

Donor Engagement Committee Charter

Section I Purpose

The purpose of the Donor Engagement Committee is to support the Board of Directors and SFCT staff to enhance the Trust's fundraising capacity and positive community image by reviewing, participating in, discussing, and/or implementing proposed fundraising and marketing strategies. Examples of committee and members' activities include facilitating staff introductions to potential supporters; serving as a sounding board for strategy, collateral materials, or other input as needed; participating in SFCT donor engagement events; and writing personalized event invitations and/or thank you notes to potential supporters and donors to retain and expand support. The committee does not supervise or delegate to the development director; and the responsibility for the development of sustainable long-term financial resources for the Santa Fe Conservation Trust rests with the Board of Directors.

Section II Composition

The Board Chair will appoint the Donor Engagement Committee Chair. The Committee shall be comprised of at least three members appointed from the Board of Directors by the Chair of the Board, in collaboration with the Committee Chair and Executive Director. The Committee Chair has the discretion to appoint non-director Committee members. Board Members shall comprise a majority of the committee's membership. The Board Chair and the Executive Director are an *ex-officio* voting members.

The members of the Committee may be removed, with or without cause, by the Board Chair.

The Committee Chair will chair all regular sessions of the Committee and will set the agenda for the Committee meetings.

The Committee may form and delegate authority to subcommittees consisting of one or more members when appropriate.

Section III Meetings

The Committee shall meet as frequently as circumstances dictate. Meetings of the Committee may be held at any time in person or by such electronic means as permit all persons participating in the meeting to communicate with each other simultaneously and instantaneously. The Committee shall meet as needed with the Executive Director, the Finance & Audit Committee, and the Treasurer and such other executive officers and others within the Trust as it determines appropriate to fulfilling its responsibilities hereunder.

Section IV Responsibilities and Duties

The following functions shall be the common recurring activities of the Committee in carrying out its responsibilities outlined in Section I of this Charter. These functions should serve as a guide, with the understanding that the Committee may carry out additional functions and adopt additional policies and procedures as may be appropriate in light of changing business, legislative, regulatory, legal or other conditions. The Committee shall also carry out any other responsibilities and duties delegated to it by the Chair of the Board related to the purposes of the Committee outlined in Section I of this Charter.

To fulfill its responsibilities and duties, the Committee shall:

1. Participate with and assist the staff in identifying new and innovative ways to engage, steward, thank, and deepen relationships of existing and potential donors.
2. Encourage participation by the full Board in fundraising efforts.
3. Provide relevant recommendations to the Board and/or staff about potential donations from corporations and charitable foundations.
4. Arrange for Board fundraising training and to identify fundraising, technical assistance and marketing resources for Board and staff.
5. Identify and recruit community leaders to serve on the Committee.
6. Participates in planning of donor stewardship events such as annual donor appreciation party, landowner luncheon, and planned giving luncheons.
7. Report regularly to the Board
 - i. Following meetings of the Committee;
 - ii. With respect to such other matters as are relevant to the Committee's discharge of its responsibilities; and
 - iii. With respect to such recommendations as the Committee may deem appropriate.
8. Maintain minutes or other records of meeting and activities of the Committee.

Annual Evaluation

The Committee shall perform a review and evaluation, at least annually, of the compliance of the Committee with this Charter. In addition, the Committee shall review and reassess, at least annually, the adequacy of this Charter and recommend to the Board any improvements to this Charter that the Committee considers necessary or valuable.

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