

## COMMITTEE DESCRIPTIONS AND COMMITMENT

Members, here's your chance to connect at a higher level! Building leadership capacity is vital in any business, especially when scaling your business in this new economy.

NAWBO Southern Nevada allows you to hone your leadership skills by serving on one of our committees and becoming part of the team that drives this organization.

The following opportunities are open to NAWBO Southern Nevada **"members only"** as an exclusive membership benefit.

### JOIN A COMMITTEE TODAY!

#### **Board Strategy and Development:**

Responsible for bringing all new directors up-to-speed on her role and responsibility on the Board, acting as a resource or sounding board for existing members relative to Board responsibilities and cross-committee/position questions, supporting succession planning, and finally, performing as a strategic resource for the President and the President-Elect as they create discussions and forums to advance Chapter goals and objectives.

What's In It For Me? Be a trusted partner in building the NAWBO Southern Nevada organization.

- Commitment averages 2-3 hours per week
- Leader: Director of Board Strategy and Development

#### **Advocacy and Public Policy Committee:**

Monitors local, state, and national legislative matters, making members aware of relevant issues. Encourages voter registration and participation. Uses and disseminates information and tools provided by NAWBO National. Develops and participates in programs and events aimed at forwarding the public policy agenda. Coordinates and conducts advocacy workshops and biennial legislative opportunities like Chamber Day and Women's Lobby Day. Invites and facilitates elected and appointed officials to attend NAWBO Southern Nevada events.

WIFM? The perfect opportunity for political junkies to engage at an organizational level!

- Commitment averages 2 - 3 hours per week.
- Leader: Director of Advocacy and Public Policy

### **Communications Committee:**

Communication enthusiasts create content and communicate news, events and information to the membership through an e-newsletter, mail campaigns, media relations and blogs. They manage and update website content, events calendar, and event registration. They write and edit copy.

Writes press releases and looks for earned media opportunities to raise visibility, serves as media liaison, and identifies opportunities to publicly spotlight-worthy members in the media/news.

WIIFM? A unique opportunity to showcase your talent and build your portfolio. Provides teamwork experience.

- Commitment averages 2 - 4 hours per week.
- Leader: Director of Communications

### **Community and Affiliate Relations Committee:**

Develops relationships with corporate and government purchasing/procurement departments. Represents NAWBO Southern Nevada at related meetings, expos, and events. Leads and facilitates membership involvement in local charitable projects and programs that align with the NAWBO mission to elevate the Southern Nevada chapter as an organization that is engaged in its community. Develops and nurtures relationships with new and existing community affiliates. Facilitates the flow of information and opportunities to the board and membership.

WIIFM? Develop relationships and discover opportunities for your own business while sharing knowledge and providing opportunities for the membership.

- Commitment averages 3 - 5 hours per week.
- Leader: Director of Business Development

### **Corporate Partners & Sponsorship Committee:**

Identifies, develops and solicits new corporate partners and sponsorship opportunities. Cultivates and manages relationships and ensures benefits are utilized. Develops and designs the Corporate Partner and Sponsorship Opportunities catalog. Creates sponsor benefit worksheets. Provides content and works with marketing to design and develop data templates, tracks and records outcomes and assembles reports. Takes ownership of designing pitch decks and presentation for sponsors as needed.

WIIFM? Relationships!

- Commitment averages 3 - 6 hours per week.
- Leader: Director of Corporate Partners & Sponsorship

### **Finance and Reports Committee:**

This is a perfect opportunity to train for the Treasurer or Secretary board position. The Finance Committee will collaborate with the Treasurer and Secretary to prepare financials, meeting notes, and reports. The committee will track membership demographics, participation, and other stats. It tracks and reports on Corporate Partners participation and benefits in collaboration with the CP chair. It tracks and reports on event RSVPs and actual attendance, etc.

WIIFM? An opportunity to work collaboratively in a team setting.

- Commitment averages 2 - 3 hours per week.
- Leaders: Treasurer and Secretary

### **Marketing Committee:**

Marketing develops, implements and manages an annual marketing plan to: 1) to reach new women business owners; 2) increase membership; 3) promote and increase turnout at events; and 4) increase overall awareness of NAWBO Southern Nevada. Graphic enthusiasts design announcements, flyers, graphics, banners, program books and ad artwork for both print and web and provide overall artistic direction. Manages NAWBO and corporate sponsor logos, helps design and maintains oversight on branding strategies.

In tandem with the communications committee, MarComm manages online engagement, looks for opportunities to drive traffic to the website, and engages on social media: Facebook, Twitter, and LinkedIn. It also produces reports on traffic and stats.

WIIFM? An opportunity to shape the organization's marketing message and strategy. Develop media relationships.

- Commitment averages 3 - 5 hours per week.
- Leader: Director of Marketing

### **Membership Committee:**

Develops, implements and manages an annual strategy plan to: 1) actively recruit new members; 2) engage new members with 4-6 personal touches and existing members with at least 3 personal touches annually; and 3) maintain a healthy retention ratio.

Coordinates new member orientations, the annual membership drive (Spring and Fall) and the grand-finale "Red Carpet Event" to compete against other chapters and win the NAWBO national membership drive contest. Serve as greeters to welcome and guide members and guests at events. Navigates members through membership benefits and opportunities.

Recommends and facilitates member spotlights in newsletter and website. Recommends member's business locations for events, mixers, etc.

WIIFM? If you are competitive, numbers- and goal-driven, or if your business benefits from meeting business owners from all fields, love to talk one-on-one, or a natural at

making people feel special, this committee is for you!

- Commitment averages 3 - 6 hours per week.
- Leader: Director of Member Services

**Programs & Professional Development Committee:**

Researches, recommends, and books amazing talent/speakers for NAWBO Southern Nevada programs. Serves as liaison to speakers, arranges transportation and lodging when necessary and develops long-lasting relationships with them. Facilitates logistics, A/V, brand display and materials for speakers. Obtains or develops speaker's bio, photos, and presentation write-up to promote the event. Performs event introduction and manages presentation. Responsible for working with marketing to design relevant, engaging and impressive programs, events, workshops, presentation topics and themes.

WIIFM? An opportunity to develop relationships with speakers from in and outside Southern Nevada, as well as, an opportunity to showcase your programming skills and creativity.

- Commitment averages 2 - 5 hours per week.
- Leader: Director of Programs & Professional Development

**Special Events Committee:**

This committee is responsible for planning and implementing our monthly social and annual signature events. Signature events require lots of "women power" and have several sub-committees.

WIIFM? The opportunity to work on a special event on a grand scale! It's fun and a great exercise in teamwork.

- Commitment averages 3 - 6 hours per week.
- Leader: Director of Special Events, President or Past President