



## **Development & Donor Relations Committee Charter**

*Approved by the Board of Directors on March 19, 2021*

### **I. Purpose of the Development and Donor Relations Committee (DDRC)**

The purpose of the DDRC is to enhance the ECU Foundation's fundraising capacity by setting an example through personal philanthropy, informing overall fundraising strategy, and taking ownership of volunteer-led fundraising activities. Suggested activities include helping staff develop a prospect list aligned with campaign fundraising priorities, facilitating staff introductions to potential supporters, informing fundraising strategy, writing personalized thank you notes to leadership-level donors, and serving as a sounding board for campaign collateral materials.

### **II. Committee Membership**

The DDRC shall be comprised of at least 4 members of the board of directors. The DDRC is comprised of members with a variety of expertise, including, but not limited to, fundraising, marketing, public relations, and social media.

The chair of the DDRC shall be recommended by the president and chair of the foundation board and approved by the Executive Committee of the foundation. The committee chair shall serve in that position for one term of four years. In special circumstances, the chair may be renewed for one additional term to serve a total of eight years. This position will be evaluated by the president and chair of the board of directors and serves at their discretion. The vice chair of the DDRC shall be elected by the committee and will fill in for the chair whenever the chair is unable to participate.

**III. Committee Meetings**

The DDRC meets quarterly via teleconference according to the fiscal year. Dates and times are pre-determined on an annual basis and communicated to the members of the committee by the University Advancement staff liaison.

A majority of the members shall constitute a quorum, and an act of the majority, with a quorum present, shall be an act of the committee.

**IV. Committee Authority and Responsibilities**

- A. During a university campaign, function as the ECU Foundation’s campaign steering committee
- B. Collaborate with the foundation’s Recruitment Committee in the identification of potential volunteer leaders and assist in enlistment conversations as needed
- C. Inform annual goal-setting process
- D. Assist University Advancement staff in the messaging of fundraising priorities; serve as a unifying voice across all school and unit-based fundraising initiatives; provide training on articulation of fundraising priorities as needed
- E. Identify specific fundraising activities in which volunteers may engage; encourage and promote both board-level and school-based volunteer fundraising activity; with assistance from University Advancement staff track and measure effectiveness of volunteer-led fundraising activities

DocuSigned by:  
*Neal Crawford*

Date: 4/12/2021 | 5:43 AM PDT

E. Neal Crawford, Jr., Chair  
Development and Donor Relations Committee  
ECU Foundation, Inc.

DocuSigned by:  
*Bunney S. Warren*

Date: 4/5/2021 | 1:07 PM PDT

Bunney S. Warren, III, Chair  
Board of Directors  
ECU Foundation, Inc.

DocuSigned by:  
*Christopher M. Dyba*

Date: 4/5/2021 | 12:03 PM EDT

Christopher M. Dyba  
Vice Chancellor of University Advancement &  
President of the ECU Foundation, Inc.