



**VAIL VALLEY FOUNDATION**  
Development Committee Charter  
October 20, 2017

**Vail Valley Foundation Mission**

To enhance and sustain the quality of life in the Vail Valley through leadership in the arts, education and athletics.

**Committee Purpose**

To provide leadership and direction to the membership and development team, including the department's role within the larger strategic plan of the organization. Actively support fundraising efforts across the mission of the VVF, including board fundraising, planned giving, endowment campaigns, donor benefits structure and pricing, capital campaigns and annual development revenue goals.

**Committee Structure**

The Development Committee is a committee of the Vail Valley Foundation Board of Directors. It shall consist of a chair selected by the Chair of the Board or the Executive Committee; a vice chair recommended by the committee chair and approved by the Executive Committee; and committee members recommended by the Nominating Committee (working in conjunction with the committee chair) and approved by the Executive Committee. Members of this committee may include Board and Non-Board members, except the chair and vice chair shall be directors (but not Community Members) of the Board. The size is determined by the committee chair but generally, it should include at least four members in addition to the chair, and no more than 12 members. The committee chair will serve a term of four years with a one-time, four-year extension by approval of the Executive Committee. Members shall serve a term of four years with unlimited extensions. This committee will make best efforts to meet four times per year but not less than three. The committee chair will provide a short report of committee work and outcomes at the Board meetings in July and December.

**Committee Authority**

The Development Committee has the authority to provide guidance and direction, and where appropriate or requested by the President, decision making for VVF staff. The committee chair shall be responsible for succession planning to ensure qualified leadership and active committee members in the future. When in question, it will be the responsibility of the committee chair to: a) determine if proposed action(s) of the committee require Executive Committee and/or Board approval; and b) to work with the President and Chair of the Board to follow through on presenting such items for approval to the Executive Committee and/or Board. The committee chair has the authority to create subcommittees or ad hoc committees of any size or duration, which shall not require a charter, and select the members of such committee(s).

**Duties and Responsibilities of Committee**

- In collaboration with the VVF development team, analyze the annual community survey specific to development efforts and development programs and donor packages.
- Assist the development team with effective and efficient donor communication plans on an annual basis from grassroots to special events to Leadership Giving Circle. Educate-Engage-Activate.



- Review and provide feedback on the donor marketing materials and methods to support donor communication (Educate-Engage-Activate) strategy.
- Assist the VVF development team with setting a reasonable annual budget expectation for fundraising.
- Evaluate and provide guidance and/or recommendations as need to the VVF development team specific to current and future structure of membership levels that carry material benefits.
- Actively support fundraising efforts through ambassadorship of the VVF Mission and where appropriate, introductions of the development staff and/or President to potential new donors, members and supporters.
- Ensure development plan alignment with the overall VVF strategic plan, including guidance and support tied to planned giving and endowment initiatives.

### **Staff Liaison**

Tanya Hiple and Mike Imhof

### **Charter Review**

The Development Committee will review, assess, and if needed, update this charter every two years. Any changes shall be reviewed by the Board Excellence Committee and approved by the Executive Committee.