

AFP Silicon Valley Chapter
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President

(Elected Position)

Length of Term: 1 year as President, 1 year as Immediate Past President

Average Time Commitment per Month: 40 hours

General Function of the Position:

The President oversees activities of the Chapter membership. Accordingly, the President is accountable to the entire Chapter.

Job Know How and Principal Activities:

The President is a Chapter member in good standing with at least seven years' experience in the development field and/or a CFRE. Excellent organizational and people skills a must!

- Call meetings of the Board of Directors, plan the agenda and lead meetings to conduct the business of the Chapter in a timely way.
- Recruit and appoint chairs for the non-elected standing and special committees of the Board.
- Support, supervise, and encourage Vice Presidents and other Board members in their duties. Conduct one-on-one meetings as necessary.
- Attend committee meetings when necessary.
- Attend regularly scheduled Board meetings and retreats
- Represent the Chapter at public meetings and with the media, as needed.
- Represent the Chapter at Philanthropy Day.
- Represent the Chapter at regional meetings of AFP Presidents or appoint a representative.
- Represent the Chapter as a delegate to the National Assembly.
- Ensure that activities of the Chapter are conducted in accordance with the Bylaws and the law.
- Coordinate planning for the long-term continuity and health of the organization, including Chapter goals and objectives.
- Plan annual board retreat with President-elect.
- Work with the President-Elect for a smooth transition of responsibilities.
- Review, provide feedback, and sign all partnership and individual consultant contracts for the chapter.
- Act as a liaison with the Administrative Assistant for the Chapter by managing her time with board members. Meet with her once a month to discuss and modify current procedures and communication methods.
- Supports AFP SVC Annual Campaign, as well as IHQ's Every Member Campaign, through a personal contribution
- Support Board members in their duties, as needed.
- Serve as a sounding board for Board members and SVC members.

Effect on End Results:

As a direct result of the efforts of the President, the following will occur:

- President-Elect, Vice Presidents and Committee Chairs are inspired to plan and carry out activities and programs in support of Chapter membership.
- President-Elect and Vice President-Elects have a clear vision and enthusiasm for their pending responsibilities.
- The Chapter membership continues to grow, both in numbers and professional development.
- The Chapter membership reflects the diversity of the community and sector.
- The public recognizes the contributions and ethical standards of the professional fundraising community.

President-Elect

(Elected Position)

Length of Term: 1 year as President-Elect, 1 year as President, 1 year as Immediate Past President

Average Time Commitment per Month: 15 - 20 hours

General Function of the Position:

The President-elect assists the President in overseeing activities of the Chapter membership.

Job Know How and Principal Activities:

The President-elect is a Chapter member in good standing with at least seven years' experience in the development field and/or a CFRE. The President-elect is a full-partner with the Board President.

- In absence of President, calls meetings of Board of Directors, plans the agenda and leads meetings to conduct the business of the Chapter in a timely way
- Attend regularly scheduled Board meetings and retreats
- Serves on the Nominations Committee to assess and recommend slate of elected positions and assists appointment of chairs for the non-elected standing and special committees of the Board
- Works in partnership with the President to research and implement new programs approved by the Board of Directors
- Serves as primary liaison between the Chapter and the Administrator; coordinates Chapter contract negotiation and performance evaluation(s)
- Provides orientation for new Board members before the beginning of their terms
- Solicits mid-year and year-end activity reports from Board members.
- Reviews and evaluates year-end reports of committee activities.
- Helps plan and implement mid-year and year-end Board retreats.
- Completes the Chapter Ten Star award application.
- Complete the Accord report for National AFP
- Represents the Chapter as a delegate to the Chapter Presidents' Council.
- Attends the AFP Leadership Academy and annual AFP International Conference
- Supports AFP SVC Annual Campaign, as well as IHQ's Every Member Campaign, through a personal contribution

Effect on End Results:

As a direct result of the efforts of the President-Elect, the following will occur:

- Vice Presidents and Committee Chairs are inspired to plan and carry out activities and programs in response to and in support of Chapter membership
- Vice Presidents-Elect have a clear vision and enthusiasm for their pending responsibilities
- The Chapter membership continues to grow, both in numbers and professional development
- The Chapter membership reflects the diversity of the community and sector
- The public recognizes the contributions and ethical standards of the professional fundraising community

Immediate Past President

(Elected Position)

Length of Term: 1 year Immediate Past President

Average Time Commitment per Month: 10 hrs

General Function of the Position:

Serves as Chair of Nominations Committee to provide Chapter leadership for subsequent year(s) by securing a slate of qualified candidates to be elected to the Board of Directors by the membership of AFP, Silicon Valley Chapter. Oversees selection of qualified candidates to fill current vacancies in elect and other one-term positions.

