

## **Development & Communications Committee Charter**

### **Purpose**

Donors are essential to the success of Silicon Valley Community Foundation. By leveraging their financial and civic resources, we can fulfill our mission to address the region's most challenging needs as a comprehensive center for philanthropy.

The development and communication committee's primary responsibility is to provide strategic direction for the organization's efforts to recruit new donors and share the community foundation's brand.

### **Responsibilities**

- Provide strategic direction for the development and marketing efforts of the organization.
- Assess the activities of, and advise as appropriate, the various committees that support the development efforts of the community foundation: the Real Estate Trust Advisory Board, the Professional Advisor League, and the Professional Advisor Valley Council.
- Engage the board in strategies designed to attract new donors and engage the community in the work of the community foundation.

### **Membership and Leadership**

The committee shall consist of a minimum of three (3) with a target of five (5) current board members. The committee may include non-board members. The CEO and president and the current board chair will be ex-officio members of the committee.

### **Meetings**

The committee shall meet as necessary, but generally four (4) times annually.