priorities for AAUW and monitor the effectiveness of the organization in achieving those objectives, goals and priorities;
- Actively assist in the identification, cultivation, solicitation, and stewardship of donors and prospects;
- Educate state and branch leadership on Committee and Subcommittee activities and promote the use of AAUW resources to support mission-based programs and maximize member recruitment, engagement and retention;
- Make significant, thoughtful and proportionate individual financial commitments, and solicit annual, programmatic and capital gifts from board members and other prospects in concert with the board chair, CEO, and advancement staff;
- With the board and AAUW’s key constituencies, develop and help build membership awareness of the importance of systematic, unrestricted purposeful fundraising consistent with the mission and strategic goals of AAUW;
- Examine AAUW membership and giving trends and analyze implications for AAUW’s future;
- Work with the board chair, CEO, and Advancement and Partnerships staff at the times of a capital fund or comprehensive campaign;
- Recommend to the board for its approval policies and guidelines for accepting philanthropic gifts;
- Together with the CEO, vice president of finance, and Finance Committee help ensure that board and committee members understand AAUW’s financial needs and objectives;
- At least every other year, review and assess the effectiveness of the Committee and this charter;
- Carry out such other responsibilities as may from time to time be assigned to the Committee by the board.

### Committee Membership

The Committee shall consist of at least 10 members and at least a majority of the members of the Committee shall be members of AAUW. The chair(s) and members of the Committee shall be appointed

by the board chair and approved by the board of directors or as appropriate by the Executive Committee and shall serve at the pleasure of the board.

The board chair serves as a nonvoting ex officio member of the Committee. The board chair shall appoint a nonvoting board liaison to the Committee from among the directors of the board. The board liaison communicates board priorities to and for the Committee and serves as a consultative resource to the Committee chair as needed. Committee recommendations and other communications shall be brought to the board by the board liaison.

A staff member designated by the CEO shall serve as a nonvoting staff liaison to the Committee.

#### Terms

Committee members (other than nonvoting ex officio members) shall be appointed for a term of two years beginning July 1 following appointment and shall be eligible for reappointment to the committee for one succeeding term only. In no case shall an appointed member serve for more than three consecutive terms on one committee, the third term being possible only if a committee member becomes chair of the committee. The term limit for a mid-term appointment shall be calculated from the next annual term start date.

In the event that a member misses two consecutive meetings or is unable to fulfill the requirements of the Committee, the Committee chair may recommend to the board that the member be replaced. In the event that the Committee chair misses two consecutive meetings or is unable to fulfill the requirements of the Committee, the board chair may recommend to the board that the Committee chair be replaced.

Committee members who have served for two consecutive terms as members or three consecutive terms if they become chair of the Committee, exclusive of any partial term, shall be eligible for reelection to the Committee following a one-year hiatus.

#### Subcommittees

The Committee may create subcommittees for the purpose of gathering information, conducting analyses, and developing draft recommendations for consideration by the Committee with respect to particular matters related to the responsibilities of the Committee. The specific authority of all subcommittees shall be specified in writing and reviewed at least every other year. All subcommittees must report their recommendations and advice to the Committee for deliberation and discussion. A subcommittee may include members who are not members of the Committee. Subcommittee members are appointed by the Committee chair.

#### Voting and Quorum Requirements

Each member of the Committee, other than nonvoting ex officio members, shall have one vote. A majority of the then-serving members of the Committee shall constitute a quorum for the transaction of business at any meeting. The presence of ex officio members shall not be counted for purposes of determining quorum. The act of a majority of Committee members present at any meeting at which a quorum is present shall be the act of the Committee. There shall be no proxy or ballot voting.

#### Meetings

The Committee shall meet not less than four times each year. Meetings may be held telephonically or electronically so long as all members participating have the opportunity to read or hear the proceedings substantially concurrently with their occurrence. Special meetings of the Committee may be called by the chair of the Committee or any two members of the Committee unless otherwise provided in the bylaws or by a resolution of the board.

### Minutes, Reports, and Records

Minutes of Committee meetings shall be maintained at AAUW headquarters. The Committee chair shall prepare written reports on the Committee's activities and recommendations to the board for the board's regular and annual meetings. The board liaison shall review the written reports from the Committee chair and submit them to the board for review.

## **Advancement Subcommittees**

The Advancement Committee (Committee) hereby establishes two subcommittees for the 2018-2020 term: Fundraising Subcommittee and Member and New Audience Engagement Subcommittee. Additional subcommittees may be appointed by the Committee as necessary or appropriate. The term and charter of each subcommittee shall end in June 30, 2020, unless extended by the Committee prior to such date upon evaluation of the appropriateness of such extension.