Job Know How and Principal Activities:

- Recruit and chair a Nominating Committee, consisting of the Past-President, President, President-Elect and other senior level AFP members, as needed
- Attend regularly scheduled Board meetings and retreats
- Solicit updated job descriptions from Board members.
- Develop a plan and timeline to identify and recruit viable Board candidates
- Publicize/market the benefits of involvement and taking leadership to Chapter members
- Seek nominations of candidates, including self-nominations, from the AFP membership
- Evaluate nominations and recruit additional candidates, as needed
- Present a slate of candidates to the membership for election to the Board of Directors
- Work with Board of Directors to fill any vacancies that occur throughout the year due to resignations
- Prepare and send a welcome letter to new members to the Board for the subsequent year
- Participate in planning orientation for new Board members
- Prepare Chapter Service award nomination timeline, collect nominations, review nominations, convene committee to make selection, order award, present award at December meeting.
- Provide assistance to the President and President-elect, as needed, to ensure policy and historical continuity
- Supports AFP SVC Annual Campaign, as well as IHQ's Every Member Campaign, through a personal contribution

End Results:

- Continuity of able and committed Chapter leadership
- Awareness throughout the Chapter of the benefits of assuming leadership positions
- Awareness throughout the Chapter of the leadership opportunities available to members

Treasurer

(Elected Position)

Length of Term: 1 year as Treasurer

Average Time Commitment per Month: 8-10 hours

General Function of the Position:

Responsible for the maintenance of all fiscal records for the Chapter, including financial reports, budgets, investments and monthly reports to the Board.

Job Know How and Principal Activities:

- Treasurer is a member of the Officer's Committee and is expected to attend the majority of these monthly meetings.
- Direct the maintenance of financial records (QuickBooks Online Edition) by the Chapter Administrator
- Working knowledge of Excel
- Review monthly financial reports including budget versus actuals and balance sheet
- Attend regularly scheduled Board meetings and retreats
- Work with Chapter Administrator on reconciliation of bank and investment accounts
- Review invoices and sign checks prepared by the Chapter Administrator
- Train Treasurer-Elect on budget preparation for following year
- Oversee Treasurer-Elect in developing budget and subsequent drafts and present final budget to Board for approval
- Advise and prepare reports to the Board on financial issues relating to the Chapter
- Preparation of annual tax forms using local CPA. Coordinate payment of any fees due the Franchise Tax Board and IRS
- Supports AFP SVC Annual Campaign, as well as IHQ's Every Member Campaign, through a personal contribution

End Results:

- Oversight provided for setting of membership fees and event prices
- Sound management provided for Chapter investments
- Careful monitoring provided of decisions affecting the financial well-being of the Chapter
- Leadership provided for financial planning for immediate and long-term need of the Chapter

Treasurer-Elect

(Elected Position)

Length of Term: 1 year as Treasurer-Elect, 1 year as Treasurer

Average Time Commitment per Month: 6-8 hours

General Function of the Position:

Responsible for assisting the treasurer with the maintenance of all financial records for the Chapter. Collaborate with VP Elects to prepare budget for upcoming fiscal year for approval by the Board.

Job Know How and Principal Activities:

- Assists Treasurer with oversight of all financial records and Chapter investments
- Lead Board process to draft and present budget for upcoming fiscal year.
- Working knowledge of Excel.
- Attend regularly scheduled Board meetings and retreats
- Supports annual AFP SVC Annual Campaign through a personal contribution
- Become familiar with QuickBooks system, financial reports, and investment structure
- Assemble/update job descriptions for Treasurer and Treasurer-Elect
- Announce budget preparation process at July or August Board meeting
- Prepare and present budget-planning worksheets to VP elects and Chairs for upcoming year's budget
- Develop a draft budget for presentation to Officers Committee and to the full Board for approval in advance of start of new fiscal year (November or December)
- Assemble/update current year financial reports and documents for inclusion in next year's binder Board
- Supports AFP SVC Annual Campaign, as well as IHQ's Every Member Campaign, through a personal contribution

End Results:

Accurate and well-maintained Chapter financial records

Continuity of financial leadership for the Chapter

Continuity in strategic planning for financial management and sound investment of Chapter resources

Secretary

(Elected Position)

Length of Term: 1 year as Secretary

Average Time Commitment per Month: 10-12 hours

General Function of the Position:

The Secretary supports the administrative function of the Board. This includes, but is not limited to, the following: notifying Board members of monthly report deadlines, preparing and emailing meeting notices and Board packets, taking minutes at Board meetings.

Job Know How and Principal Activities:

The Secretary is a Chapter member in good standing with at least two years' experience in the development field. The Secretary is expected to attend the majority (80 percent) of Board meetings, including retreats, and to secure back-up if unable to take minutes at any of these meetings. In addition, the Secretary is a member of the Officers Committee and is expected to attend the majority of these monthly meetings.

- Attend regularly scheduled Board meetings and retreats
- Record and write up minutes of all Board meetings
- Distribute meeting minutes to all Board members
- Send Board Meeting notices
- Provides Chapter Administrator with copies of all board packets, including minutes
- Work with VPs and Committee Chairs to obtain monthly written reports, and provide copies of reports for the Board meetings
- Work with Administrator to maintain/update the book of minutes, Chapter policies, procedures and changes of bylaws
- Arrange for coffee at board meetings by completing the coffee roster
- Assist President in preparing and mailing monthly board meeting packets
- Supports AFP SVC Annual Campaign, as well as IHQ's Every Member Campaign, through a personal contribution
- Serve as liaison between Officers Committee and one other selected committee
- Maintain the Board Dashboard as a tool for tracking strategic plan goals
- Oversee the compilation and upkeep of the Board Calendar

End Results:

- Board members will be apprised of all major decisions and activities rendered at Board meetings

VP Development

(Elected Position)

Length of Term: 1 year as VP of Development

Average Time Commitment per Month: 10-15 hours

General Function of the Position:

The VP Development coordinates all fundraising efforts for the Chapter and assists the Chapter in successfully raising the approved annual income budget. The intent for chapter development efforts includes raising funds through developing and cultivating lasting relationships and setting a best practices example of ethical fundraising and stewardship.

