

# **Fundraising Committee Terms of Reference**

## **Terms of Reference**

Approved November 27 2013

\*\*\* Please note that the Fundraising Committee is under the responsibility of the Outreach Coordinator as per the collective agreement and is not a Board of Directors official committee. Therefore, its TOR is not required to be appended to the bylaws. \*\*\*

## **Purpose**

Working with and assisting the Community Outreach Coordinator to evaluate existing approaches and develop new approaches to raising money for CFRU through the Raise Your Voice annual fundraiser and other events.

## **Composition**

- Consisting of a minimum of 3 members, including a board member, the Outreach Coordinator, and a volunteer.
- Maximum of 6 members, of which remaining positions may be filled by Staff, Board of Directors and/or volunteers. A limit of 2 members from each designation is encouraged. The Station Manager may fill a Board position, or may be appointed by the board to sit on the committee as a non-voting member.
- The Chair of the committee is the Community Outreach Coordinator.
- The Standing Committee may invite such Board Members and outside parties, as may be deemed desirable to attend meetings and assist in the discussion and consideration of the business of the Standing Committee.
- In case of vacancy on the committee, volunteer members must be confirmed by a minimum 50% yes vote after submitting a letter of intent to join the committee, to be conducted at the next scheduled committee meeting.

## **Long term goals of the Committee:**

- Re-envision the Raise Your Voice annual fundraiser and design a sustainable campaign that will generate significant funds for the station.
- Encourage more outreach efforts to expand support for CFRU and the stations fundraising reach.
- Design and support events that move beyond strictly radio as a medium to utilize other media platforms including social media, online efforts and web content, video, etc.

## **Recommendations and ideas from the Committee:**

- Review and acquire more information on in-kind advertising numbers that CFRU has given other festivals and initiatives in the last year and in the coming year. Hopefully, the Station Manager, can offer some insight here.
- To encourage more local advertising, offer secondary advertising rates for local and independent businesses in Guelph.
- Try to connect advertising opportunities, with possible discounts, to other community based events. For example, encouraging restaurants who are participating in the AIDS Committee of Guelph and Wellington's "Taste For Life" fundraiser to advertise on CFRU leading up to or during this event as it's also supporting the ACG and communities in Guelph.

- Investigate offering a period of 'free air-time' for promotion and advertising to encourage paid advertising in the future.
- Develop a plan for one-time advertising spots as an option for artisans and crafters at festivals, like the Hillside Festival. These ads could be recorded using portable recorders and run on the weekend of Hillside or the week following.

### **Notes from the Committee:**

- The annual Raise Your Voice fundraiser has done quite well in drawing in funds in previous years but there is an overall sense that this fundraiser is not reaching many of Guelph's communities and is not as successful as it once was.
- It's helpful that an active Committee member, the Community Outreach Coordinator, is already reviewing advertising efforts and plans.
- The Committee needs clarification in regards to the outlined composition. Do volunteer members need to be non-board member volunteers or can a volunteer who also happens to be a board member occupy the position of volunteer in the minimum three seats of the Committee?

### **Revision Notes**

Drafted by: Peter Bradley – Station Manager March 2013

Modified by: Heather Jarvis – Fundraising Chair – June 2013

Formatted by: Barry Rooke – Station Manager November 1 2013

Approved by: Board of Directors – November 27 2013

\*\*\* SEE NOTE AT TOP OF TOR \*\*\*