

ROCHESTER WOMEN'S GIVING CIRCLE
COMMUNICATIONS COMMITTEE CHARTER

Purpose

The Communications Committee's purpose is to share important, timely information about the Giving Circle's activities and mission with members and community stakeholders, and to increase the Giving Circle's visibility with external audiences.

Responsibilities

Consistent with the Giving Circle's values, mission and branding:

- Maintain the Giving Circle's website and social media outlets, ensure they contain current information, and post timely and relevant information on a regular basis;
- Oversee the Giving Circle's branding, messaging and brand styling, and serve as a resource on these matters for the Leadership Team and other committees;
- Assist in developing, drafting, reviewing and editing content that will be provided to the membership on relevant community and Giving Circle news;
- Develop marketing materials such as newsletters, event notifications, and brochures for the Giving Circle's various audiences;
- Maintain open communications with and solicit input from the Leadership Team and other standing committees concerning events, activities and information for sharing with the Giving Circle membership and/or the community, and determine and implement appropriate vehicles for dissemination of this information;
- Research and cultivate relationships with news outlets and make information and stories about the Giving Circle's mission and activities readily accessible to the press; and
- Work with The Community Foundation to ensure that information it communicates through its website and social media about the Giving Circle properly reflects the Giving Circle's branding and messaging.

Chair Responsibilities

The Communications Committee will have a chair, or may have two co-chairs, selected by the Leadership Committee. The chair(s) will be responsible for:

- Scheduling Committee meetings, as needed, and report to Leadership Committee on meeting outcomes.
- Serving as a member of the Leadership Team, maintaining open communication with the Leadership Team concerning the Committee's activities, and seeking the Leadership Team's approval of Committee activities as needed;
- Annually preparing a communication plan that clearly conveys the Giving Circle's mission, vision, values, activities and impact through the Giving Circle's website, direct communications with individuals (e.g. emails and newsletters), traditional media and social media, updating the plan as appropriate, and overseeing its implementation;
- Submitting the communication plan to the Leadership Team for its review each year on a schedule to be determined by the Leadership Team;

- Soliciting input from other Committee Chairs concerning Giving Circle news and activities for communication to the membership in newsletters and otherwise;
- Soliciting input from other Committee Chairs concerning Giving Circle news and activities for sharing with the community;
- Documenting the Committee's processes, as updated from time to time;
- Evaluating the Committee's processes and its achievement of its responsibilities, and initiating process and system improvements to improve the Committee's effectiveness;
- Providing information to Knowledge Management concerning the Committee's activities or decisions that may be useful to maintain for future reference or to be available to others within the Giving Circle; and
- Delegating tasks within the scope of the Committee's responsibilities to committee members and confirming they are completed on a timely basis.

Committee Member Responsibilities

- Attend and participate in committee meetings.
- Assume responsibility for specific committee responsibilities or tasks, as delegated by the Committee Chair(s).
- At and outside of meetings, work on the matters within the scope of the Committee's responsibilities.

Decision Making Authority

- Major communications initiatives, changes in branding, and new activities (e.g. addition of a new social media platform) shall be reviewed and approved by the Leadership Team prior to implementation.
- Print and electronic materials that will be distributed to the membership, the press, or the general public are subject to review and approval by the Co-Chairs of the Giving Circle. The Co-Chairs may in their discretion consult with the Leadership Team on these matters.
- Following approval by the Leadership Team (or Co-Chairs, as appropriate), the Communications Committee will have the discretion to plan and implement these initiatives, subject to any parameters placed by the Leadership Team.

Committee Charter Amendments

All amendments to this Charter must be approved by the Leadership Team. The Leadership Team will consult with the Committee Chair(s) prior to making any amendments.

Effective Date

This Committee Charter was approved by the Leadership Team on ____ Nov. 12_____, 2025.

(Annette Meade, Rebecca Toner)