Job Know-How and Principal Activities:

- Attend regularly scheduled Board meetings and retreats
- The VP Development, with the Chapter Development Committee, leads a collaborative effort of chapter fundraising that raises the budgeted sponsorship income and involves the coordinated efforts of all chapter leaders and committee members responsible for specific program activities.
- Provide a strategic approach to chapter fundraising through an annual development plan based on the approved chapter budget.
- A Development Committee is organized and operated with representation that fosters collaborative and united fundraising efforts.
- Work with other chapter leaders and committees in developing appropriate case statements and promotional materials for fundraising efforts.
- Manage and coordinate a thorough prospect and donor management process that includes identification, qualification, cultivation, matching interests, recognition/sponsorship, and stewardship.
- Consider supplementing existing recognition and sponsorship opportunities with a coordinated array of sponsorship opportunity packages, with associated benefits as necessary.
- Ensures sponsors and donors are appropriately recognized for their gifts.
- Supports AFP SVC Annual Campaign, as well as IHQ's Every Member Campaign, through a personal contribution

End Results:

- An increased amount of funds and the budgeted sponsorship income for the chapter is successfully raised
- AFP standards and best practices for fundraising are exemplified
- Number of AFP Silicon Valley Chapter donors and supporters is increased through cultivation
- Model stewardship, recognition and sponsorship opportunities are successfully used in chapter fundraising, resulting in repeating support and lasting relationships
- An effective chapter fundraising database is kept current and relied upon for the ongoing development program

VP-Elect Development

(Elected Position)

Length of Term: 1 year as VP-Elect of Development, 1 year a VP of Development

Average Time Commitment per Month: 8 hours

General Function of the Position:

The VP-Elect of Development assists the VP of Development in coordinating all fundraising efforts for the Chapter and assisting the Chapter in successfully raising the annual approved budgeted sponsorship income. The intent for chapter development efforts includes raising funds through developing and cultivating lasting relationships and setting best-practices examples of ethical fundraising and stewardship.

Job Know-How and Principal Activities:

The VP-Elect of Development assists the VP of Development with the Development Committee to lead a collaborative effort of chapter fundraising that raises the budgeted sponsorship income and involves the coordinated efforts of all chapter leaders and committee members responsible for specific program activities.

- Attend regularly scheduled Board meetings and retreats
- Provide a strategic approach to chapter fundraising through an annual development plan based on the approved chapter budget
- A Development Committee is organized and operated with representation that fosters collaborative and united fundraising efforts
- Work with other chapter leaders and committees in developing appropriate case statements and promotional materials for fundraising efforts
- Manage and coordinate a thorough prospect and donor management process that includes identification, qualification, cultivation, matching interests, recognition/sponsorship, and stewardship
- Oversees fundraising database management
- Considers supplementing existing recognition and sponsorship opportunities with a coordinated array of sponsorship opportunity packages, with associated benefits
- With support of development committee, coordinate chapter's annual giving campaign; activities may include:
 - Plan theme and motto
 - Write and distribute case statement, content for website, thank you letters, etc.
 - Plan method of campaign, i.e. mailer, online letters, phone bank, luncheon announcements
 - Determine campaign timeline
- Supports AFP SVC Annual Campaign, as well as IHQ's Every Member Campaign, through a personal contribution

End Results:

- An increased amount of funds and the budgeted sponsorship income for the chapter is successfully raised
- AFP standards and best practices for fundraising are exemplified
- Number of AFP Silicon Valley Chapter donors and supporters is increased through cultivation
- Model stewardship, recognition and sponsorship opportunities are successfully used in chapter fundraising, resulting in repeating support and lasting relationships
- An effective chapter fundraising database is kept current and relied upon for the ongoing development program
- Accurate and well-maintained annual campaign financial records
- Maintain or increase member participation in annual campaign

VP Diversity

(Elected Position)

Length of Term: 1 year as VP of Diversity

Average Time Commitment per Month: 10-15 hours

General Function of the Position:

The Vice President of Diversity oversees the diversity activities of the Chapter through management of the Diversity Committee.

Job Know How and Principal Activities:

This job requires two years' experience in fundraising, evidence of being an advocate of diversity, excellent organization, communication and people skills.

- Provide guidance to and coordinate Diversity Committee members and their activities
- Ensure Committee members are represented on key Chapter committees (Membership, Programs, Education, Professional Development)
- Coordinate and facilitate Diversity Committee meetings
- Provide training and orientation for new members interested in diversity
- Empower chapter members to be advocates of diversity and encourage them to seek further involvement with the Chapter
- Identify community leaders and a Senior Advisor (as needed) to participate on the Committee
- Support the diversity efforts of Chapter committees
- Attend regularly scheduled Board meetings and retreats
- Supports AFP SVC Annual Campaign, as well as IHQ's Every Member Campaign, through a personal contribution
- Develop and implement outreach methods so that the demographics of our region (in terms of ethnicity, race, gender, religion and sexual orientation) are reflected in our membership and at the board/committee level.
- The VP of Diversity and/or the VP-Elect of Diversity schedule committee meetings and set the agendas;
- Training and Orientation – the VP of Diversity and/or the VP-Elect of Diversity schedule and facilitate trainings and orientations for new Diversity Committee members 1:1 or in small groups

End Results

- Every committee works to further the Chapter's diversity goals
- Through the Committee, more members are provided with the training and empowerment they need to become advocates of diversity in all they do
- The chapter will continue to become more reflective of our community.

