

## **Board Support Goals -**

*As a BOD Member, your role in the organization includes fiduciary, advocacy/promotion, and strategic responsibilities. At MTL, we have a working board, which means there's less of a focus on significant fundraising as an expectation and a more direct role in operations.*

*The following 3 Areas of expectation are designed to help you identify and map-out your contributions to the organization as a BOD member. Each of you have different skills and resources at your disposal - while you are expected to participate/give in each of the core areas, you can do more/less in whichever sphere best suits your capacity.*

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## **Fundraising**

*While we don't have an expected minimum contribution, MTL should be at/near the top of your personal giving portfolio. You are expected to maintain an active membership, participate in fundraising events/campaigns throughout the year, and engage others in your network to financially support the organization (your Get Goals).*

*As you think about your fundraising contributions to MTL for the following year - use the framework below to help you identify and capture your plan. Fundraising as a BOD Member comes in many forms.*

### **Personal Giving Goals for FY \_\_\_\_\_**

Membership: \_\_\_\_\_

\$ Contribution: \_\_\_\_\_

*(While many of our fundraising activities are scheduled in the last Q, your giving should be spread-out throughout the year. Keep in mind specific contributions for GTMD, YE Match, & P&P)*

In-kind Contributions: \_\_\_\_\_

*(Do you provide professional services, donate items, or directly cover costs for things we would otherwise be paying for from our budget? i.e. donating back your teaching stipend?)*

### **Get Goal:**

*(How will you help MTL secure financial resources from others this year? Who in your sphere of influence might support our mission financially? Your get goal(s) could revolve around direct asks, trying your hand at grant-writing, recruiting event sponsors, in-kind giving or member recruitment. It could also focus on donor stewardship with a pledge to call or write TY notes.)*

## Volunteer Time

*The BOD's strategic and operational role is generally expressed through our volunteer expectation. Minimally, that means active participation in the Monthly Board Meeting and serving as a leader/chair or active member of at least one Committee. 3+ Hours/Month*

## Committee Service

(Which committee interests you the most? What's your second choice? We have to balance participation, but you don't need to serve on the same committee/in the same role forever. )

## On-Site/Operations

(We encourage BOD members to volunteer on-site at the branches in standard roles to better inform your governance decisions and provide insight that can only be gleaned from directly engaging staff/members in the day/day operations.)

## Events/Special Projects

(Which events/special projects are you passionate about and will you support with your time/participation? Makelt, P&P, Annual Meeting, other?)

## Recruitment/Mentoring

(Where could you bolster MTL's people power by engaging and/or mentoring others - providing support and space for them to contribute their time/skills?)

## Marketing/Outreach

*As a BOD Member, you are expected to be a vocal and visible leader - we want to showcase all the faces and stories within our community.*

## Networking

(Who are you going to tell about MTL? How will you share and promote our classes, events, and programming with your personal and professional networks? Elevator Pitches, Formal Invites, Branch Tours, Introductions... How might we leverage your relationships or engage your contacts to support the organization?)

## Social Media

(Like, Comment, & Share our posts to boost reach. Write personal reviews. Help Create/Source engaging Content. Personally post to MemberShare on FB and/or other local neighborhood or thematic social media groups/threads)

## Story Share

(Provide interviews/quotes/op eds for traditional media coverage. Share your personal projects, pictures and member stories. Source stories from other members. To market MTL effectively we need to show the personal impact our programming has - which means we need to collect and share member stories. Speak on MTL's behalf/represent at community events, professional associations, neighborhood mtgs. etc.)