

Rose Kennedy Greenway Conservancy

Development Committee Charter

Adopted: April 7, 2015

PURPOSE: The responsibility for the development of sustainable long-term financial resources for the Rose Kennedy Greenway Conservancy rests with the Board of Directors. The Development Committee provides the Board with guidance and counsel on fundraising plans by reviewing, discussing, evaluating and helping to implement proposed development strategies.

MEMBERSHIP:

The Development Committee membership shall be as defined in organization's bylaws. The Chair of the Board of Directors shall select the Chair(s) of the Development Committee with input from the Board of Directors. All voting members of the Committee shall be independent, non-management and non-staff directors, free from any relationships or financial transactions in the past three years that could interfere with the exercise of his or her independent judgment. Specifically, no member of the Committee shall receive any compensation (directly or indirectly from the Conservancy as a consultant or other professional services except for such compensation that is paid generally to the directors) and no members shall have a financial interest in or have any other conflict with any entity or person doing business with the Conservancy.

The committee shall also seek advice from such other persons as the committee shall, from time to time, determine is appropriate; and such other persons shall serve in non-voting advisory capacities.

RESPONSIBILITIES:

- To help raise funds for the Conservancy through member's personal and professional networks and connections and to oversee the organization's overall fundraising goals and progress, particularly as it relates to fundraising done by the Board.
- To work with development staff to establish a fundraising plan that incorporates a variety of approaches, such as major donor solicitations, special events, direct mail, etc.
- To take the lead in certain types of outreach efforts, such as identifying, cultivating and soliciting major donors.
- To make a personal annual contribution to the Conservancy and to hold all Board members accountable for personal contributions or help in fundraising, such as asking Board members to make telephone calls to ask for support.

- In conjunction with development staff, to participate in planning, organizing, hosting and/or sponsoring fundraising activities that support fundraising for annual operating purposes.
- To identify, enlist, and involve volunteer leaders (both internal and external) to serve as members of this committee dedicated to fostering and financially supporting the Rose Kennedy Greenway Conservancy.
- In conjunction with development staff, identify and engage individual, corporate and foundation prospects.
- In conjunction with the Executive Director, Board Chair, and Director of Development, to solicit major gifts from prospects.
- To participate and assist with cultivation and stewardship of existing donors.
- To serve as Board leaders on the Greenway Gala Host Committee and other special event planning, solicitation, and follow-up.