Key deadlines

January 31

The Friends of Diversity Designation <http://www.afpnet.org/files/ContentDocuments/FriendsofDiversityForm.pdf>

Mid-July

The Charles R. Stephens Excellence in Diversity Award

VP-Elect Diversity

(Elected Position)

Length of Term: 1 year as VP-Elect of Diversity, 1 Year as VP of Diversity

Average Time Commitment per Month: 8 hours

General Function of the Position:

The VP-Elect of Diversity assists the VP of Diversity with the oversight of diversity activities of the Chapter through management of the Diversity Committee. The VP-Elect Diversity manages one or more Principal Activities or assists the VP of Diversity as assigned.

Job Know How and Principal Activities

This job requires three years' experience in fundraising, evidence of being an advocate of diversity, excellent organization, communication and people skills.

- Provide guidance to and coordinate Diversity Committee members and their activities
- Ensure committee members are represented on key Chapter committees (Membership, Programs, Education, Professional Development)
- Coordinate and facilitate Diversity Committee meetings
- Provide training and orientation for new members interested in diversity
- Empower committee and chapter members to be advocates of diversity and encourage them to seek further involvement with the Chapter
- Identify community leaders and a Senior Advisor (as needed) to participate on the Committee
- Support the diversity efforts of Chapter committees
- Attend regularly scheduled Board meetings and retreats
- Supports AFP SVC Annual Campaign, as well as IHQ's Every Member Campaign, through a personal contribution
- Better integrate diversity in all chapter efforts.
- Develop and implement outreach methods so that the demographics of our region (in terms of ethnicity, race, gender, religion and sexual orientation) are reflected in our membership and at the board/committee level.
- Budget planning - the VP-Elect of Diversity works with other VP-Elects to develop the budget for diversity activities in the upcoming year

End Results

- Every committee works to further the Chapter's diversity goals,
- If possible Diversity Committee budget will generate positive cash flow. Minimally, the budget will be revenue neutral.

Process for Major Activities

- The VP of Diversity and/or the VP-Elect of Diversity schedule committee meetings and set the agendas;
- Training and Orientation – the VP of Diversity and/or the VP-Elect of Diversity schedule and facilitate trainings and orientations for new Diversity Committee recruits 1:1 or in small groups

Key deadlines

January 31: The Friends of Diversity Designation

<http://www.afpnet.org/files/ContentDocuments/FriendsofDiversityForm.pdf>

Mid-July: The Charles R. Stephens Excellence in Diversity Award (apply only as appropriate)

Please check the AFP website www.afpnet.org for application and due date(s).

VP Education

(Elected Position)

Length of Term: 1 year as VP of Education

Average Time Commitment per Month: 15 - 25 hours

General Function of the Position:

The Vice President of Education supports professional development and advancement of Chapter membership. This includes, but is not limited to, the following: CFRE preparation (including CFRE study groups and/or CFRE preview course), Mentorship Program, audio conferences, Masters Series, Fundraising School and contributions to the e-news about professional development opportunities.

Know How and Principal Activities:

- The Vice President of Education is a Chapter member in good standing with at least three years' experience in the development field. Excellent organizational and people skills are a must.
- The Vice President of Education will assist in the Chapter's overall efforts to accomplish the following: 1) guide newer fundraising professionals in accessing information (and people) that will support career development and ultimately, development of the fundraising field; 2) inspire "seasoned" professionals in their continued career growth; and 3) promote new Chapter membership by involving non-members in education program offerings.
- For example, these goals may be achieved through the following activities: 1) promotion of CFRE certification, 2) Mentorship program, 3) Master Series programs, 4) presentation of The Fundraising School, and others that are identified throughout the year.
- Supports AFP SVC Annual Campaign, as well as IHQ's Every Member Campaign, through a personal contribution
- Attend regularly scheduled Board meetings and retreats

Effect on End Results:

- As a direct result of the efforts of the Vice President of Education, the following will occur:
- Chapter members will participate in preparation for the CFRE process
- Twenty members or more will benefit from the experiences and counsel provided by mentors
- As appropriate, launch any new programs that are felt to benefit the education needs of the membership
- Education portion of the budget will reflect positive net income due to program fees and fundraising sponsorships.

VP-Elect Education

(Elected Position)

Length of Term: 1 year as VP-Elect of Education, 1 year as VP of Education

Average Time Commitment per Month: 10 hours

General Function of the Position:

The Vice President-Elect-Education assists the Vice President-Education with the educational activities of the chapter with the goal of serving the membership and developing the fundraising field. Responsible for ensuring that all eligible Chapter educational activities and programs are certified for CEU credits through CFRE International www.cfre.org

Know-How and Principal Activities:

- This job requires two years' experience in fundraising, as well as excellent organization, communication, and people skills. Principal activities are designed to:
 - 1) guide newer fundraising professionals in accessing information and providing networking opportunities that will support career growth and development of the fundraising field;
 - 2) inspire "seasoned" professionals in their continued career growth; and
 - 3) promote new Chapter membership by involving non-members in education program offerings
- These goals may be achieved through the following activities:
 - 1) promotion of CFRE certification,
 - 2) Mentorship program,
 - 3) Master Series programs,
 - 4) presentation of The Fundraising School, and others that are identified throughout the year. VP of Education should work directly with other VPs to coordinate efforts and develop an annual strategy.
- The Vice President-Elect-Education will serve on the Education Committee and manage one or more activities or assist the Vice President–Education as assigned.
- Supports AFP SVC Annual Campaign, as well as IHQ's Every Member Campaign, through a personal contribution
- Attend regularly scheduled Board meetings and retreats

End Results of Work by the Education Team:

- Chapter members will participate in preparation for the CFRE process
- Twenty members or more will benefit from the experiences and counsel provided by mentors
- As appropriate, launch any new programs that are felt to benefit the education needs of the membership
- Education portion of the budget will reflect positive net income due to program fees and fundraising sponsorships.

