

Florida Trail Association Advancement Committee Charter

Purpose:

The Advancement Committee assists the Board of Directors of the Florida Trail Association (FTA) to fulfill its responsibilities relating to advancing funding, increasing membership, establishing/maintaining collaborations with sponsors and marketing for the organization.

Key Responsibilities:

1. Develop and recommend policies and programs for traditional and alternative fundraising that can be implemented by staff and board members.

Work with staff to provide oversight on, and when possible develop, effective public awareness programs through traditional and social media presence that collaborates with partner organizations and existing trail-user groups.

2. Develop and recommend programs for membership advancement. This would include (a) programs to attract new members, (b) membership recognition (c) review membership dues every 2 years starting July 2024, for clarification, and (d) provide sufficient oversight to minimize funding requests that might cause loss of membership.
3. Enforce brand discipline and best-practices utilizing the FTA logo and service marks across all print, social, and online media to maintain consistency and continuity of the FTA brand.
4. Maintain and update CRM databases with potential donors, connections, and grants.
5. Provide quarterly progress updates to the Board of Directors.

Chair:

Appointed annually by the FTA Chair

Meetings:

The Advancement Committee shall meet virtually at 6:30 PM EST on the last Thursday of each month.

Communications:

Primarily by email, periodically in person; use of conference-call networking, or by mail as necessary.

This version supersedes all prior versions of this document.

Voted and approved by the Advancement Committee on: February 28, 2024.

Voted and approved by the FTA Board of Directors on: March 19, 2024.