



LAKE FOREST HIGH SCHOOL FOUNDATION

General Board Member Expectations, Roles and Responsibilities

◆ ***Participate in the Foundation's Work***

Board members provide oversight for the Foundation and its programs, ensuring high quality and consistency with the organization's mission and goals. ***Each board member is asked to:***

- Regularly attend and actively participate in board meetings.
- Serve on at least one committee and participate in committee-level meetings, planning, and activities. (See below for time commitments.)
- Serve a two-year term on board.

◆ ***Ensure Adequate Resources***

The LFHS Foundation will only be successful if it has the financial and human resources to fulfill its mission and purpose. *Leading by example is extremely important.* ***Each board member is asked to:***

- Contribute an annual monetary donation in the Foundation's fall campaign.
- Assist in identifying, cultivating and securing other financial and human resources through their personal contacts, networks, and spheres of influence.

◆ ***Enhance the Foundation's Public Image***

Board members impact the public image of the Foundation. As advocates for the Foundation's mission and programs, board members are the key to a sustainable base of supporters and friends in the community. ***Each board member is asked to:***

- Attend and participate in Foundation events, both to provide support and represent the organization.
- Serve proactively as ambassadors for the Foundation by educating friends, peers, and colleagues about the organization and its work.

In addition to general board member responsibilities and executive board member responsibilities (where applicable), there are specific committee assignments with additional time commitments.

Additional Board Member Expectations, Roles and Responsibilities

Communications Committee

Vice Chair, Communications

Lead marketing and communications efforts to effectively promote the Foundation across all stakeholder groups: parents, administrators, staff, Board of Education, students and the community.

- Serve on the Executive Committee as leader of the Communications Committee.
- Develop an annual communications strategy and plan as well as communication plans for each major initiative or event.
- Identify publicity opportunities for Foundation programs
- Manage relationships with local media
- Ensure marketing/communications information is updated across all platforms (organization website, district website, and social media).
- Maintain display case and grant posters at LFHS in collaboration with Grants Vice Chair and Graphic Designer.
- Collaborate with Chair to draft entries for LFHS Highlights and District 115 Community Newsletter

PR/Writer

- Support execution of copy across all media platforms (social, website, email, and press).
- Serve as an editor for all major publications.
- Collaborate with Vice Chair to write press releases on major Foundation initiatives & events.
- Edit entries for LFHS Highlights and District 115 Community Newsletter drafted by Vice Chair of Communications and Chair.
- Format and send Constant Contact email communications on behalf of the Foundation with support from Chair, Vice Chair of Communications, Vice Chair of Events, and Spotlight on Grants writer. *(This responsibility may be managed by any Board member with experience needed.)*
- **Skills needed:** Writing, editing, and creativity. PR/Marketing experience a plus.
- **Time Commitment:** Monthly

Social Media Coordinator

- Develop ongoing social media presence with regular Facebook, Instagram, and Twitter posts to align with communication efforts: grant awareness, event promotion, donor, partner and sponsor solicitation and gratitude.
- Create e-newsletter for Constant Contact: analyze results
- **Skills needed:** Facility with social media platforms, writing skills and creativity. Experience with graphic design or Adobe Spark a plus.
- **Time Commitment:** Monthly

Webmaster

- Maintain web site in collaboration with Chair and Executive Committee.
- Collaborate with Board members as needed.
- **Skills needed:** Writing, project coordination, computer literacy, experience with Weebly or similar web platforms, graphic design skills a plus
- **Time Commitment:** Monthly

Spotlight on Grants

- Write 3-4 Spotlight on Grants features for distribution via email.
 - *Collaborate with Chair, Communications Vice Chair and Grants Vice Chair to determine topics for Spotlight on Grants features.*
 - *Interview appropriate faculty, staff, administrators and students for each feature.*
 - *Work with photography to support connecting those interviewed in order to get needed photos for each feature.*
 - *Edit final email once formatted to insure accuracy.*
- **Skills needed:** Writing, editing, and creativity. PR/Marketing experience a plus.
- **Time Commitment:** Monthly

Graphic Designer

- Design materials as needed by Development, Communications, Events, and Grants.
- Maintain records of all projects completed.
- Update information on Communications Google Drive.
- **Skills needed:** Graphic design, access to appropriate tools needed, creativity, and collaboration.
- **Time Commitment:** Monthly

Photographer

- Capture grants in action for website and communications.
- Take photos at Foundation events to use for website and communications.
- Provide support as needed for publicizing fundraising events.
- Maintain and organize Zenfolio photo storage account.

Grant Communications Liaison (Also a member of the Communications Committee.)

- Fulfill Grants Liaison role
- Coordinate grant profile video production with staff, Spotlight on Grants writer, Grants Vice Chair, as desired.
- Write grant descriptions in coordination with Vice Chair for publication and use on website, event programs, and for sharing in district communications and with local media.
- Support efforts to update display case and hallway posters within LFHS.
- **Skills Needed:** Enthusiasm for LFHS, comfort communicating with staff and administrators, detail-oriented, understanding of LFHS Foundation grant history, writing, presentation, project coordination, and creativity. Experience with ConstantContact and photography skills a plus.
- **Time commitment:** Monthly