VP Marketing (Elected Position)

Length of Term: 1 year as VP of Marketing

Average Time Commitment per Month: 20 hrs

General Function of the Position:

The Vice President of Marketing directs the Chapter's efforts in promoting the Chapter, AFP, philanthropy, and the fundraising profession. Starting with a comprehensive Marketing Plan, the VP of Marketing works in a number of ways to effectively market Chapter events to members, nonmembers, the media, and the general public. All tasks and projects must be completed within the accounting budget established by the AFP Board of Directors each year.

Job Know-How and Principal Activities:

With support from the VP-Elect of Marketing, develops and implements a one-year marketing plan for the Chapter to promote membership and raise the Chapter's visibility and stature in the community.

- Strong experience in marketing and media relations
- Excellent writing and editing skills
- Familiarity with (or willingness to learn) word processing software, website structure, and content management systems
- With support from the VP-Elect of Marketing, reviews and approves all marketing and promotional items from other AFP SVC committees.
- Attend regularly scheduled Board meetings and retreats
- Prepares the annual schedule of content assignments for the Chapter's monthly e-newsletter.
- Prepares monthly luncheon slides with input from other Committee VPs.
- With AFP SVC administrative support, and communication with/from AFP IHQ, updates and maintains Chapter website.
- Recruits and provides leadership for Chapter Marketing Committee.
- Prepares and submits budget estimates for the following year.
- Serves as administrator for the Chapter's LinkedIn page
- Supports AFP SVC Annual Campaign, as well as IHQ's Every Member Campaign, through a personal contribution

End Results:

- Increased attendance at events
- Increased membership and outreach to nonmembers
- Increased awareness of membership benefits
- Increased awareness of CFRE and ACFRE standards
- Increased visibility in the community for Chapter events
- Increased media coverage about the Chapter, AFP, and philanthropy
- Increased awareness of high ethical standards and professionalism
- Increased awareness of the role of nonprofits in our community

VP-Elect Marketing

(Elected Position)

Length of Term: 1 year as VP-Elect of Marketing, 1 year as VP of Marketing

Average Time Commitment per Month: 10 hours

General Function of the Position:

The VP-Elect of Marketing assists the VP of Marketing in promoting the Chapter, AFP, philanthropy, and the fundraising profession. The VP-Elect assists in a number of ways to effectively market Chapter programs and events to members, nonmembers, the media, and the general public.

Job Know-How and Principal Activities:

- This job requires strong experience in marketing and media relations, as well as excellent writing skills. It also requires familiarity with word processing software and website structure.
- The VP-Elect of Marketing assists the VP of Marketing in developing and implementing a one-year marketing plan for the Chapter. Activities included are member communications, media coverage, event publicity, membership promotion, and other activities designed to raise the Chapter's visibility and its stature in the community.
- With the guidance of the VP of Marketing, the VP-Elect of Marketing assumes primary responsibility for promoting specific Chapter programs and events, i.e., the Mentor Program, Fundraising School in San Jose, the Scholarship Program, the CFRE program, special workshops, etc.
- In addition, the VP-Elect of Marketing assists the Philanthropy Day Committee with production and editing of several publications for Philanthropy Day, including the newspaper insert, press releases, and public service announcements. The VP-Elect of Marketing is responsible for production and editing of the bi-weekly AFP e-Newsletter.
- Attend regularly scheduled Board meetings and retreats
- Supports AFP SVC Annual Campaign, as well as IHQ's Every Member Campaign, through a personal contribution
- Serve as the administrator for Chapter's Facebook page

End Results:

- Increased attendance at events
- Increased membership and outreach to nonmembers
- Increased awareness of membership benefits
- Increased awareness of CFRE and ACFRE standards
- Increased visibility in the community for Chapter events
- Increased media coverage about the Chapter, AFP, and philanthropy
- Increased awareness of high ethical standards and professionalism
- Increased awareness of the role of nonprofits in our community

VP Membership

(Elected Position)

Length of Term: 1 year as VP of Membership

Average Time Commitment per Month: 10 hours

General Function of the Position:

AFP is the standard-bearer for professionalism in fundraising. The AFP Silicon Valley Chapter is an association of professionals advancing philanthropy by enabling people and organizations to practice ethical and effective fundraising. The VP of membership has overall responsibility for maintaining and/or growing the chapter membership.

