

# Advancement Committee

**Membership:** The Advancement Committee is composed of at least one Board member, several non-Board members as assigned, along with the Dean of Advancement and President/Principal as ex-officio, non-voting members.

**Purpose:** The purpose of the Advancement Committee is to assist the Board in oversight of the:

- Annual Fund
- Special Gifts
- Events
- Public Relations
- Scholarships
- Major Gifts
- Memorials
- Endowments

**Structure:** The Advancement Committee is accountable to and reports to the board. The committee is chaired by a board member and meets monthly to prepare for board meetings and accomplish its work.

**Function:** The specific functions of the Advancement Committee are to:

- Provide target goals for all advancement accounts to the finance committee to assist in their preparation of the annual budget.
- Monitor performance of fundraising results compared to approved goals and budget.
- Review fundraising activities to ensure progress toward achieving annual and long-range funding goals.
- Oversee and support the development of communication strategies to further build relationships.
- Ensure that funds raised are used in accordance with legal and accounting requirements and any donor restrictions.
- Make use of technology for tracking and reporting advancement funds and volunteer programs to the Board.
- Review and/or recommend policies related to advancement work with an articulated code of professional ethics.
- Monitor established goals as created by the Coordinator of Enrollment to increase and maintain enrollment at all levels.
- Review and monitor marketing efforts in accordance with established targeted goals.