



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

Development Committee

The Development Committee's purpose is to develop, implement, and manage the strategies, tools, and processes needed to optimize the Foundation's direct-to-community fundraising revenue. In doing so, the Development Committee is charged with working closely with the Communications Committee to create, foster, and communicate the Foundation's "brand", and insure that it is aligned with our Mission, clearly defined and differentiated from other LFHS parent organizations, and clearly communicated and highly regarded throughout the Lake Forest & Lake Bluff communities.

Vice Chair, Development

The Vice-Chair, Development is responsible for leading the Development Committee team, and taking ownership of the following specific responsibilities:

- Serve on the Executive Committee as leader of the Development Committee.
- Setting annual fundraising goals ((e.g., family participation %, event sponsorships, etc.)
- Developing, executing, implementing plans needed to meet the Foundation's fundraising goals.
- Setting direct-to-community fundraising goals, and success criteria (e.g., family participation %)
- Measuring and reporting progress to the Board on a monthly/bi-monthly basis.
- Works with Chair to insure the LFHS Foundation's Mission is effectively represented/clearly communicated during the annual on-line registration process.
- Work with Executive and Communications Committees to draft a Fall donation letter, if desired.
- Partner with the Executive and Communications Committees to develop and secure materials (e.g., posters, handouts) needed to market/communicate fundraising efforts at various LFHS events (Curriculum Night, Parent-Teacher conferences, In-coming Freshman orientation, etc.)
- Work with Treasurer and Asst. Treasurer to ensure receipt of payment from sponsors

Mailing Coordinator

- With direction from Executive, Development and Communications Committees, manage, and execute the registration tax letter mailing (Sept/Oct).
- With direction from Executive, Development and Communications Committees, manage, and execute the Fall direct mail campaign to all non-donors, if desired. (Nov)
 - Work with LFHS to secure mailing labels for all LFHS families who did not "opt-out" of sharing contact information during on-line registration
 - Partner with the Communications Committee to work with volunteers and local 3rd party provider (e.g., PostNet) to print, sort, label letters/ envelopes and drop at LFHS for mailing.
 - Secure supplies (paper, envelopes, Post-It notes, postage, etc.) for executing mailing.

Mailing Coordinator (cont.)

- Coordinate and manage letter personalization efforts with Foundation Trustees (e.g., get appropriate letters to the appropriate Trustee, set up times to personalize letters, work with D115 to secure a location for personalization activities, etc.), if such efforts are desired by the Executive, Development & Communications Committees.
- Collaborate with Event and Communications Committee to manage, and execute any additional mailings (luncheon invites, Pitch Night mailer, Registration Donation Reminder etc.) (Mar- May).
- **Skills needed:** Time and project management, attention to detail

Development Coordinators

- Work with Development Committee and Board to create/update a prospect list to use in targeting local businesses to solicit for sponsors, partners and donors for fundraising efforts (Spring Luncheon, Pitch Night, general).
- Additional responsibilities may include:
 - Working with Vice Chair and event leaders to update “Sponsorship or Partnership Opportunities Forms” that detail benefits of becoming a sponsor or partner.
 - Reach out to designated local businesses to solicit their participation and follow-up as needed
 - Track participation and provide updates to event leaders and/or Vice Chair of Development.
 - Attend Spring Luncheon or Pitch Night committee meetings and events.
- Help coordinate/implement additional fundraising efforts as needed (e.g., open house, Scout Experience for incoming freshmen, etc.)
- **Skills needed:** Networking, writing, presentation skills, and a willingness to make requests for financial support to local businesses. Microsoft Word knowledge a plus.