Job Know-How and Principal Activities:

- Maintains membership statistics and reports to the Board on a monthly basis; reports membership statistics for the National annual report
- Welcomes new members to the chapter with a personal email
- Encourages Board members to personally greet new members at monthly meetings and other AFP SVC chapter events
- Manages records on lapsed memberships and encourages membership committee members to make calls to past members identified as potential prospects for renewing
- Makes contact with prospective new members and follows up with membership information
- Develops and submits a budget for membership to the treasurer as requested
- Works collaboratively with the Diversity and Marketing Committees to increase chapter membership
- Organizes and chairs monthly Membership Committee meetings
- Maintains a supervisory and working relationship with the Chapter's administrator along with other VP positions
- Attend regularly scheduled Board meetings and retreats
- Assists president of the chapter with requests for membership related activities
- Oversee Chapter Affinity Groups
- Supports AFP SVC Annual Campaign, as well as IHQ's Every Member Campaign, through a personal contribution

End Results:

- Increase membership
- Make contact with all new members via phone, e-mail or letter

VP-Elect Membership

(Elected Position)

Length of Term: 1 year as VP-Elect of Membership, 1 year as VP of Membership

Average Time Commitment per Month: 10 hours

General Function of the Position:

The VP-Elect for Membership assists the Membership Vice President by following up on guests who have attended the monthly luncheons, planning and organizing membership mixers, planning and organizing new member orientations, attending monthly membership committee meetings and providing other support as warranted.

Know How And Principal Activities:

- Chapter member in good standing with at least 2 years of membership renewal and acquisition experience
- Performs general functions of the position
- Performs additional duties as delegated by the Membership Vice President. Duties could include, but are not limited to: membership surveys, welcome letters, name tags, and donor acquisition strategies
- Budget planning - the VP-Elect of Membership works with other VP-Elects to develop the budget for membership activities in the upcoming year
- Supports AFP SVC Annual Campaign, as well as IHQ's Every Member Campaign, through a personal contribution
- Attend regularly scheduled Board meetings and retreats

End Results:

- As a direct result of the efforts of the VP-Elect Membership, in cooperation with the Membership Vice President, the number of members for the Chapter will increase.

VP Programs

(Elected Position)

Length of Term: 1 year as VP of Programs

Average Time Commitment per Month: 15 hours

General Function of the Position:

The Vice President Program coordinates the selection and recruitment of speakers, and oversees all aspects of the Chapter's monthly membership meetings in order to further education, participation, and activity in AFP, philanthropy and the fundraising profession.

Job Know How and Principal Activities:

This job requires three years' experience in the fundraising field, as well as excellent organization, communication, and people skills. The primary roles and responsibilities include the following principal activities:

- Identifies speakers who meet the needs of new and seasoned fundraising professionals, working with board members and other interested AFP members to recruit and promote speakers
- Trains VP Elect of Programs
- Ensures that 10-Star requirements are met for programs – including programs on Ethics and Diversity.
- Recruits and trains volunteer members of the Program Committee
- Coordinates regular Program Committee meetings and/or calls
- With Chapter President and Chapter Administrator, review and negotiate contract for program venue
- Establishes, delegates and oversees tasks required to put on monthly program with members of the Program committee
- Formally thanks the speaker(s) and sponsor by sending a written thank you letter after they have presented
- Responsible for proposing and overseeing the annual Program budget
- Responsible for delegating the following tasks:
 - Prepare, handout, collect and summarize, and report to the Board on the evaluation form responses
 - Arrange for meeting location, room set-up, special audio-visual needs
 - Arrive early to greet speaker, introduce speaker, and arrange for acknowledgment gift
 - Oversee meeting reservations, coordinate caterer and menu for each program
 - Collect speakers bio and picture in the format specified and prepare a paragraph for the invitation, article for the newsletter and email flyer to publicize event
- Determine if other publicity tasks could be undertaken and coordinate their implementation with Marketing Committee
- Seek sponsorship for each of the programs and coordinate all aspects of the sponsorship such as payment, thank you letter, obtaining logo, set up table, introduce sponsor at luncheon
- Assists with any special training seminars or programs as needed and directed by the Board
- Attend regularly scheduled Board meetings and retreats
- Supports AFP SVC Annual Campaign, as well as IHQ's Every Member Campaign, through a personal contribution

End Results:

- Average attendance at monthly Chapter meetings will be 75 members and/or guests
- A minimum of two national-level speakers will be secured each year
- A minimum of two workshops will be offered to membership
- Programs will provide stimulation and insight into career development
- Meet annual revenue goal

VP-Elect Programs

(Elected Position)

Length of Term: 1 year as VP-Elect of Programs, 1 year as VP of Programs

Average Time Commitment per Month: 6 hours

General Function of the Position:

The VP-Elect Program assists the VP Program in coordinating the selection and recruitment of speakers, and helps to oversee all aspects of the Chapter's monthly membership meetings in order to further education, participation, and activity in AFP, philanthropy and the fundraising profession. The VP-Elect in consultation with the VP will delegate specific tasks for each program.

Job Know-How and Principal Activities:

This job requires a minimum of two years' experience in fundraising, as well as excellent organization, communication, and people skills. The primary roles and responsibilities include the following principal activities:

- Assist the VP – Program in identifying speakers who meet the needs of new and seasoned fundraising professionals, working with Board members and other interested AFP members to recruit and promote speakers.
- In consultation with the VP Programs, implement the agreed upon specific tasks for each of the monthly meetings.
- Work with the VP Marketing to gain significant visibility of and attendance at monthly programs, including obtaining speaker's bios and presentation outline.
- Serve as representative on Marketing, Development Committees
- Assist the VP – Program in maintaining the budget.
- Prepare evaluation form for each meeting.
- Arrange for meeting location and room set-up, coordination of catering for Chapter meetings and workshops including any special audio-visual needs the speaker may require
- Arrive early to greet speaker and assist with program set up.
- Attend regularly scheduled Board meetings and retreats
- Assist with any special training seminars or programs as needed and directed by the Board,
- Supports AFP SVC Annual Campaign, as well as IHQ's Every Member Campaign, through a personal contribution
- The VP-Elect will provide assistance, as needed by the VP Program, for other principal activities listed above.

