



CHARGE TO THE MISSION ADVANCEMENT COMMITTEE

Purpose

The Mission Advancement Committee has been established by the Board of Directors of Girl Scouts of West Central Florida (GSWCF) to assist the organization in advancing its mission through strategic efforts in fundraising, membership growth, sustainability, and community engagement. This committee will take on the responsibilities previously held by the Fund Development Committee and the Membership Sustainability Committee, addressing both financial development and membership strategy needs to ensure the continued success and growth of the Council.

Duties:

1. Generate visibility, influence, resources and board prospects in targeted geographic regions through support of Community Advisory Teams.
2. Increase access to influential business and community leaders who are prospects for sponsors, donors or program partners in conjunction with the Corporate & Major Gifts Officer.
 - a. Strategies for donor cultivation, solicitation and acknowledgement.
 - b. Policies and guidance for gift acceptance and donor solicitation.
3. Deepen relationships and partnerships with Black/Hispanic community leaders and organizations, fueling diversity, equity and inclusion in Girl Scouts.
4. Prepare and deploy Girl Scout champions and volunteer ambassadors and speakers (Board, Committees, Alumnae).
5. Provide input to the CEO and board of directors on issues related to sustainable membership strategy through support of Chief Mission Advancement Officer.
6. Strengthen Girl Scouts' position in the marketplace by differentiating the Girl Scout experience and brand.
7. Identify and provide recommendations to the Board Development Committee for future members of the Mission Advancement Committee.