### **Fundraising Subcommittee**

#### Purpose and Responsibilities

The purpose of the Fundraising Subcommittee is to support the Committee's fundraising work by gathering information, conducting analyses, and developing draft recommendations for consideration by the Committee in line with the fundraising responsibilities detailed in the Committee charter. Subcommittee responsibilities include:

1. Making recommendations to the Committee on a fundraising plan and fundraising objectives, goals, and priorities that support AAUW's mission and strategic goals;
2. Developing a framework for the Committee to assist in the identification, cultivation, solicitation, and stewardship of donors and prospects;
3. Making recommendations to the Committee on how to develop member, donor, and new audience awareness of the importance of systematic, purposeful fundraising consistent with the mission and strategic goals of AAUW;
4. Making recommendations to the Committee on how to promote unrestricted and loosely restricted support for AAUW consistent with the strategic plan;
5. Examining membership and giving trends, analyzing implications for AAUW's future, and presenting findings to the Committee;
6. Carrying out such other responsibilities as may from time to time be assigned to the Fundraising Subcommittee by the Committee.

The Fundraising Subcommittee may not work independently of the Committee and must report its recommendations and advice to the Committee for deliberation and discussion.

#### Fundraising Subcommittee Membership

The Fundraising Subcommittee shall consist of at least 5 members. At least a majority of the members of the Fundraising Subcommittee shall be members of the Committee, but the Fundraising Subcommittee may include other members who are not members of the Committee. Fundraising Subcommittee members shall be appointed by the Committee chair and shall serve at the pleasure of the Committee chair.

A staff member designated by the CEO shall serve as a nonvoting staff liaison to the subcommittee.

#### Terms

Fundraising Subcommittee members shall be appointed for the 2018-2020 term and, if the Committee determines that the Fundraising Subcommittee shall continue to exist after June 30, 2020, shall be eligible for reappointment to the Fundraising Subcommittee for one succeeding

term only. In no case shall an appointed subcommittee member serve for more than two consecutive terms on the Fundraising Subcommittee.

In the event that a member misses two Fundraising Subcommittee meetings or is unable to fulfill the requirements of the subcommittee, the chair may replace the Fundraising Subcommittee member.

#### Meetings

The Fundraising Subcommittee shall meet between meetings of the Committee. Meetings may be held telephonically or electronically so long as all members participating have the opportunity to read or hear the proceedings substantially concurrently with their occurrence.

#### Minutes and Records

Minutes of Fundraising Subcommittee meetings shall be maintained and submitted to the Committee chair for distribution to the full committee.

#### Evaluation

The Fundraising Development Subcommittee will be evaluated in spring 2020 ahead of the 2020-2022 term to determine whether the Subcommittee should continue beyond June 30, 2020.

### **Member and New Audience Engagement Subcommittee**

#### Purpose and Responsibilities

The purpose of the Member and New Audience Engagement Subcommittee's is to support member and constituent engagement with AAUW's strategic plan. Subcommittee responsibilities include:

1. Working cooperatively with and reporting its findings to the Committee and the Strategic Planning Task Force;
2. Promoting and developing resources for mission-based programming aligned with education & training, pay equity, and leadership focus areas of the strategic plan for members and AAUW affiliates;
3. Developing and recommending strategies for engagement of new audiences, supporters, and advocates;
4. Monitoring and evaluating efforts to implement AAUW's strategic plan priorities with members and new audiences, and recommending changes as necessary to the Committee and the Strategic Plan Task Force.
5. Carrying out such other responsibilities as may from time to time be assigned to the Member and New Audience Engagement Subcommittee by the Committee.

The Member and New Audience Engagement Subcommittee may not work independently of the Committee or the Strategic Planning Task Force and must report its recommendations and advice to the Committee and Task Force for deliberation and discussion.

#### Member and New Audience Engagement Subcommittee Membership

The Member and New Audience Engagement Subcommittee shall consist of at least 8 members from the Committee and the Strategic Planning Task Force, but may also include members who are

not members of the Advancement Committee or Strategic Planning Task Force. At least 3 subcommittee members shall be appointed by the Committee chair upon the recommendation of the Strategic Planning Task Force's staff liaison. The Committee chair shall appoint all other members.

A staff member designated by the CEO shall serve as a nonvoting staff liaison to the subcommittee.

#### Terms

The Member and New Audience Engagement Subcommittee members shall be appointed for the 2018-2020 term and, if the Committee determines that the Members and New Audience Subcommittee shall continue to exist after June 30, 2020, shall be eligible for reappointment to the Member and New Audience Engagement Subcommittee for one succeeding term only. In no case shall an appointed Membership and New Audience Engagement Subcommittee member serve for more than two consecutive terms on this subcommittee.

In the event that a member misses two Member and New Audience Engagement Subcommittee meetings or is unable to fulfill the requirements of the Member and New Audience Engagement Subcommittee, the chair may replace the Member and New Audience Engagement Subcommittee member.

#### Meetings

The Member and New Audience Engagement Subcommittee shall meet not less than 4 times per year. Meetings may be held telephonically or electronically so long as all members participating have the opportunity to read or hear the proceedings substantially concurrently with their occurrence.

#### Minutes and Records

Minutes of the Member and New Audience Engagement Subcommittee meetings shall be maintained at AAUW headquarters and submitted to the Committee chair and staff liaison to the Strategic Planning Task Force.

#### Evaluation

The Member and New Audience Engagement Subcommittee will be evaluated in spring 2020 ahead of the 2020-2022 term to determine whether the subcommittee should continue beyond June 30, 2020.