



Foundation for National Parks and Wildlife

Fundraising and Marketing Committee Charter

1. Purpose

The Foundation for National Parks and Wildlife (FNPW) Fundraising and Marketing Committee (FMC) will assist and work with executive management in the delivery of the fundraising and marketing strategic direction whilst maintaining brand integrity. The FMC will agree and assist in acquisition of the skills and resources required to deliver the strategy.

2. Authority

The Board authorises the FMC, within the scope of its responsibilities to:

- Seek any information it requires to fulfil its duties and responsibilities from any employee or external party.
- Approve fundraising and marketing expenditure in line with the strategic plan and the CEO's authority limits.
- Agree and sign-off on F&M employee requirements.
- Assist management and endorse the selection of significant F & M Suppliers and contracts.
- The committee reports directly to the Board of Directors.

3. Membership

1. Composition;

- The Fundraising and Marketing Committee will comprise a minimum of 3 members, and up to 10 members.
- The CEO will be a member of the Committee.
- A minimum of 2 members will be current directors.
- Up to 3 members shall be FNPW fundraising and or marketing executives (including CEO).
- Any remaining vacancies may be external non-executive relevant specialists.
- The Chair of the FMC will be nominated by the Board and will be a Board Member.
- Should the chair be absent from a meeting and no acting chair has been appointed, the members of the committee present at the meeting have the authority to choose one of their number, who should be a Board Member, to be chair for that particular meeting.
- Members will be appointed for a three-year term and may be re-appointed for subsequent three-year periods.
- A quorum for any meeting will be 2 director members and 2 executive members.

2. *Background and experience;*

- Empathy for the environment and a commitment to FNPW's purpose and goals.
- Willingness and ability to become involved personally in fundraising and marketing initiatives developed by the Foundation.
- Relevant fundraising and marketing experience and networks.

4. Meetings

The FMC may invite such other persons to its meetings as it deems necessary.

Meetings shall be held not less than 4 times per year.

The proceedings of all meetings will be minuted.

Any perceived or potential conflict of interest must be declared by a Member at the commencement of the meeting at which the perceived or potential conflict might arise.

5. Roles and Responsibilities

The Marketing role of the Committee shall:

- Provide input and guidance into development of marketing initiatives and campaigns, including direct mail, personal solicitation and events.
- Review reports including appeals, donations, sales and media.
- Provide advice and support for the development of new programs to increase revenue.
- Provide advice and support to management on the marketing plans and initiatives under consideration and being developed.
- Bring market knowledge and expertise to the committee on how the Foundation's brand is perceived and what needs to change as the market changes.

The Fundraising role of the committee shall:

- Work with FNPW staff to develop relationships with current and prospective major donors and corporates, and develop individualised strategies to cultivate or strengthen those relationships.
- Tap respective networks for potential donors of money, time and in-kind support.
- Help plan campaigns to solicit funds from supporters and colleagues, including personal solicitation, auctions, and events.
- Provide guidance for Board members on meeting fundraising goals and expectations.

6. Charter Review

The Charter is subject to an annual review to ensure it is relevant, and aligned with organisational changes and best practice.

The Fundraising and Marketing Committee Charter is subject to approval by the FNPW Board.

Last update: April 2018