

SMART GROWTH TULSA

SPECIAL COMMITTEES

December 2016

ADMINISTRATION AND GOVERNANCE COMMITTEE

Section 1 — Purpose of the Administration and Governance Committee: The Administration and Governance Committee helps the Board of Trustees carries out its due diligence function related to the operation, healthy development, and evaluation of the Board of Trustees, its Advisory Board, committees and task forces, and performance of individual board members. The Administration and Governance Committee assists in maintaining the health and functioning of the Board of Trustees and the performance of its corporate responsibilities. It recruits new members, conducts orientation, and produces board materials.

Section 2 — Scope of work for the Administration and Governance Committee:

- a) Monitor the Board of Trustee's due diligence function as it relates to corporate administration and governance, including potential revision of the Bylaws and the establishment of other committees and committee assignments, policies, and procedures. Recommend action to the Board of Trustees.
- b) Monitor the Board of Trustee's due diligence function as it relates to compliance with state and federal non-profit laws and regulations, including but not limited to the U.S. Internal Revenue Service. Recommend action to the Board of Trustees.
- c) Recommend, as may be needed, administration and governance standards for Board of Trustees, Advisory Board, Editorial Board, and committee operations. Monitor adherence to said standards and initiate dialogue for change. Recommend any organizational structure changes to assure that the Board of Trustees fulfills its legal and moral obligations.
- d) Monitor effectiveness of administration and governance policies (e.g., Board of Trustees, Advisory Board and Editorial Board operations, and member performance, etc.). Recommend changes and/or new policies to the Board of Trustees.
- e) Review and recommend optimum composition for the Board of Trustees, and the Advisory Board and Editorial Board, including diversity screens, skills, and behaviors.
 - 1) Leads in assessing current and anticipated needs related to Board of Trustees, Advisory Board, and Editorial Board composition, determining the knowledge, attributes, skills, abilities, influence, and access to resources the Board of Trustees, Advisory Board and Editorial Board will need to consider in order to accomplish their future work.
 - 2) Develops profiles of the Board of Trustees, Advisory Board, and Editorial Board as they should evolve over time.

- f) Design and execute a process to recruit and retain the best Advisory Board and Editorial Board members to help achieve the organization's mission, including the following activities:
- 1) Identification, cultivation, and screening of candidates for the Advisory Board and the Editorial Board;
 - 2) Recommendation of Advisory Board and Editorial Board candidates to the Nominating Committee of the Board of Trustees;
 - 3) Develop and periodically review annual volunteer service agreements to be executed by Advisory Board and Editorial Board members.
 - 4) Designs and oversees a process of new Advisory Board and Editorial Board member orientation and development, including gathering information needed during the early stage of board service and what is expected of individual board members;
 - 5) Designs and implements an ongoing program of Advisory Board and Editorial Board information and education.
- g) Periodically review/revise the Administration and Governance Committee description of responsibilities and recommend to the Board of Trustees for action.

MARKETING AND COMMUNICATIONS COMMITTEE

Section 1 — Purpose of the Marketing and Communications Committee: The Marketing and Communications Committee develops the external marketing and communications strategies used to promote Smart Growth Tulsa's vision, mission, and programs. The Marketing and Communications Committee handles the task of crafting the Smart Growth Tulsa's marketing message as well as the marketing messages for the various programs SGT promotes. The Marketing and Communications Committee decides the most effective means of communicating marketing messages that resonate with SGT's patrons.

The Marketing and Communications Committee acts to present the organization's mission and objectives so that potential patrons have a clear impression of what the organization stands for and why they should support it. In conjunction with the Development and Fundraising Committee, the Marketing and Communications Committee has an essential role in supporting SGT's fundraising efforts and should be designed to keep existing patrons connected with the organization's mission and causes, which increases the likelihood that they will donate to future causes.

Marketing and communication strategies should also target potential volunteer workers to donate their time and skills on behalf of the organization and strategy of SGT.

DEVELOPMENT AND FUNDRAISING COMMITTEE

Section 1 — Purpose of the Development and Fundraising Committee:

- a)* In conjunction with the Board of Trustees' Finance Committee, develop a plan that will set fundraising goals and assess progress towards meeting those goals.
- b)* Review the marketing and communications plan and coordinate with the Marketing and Communications Committee.
- c)* In conjunction with the Marketing and Communications Committee, involve and cultivate major gift prospects and target marketing messages to prompt potential patrons to donate. Regularly evaluate the potential of prospects for increased levels of contributions.
- d)* Establish fundraising policies, including the establishment of program-specific, annual, special, and planned giving programs. Establish solicitation requests to match a patron's capacity to give.
- e)* Use market research methods or database marketing techniques to find potential financial contributors. Examine development trends and analyze their implications for the future.
- f)* Assign fundraising tasks for Trustees and Advisory Board members in consultation with the Chair of the Board of Trustees and the Executive Director and organize members of for fundraising activities.
- g)* Review options and make recommendations to the Board of Trustees' Finance Committee for using events to meet fundraising and public relations goals.
- h)* Develop an expectation for financial contributions from all members of the Board of Trustees and the Advisory Board and provide leadership by making their own gifts.
- i)* Arrange for periodic Trustee and Advisory Board training in fundraising and development.
- j)* Give input to the Executive Director on hiring and evaluating the work of a Development Director.