End Results:

- Average attendance at monthly Chapter meetings will be 75 members and/or guests
- A minimum of two national-level speakers will be secured each year
- Programs will provide stimulation and insight into career development for AFP membership

Ethics Chair

(Appointed Position)

Length of Term: 1 year as Ethics Chair

Average Time Commitment per Month: 5 hours

General Function of the Position:

The foundation of philanthropy is ethical fundraising, and a key mission of AFP SVC is to advance and foster the highest ethical standards within its membership. The role of the Ethics Chair is to keep the Chapter informed of AFP's Code of Ethical Standards. When opportunities arise, the Ethics Chair brings to the Board suggestions for ethics activities appropriate for members.

Job Know How and Principal Activities:

- This position serves as the Board liaison with IHQ in regards to updates on fundraising ethics and ethical policies.
- The Ethics Chair may also do additional research using resources such as California Association of Nonprofits, Independent Sector, and other advocacy groups via their websites.
- Specific activities of the Ethics Chair include: preparing handouts for meetings, submitting copy for e-newsletter articles or email alerts, introducing an ethics moment at Chapter luncheons, and preparing monthly activity reports for the Board.
- Leads and coordinates efforts for an annual ethics program (a requirement of the AFP Ten Star Award criteria)
- Attend regularly scheduled Board meetings and retreats
- Supports AFP SVC Annual Campaign, as well as IHQ's Every Member Campaign, through a personal contribution

End Results:

- The primary result of the work of the Ethics Chair is an informed Chapter membership.
- A possible secondary result is an expanded knowledge and awareness of AFP Silicon Valley with government officials.

VP Philanthropy Day

(Elected Position)

Length of Term: 1 year as Silicon Valley Philanthropy Day Chair

Average Time Commitment per Month: 20 hours

General Function of the Position:

Works with AFP SVC Board to set strategic goals and objectives for the Silicon Valley Philanthropy Day luncheon event. Supervises and works with the Event Coordinator (a consultant) who is responsible for logistical and administrative activities of the committee.

Job Know How and Principal Activities:

Works with other AFP SVC Board members whose areas of responsibility intersect with Silicon Valley Philanthropy Day (i.e. Marketing VP, Development VP and Volunteer Coordinator)

- Collaborate with Chapter President and Marketing Committee VP in media negotiations for print, radio/television and social media agreements to promote the event
- Work closely with Development VP to minimize overlap on proposals for event sponsorship
- Define needs and job descriptions for pre-event and day of event volunteers for the Volunteer Coordinator
- Provides clear information for announcements for table tents at each month's Chapter luncheons
- Provides information to the Marketing Committee for slide deck for monthly Chapter luncheons as needed
- With input from AFP SVC President develops list of potential committee members, recruits and coordinates the Silicon Valley Philanthropy Day Committee, which is responsible for three major functions and is composed of three sub-committees: Nominations and Selections Committee, Marketing Committee, and Sponsorship & Ad Sales Committee
- Shepherds the process of determining whether there will be a Glenn George Heart of Philanthropy Award for Silicon Valley Philanthropy Day, working with both the Nominations and Selections Committee and the Board after the Outstanding honorees have been confirmed.
- Attend regularly scheduled Board meetings and retreats
- Supports AFP SVC Annual Campaign, as well as IHQ's Every Member Campaign, through a personal contribution
- Essential to have experience in managing large special events
- Essential to have experience managing support staff and volunteers
- Needs to have budgeting and financial projection/analysis skills and experience
- Beneficial to have experience in soliciting corporate sponsorships
- Beneficial to have marketing skills and experience
- Work closely with the Event Coordinator and the sub-committee chairs to develop a regular communication flow and protocol for communication and reporting. Styles and frequency of communication will vary from chair to chair and committee to committee, but establishing defined norms for each committee and the leadership team should be accomplished early in the strategic goal-setting of each annual committee's work.

End Results:

- Secure sufficient quantity/quality nominations to ensure that awards will go to truly outstanding recipients
- Reach a minimum luncheon attendance goal
- Secure sufficient advertising dollars to produce a program insert or supplement featured and printed by the event's media sponsor.
- Secure sufficient sponsorship dollars to cover the costs of the event and to provide an additional revenue to support core programs of AFP SVC
- Produce a marketing/media plan that incorporates visibility and recognition for the chapter and the international organization as well as for philanthropy and the event itself.

VP Elect Philanthropy Day

(Elected Position)

Length of Term: 1 year as VP-Elect of Philanthropy Day, 1 year as VP of Philanthropy Day
Average Time Commitment per Month: 20 hours

General Function of the Position:

Reporting to the VP Philanthropy Day, works with AFP SVC Board to set strategic goals and objectives for the Silicon Valley Philanthropy Day luncheon event.

