

## **DIRECTOR OF SPONSORSHIP AND COMMUNITY ACTION**

It shall be the duty of the Director of Sponsorship and Community Action to oversee the activities of the Sponsorship and Community Action committees.

### **Director of Sponsorship and Community Action Duties**

- Keep the Sponsorship and Community Action Committees apprised of CREW DC Events and Board directives.
- Liaison with the Sponsorship and Community Action Committee Chairs and CREW DC Board
- Assist the Sponsorship and Community Action Committee Chairs, when needed, in all capacities.
- Recommend the Co-Chairs of the Sponsorship and Community Action Committees prior to transition meeting.
- Provide strategic direction and oversee all responsibilities of the Sponsorship and Community Action Committee Chairs.
- Attend Sponsorship and Community Action Committee meetings.
- Coordinate consent agendas with the Chairs for submission to the Board in advance of their monthly meetings.
- Work closely with the Treasurer in establishing and overseeing the budget for Sponsorship and Community Actions.

## **SPONSORSHIP**

It shall be the duty of the Sponsorship Committee to raise sponsorship funds for the Association.

### **Sponsorship Committee Chairs – General Duties:**

- Work with Membership to review the database of potential sponsors.
- Work with the President Elect and the Board to review the potential sponsor list and divide calls appropriately.
- Ensure our sponsors are getting the publicity they signed up for.
- Set a timetable for the calls to be made and follow up with each designated caller to get the results of their efforts.
- Maintain a spreadsheet of committed Sponsors. Provide to Chapter Administrator.
- Make collection calls to get all monies collected.
- All letters to sponsors should be signed by the president, the director and the co-chairs
- Tracking will be done by a designated person on the committee on a weekly basis. Such designee will be the primary person to communicate with Chapter Administrator
- Once new members are approved for membership, this list should be sent to sponsorship for follow up.
- Committee members will use quarterly report provided by Chapter Administrator to increase communication with sponsors and ensure they are receiving their promised benefits

### **Chapter Administrator – General Duties:**

- Provide a quarterly report detailing our sponsors benefits use, or lack thereof.
- Support committee in ensuring sponsor receive promised benefits
- Prepare and Invoice sponsors on weekly basis and track payments
- Provide monthly spreadsheet showing who has paid and who still owes us. Sponsorship committee to follow up on collection.
- Set up and maintain sponsorship page on website with current sponsor information, logos, links, etc
- Collaborate with committee to create communication schedule and email distributions
- Distribute communications and eblasts based on agreed upon schedule; provide ample time for committee review and sign off before distribution
- If requested by the Sponsorship committee, survey other organizations regarding sponsorship tiers, pricing and benefits; assist committee in establishing annual sponsorship program
- Maintain database of Sponsorship history
- Assist Sponsorship committee in preparation and delivery of solicitation letters and materials
- Collect logos and maintain digital database for presentation at Chapter events

<b>COMMUNITY ACTION</b>
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It shall be the duty of the Community Action Committee to organize and promote all charitable activities for the Association, as approved by the Board of Directors.

### **Community Action Committee Chair – General Duties:**

- Liaison with our designated charities to help them achieve their goals
- Promote selected charities within the membership and encourage participation
- Continue to look for charities that could use our insight or assistance
- Coordinate local efforts with efforts of CREW Foundation as approved by the Board
- Host and promote 6-8 events per year

### **Chapter Administrator – General Duties:**

- Check chapter calendar and calendars of other real-estate industry groups for date conflicts; maintain CAC event dates on chapter calendar.
- Collaborate with committee to create communication schedule and email distributions
- Distribute communications and eblasts based on agreed upon schedule; provide ample time for committee review and sign off before distribution
- Prepare E-blasts with assistance from designated Committee member.
- Set-up registration portal for CAC events.
- Ensure CAC events are advertised on chapter e-blasts and newsletters.