Job Know How and Principal Activities:

- Works, in collaboration with the VP Philanthropy Day, with the Event Coordinator (a consultant) who is responsible for logistical and administrative activities of the committee.
- Solicits corporate and foundation sponsorships and advertisements
- Supports VP Philanthropy Day throughout the year of service
- Serves as Chair or Co-chair of at least one of three Philanthropy Day sub committees
 - Nominations & Selections
 - Marketing
 - Sponsorship & Ad Sales
- Attends monthly Silicon Valley Philanthropy Day Lead Committee Meetings, all monthly AFP SVC Board meetings as well as June and November Board retreats. Participates in Chapter Marketing Committee meetings as Silicon Valley Philanthropy Day liaison and other NPD meetings as needed.
- Supports AFP SVC Annual Campaign, as well as IHQ's Every Member Campaign, through a personal contribution
- Essential to have experience in coordinating large special events
- Needs to have budgeting and financial projection/analysis skills and experience
- Beneficial to have experience in soliciting corporate sponsorships
- Beneficial to have marketing skills and experience with relationship management
- Beneficial to have editing and proofreading skills
- Update database spreadsheet for sponsors
- Cultivate sponsors and donors
- Attend regularly scheduled Board meetings and retreats

End Results:

- Secure sufficient quantity/quality nominations to ensure that awards will go to truly outstanding recipients
- Reach a minimum luncheon attendance goal
- Secure sufficient advertising dollars to produce a program insert or supplement featured and printed by the event's media sponsor.
- Secure sufficient sponsorship dollars to cover the costs of the event and to provide additional revenue to support core programs of AFP SVC
- Support a marketing/media plan that incorporates visibility and recognition for the chapter and the international organization as well as for philanthropy and the event itself.

Professional Development Scholarship Chair

(Appointed Position)

Length of Term: 1 year as Professional Development Scholarship Chair

Average Time Commitment per Month: 10

Job Know How and Principal Activities:

- Attend regularly scheduled Board meetings and retreats
- Submits monthly report of activities.
- Reviews and revises scholarship policy and processes, as needed.
- Recruits a volunteer Professional Development Funds Committee.
- Encourages board leadership to utilize funds to attend the International conference and leadership training
- Reaches out to prospective scholarship applicants and personally encourage members to apply for scholarships.
- Maintains records of all scholarships applied for, accepted and rejected.
- Considers new ideas and developments related to scholarship program.
- Supports AFP SVC Annual Campaign, as well as IHQ's Every Member Campaign, through a personal contribution

Process for Major Responsibilities:

- Applications generally arrive through the chapter Website. The Chapter Administrator forwards them to the Chair of Professional Development Funds. All applications are confidential.
- Chapter Administrator verifies AFP membership for applicants is current.
- The Chair emails confidential applications to committee members for review and approval based on applicants meeting scholarship criteria and available funds remaining.
- If approved, chair sends personal congratulatory letter to applicant informing him or her of the scholarship and, if not already included with application, requesting documentation of either (1) registration and payment of planned educational training, (2) proof of AFP membership for member scholarships which are given only in years one and two, or (3) receipt for having purchased CFRE Study Guide.
- Chair enters applicant acceptance information into spreadsheet maintained with all information about scholarships submitted and awarded.
- The Chair completes a check request for payment of the scholarship, signs and sends to Chapter Administrator for processing.
- Chapter Administrator writes check for signature and payment, and retains copies of all applications, check requests and scholarship documentation. Mails check to scholarship winner.
- Scholarship winners are asked to write a story for the AFP SVC newsletter, or speak at an upcoming Chapter meeting about their experience as a scholar. Speaking must be coordinated with the VP Programs and the newsletter submission must be coordinated with the VP Marketing. All written pieces require editing prior to submission.

End Results:

- Members are more aware of scholarship opportunities.
- Members are able to take advantage of scholarship funds available.
- Members have a positive impression of AFP SVC as a result of scholarship support.
- Members renew their AFP SVC membership and volunteer to serve on committees.

Young Professional Chair

(Appointed Position)

Length of Term: 1 year as Young Professional Chair

Average Time Commitment per Month: 10 hours

General Function of the Position:

AFP is the standard-bearer for professionalism in fundraising. The AFP Silicon Valley Chapter is an association of professionals advancing philanthropy by enabling people and organizations to practice ethical and effective fundraising. In collaboration with the Vice President for Membership, the Young Professional Chair has overall responsibility for interacting and engaging young professionals in our chapter.

Job Know-How and Principal Activities:

- Welcomes new young professionals to the chapter with a personal email and encourages their attendance at events, particularly those tailored to their interests. This group, also known as “millennials” include those individuals born between 1980-2000.
- Establishes and oversees a minimum of two events designed for our young professionals. Events may include a young professional mixer, an educational program, a panel discussion or other activity to encourage our young professionals to further engage in our chapter. These events should be coordinated with other Board Members and their areas of oversight.
- Makes contact with prospective new young professional members and follows up with membership information
- Develops and submits a budget to the treasurer as requested
- Recruits a volunteer Young Professionals Committee.
- Organizes and chairs monthly Young Professional committee meetings
- Attend regularly scheduled Board meetings and retreats
- Submits monthly report of activities
- Assists president of the chapter with requests for young professional related activities
- May establish a Young Professional Affinity Group in coordination with VP Membership
- Supports AFP SVC Annual Campaign, as well as IHQ’s Every Member Campaign, through a personal contribution

End Results:

- Increase membership of young professionals and educational and networking opportunities to further engage these members in the Chapter
- Make contact with all new young professional members via phone, e-mail or letter