



Vice-President, Sponsorship

The Vice President of Sponsorship is an elected and key leadership role on the Board of Directors, responsible for overseeing and driving the chapter's sponsorship and fundraising activities.

This position involves developing and executing strategies to secure financial support from sponsors, donors, and other funding sources, ensuring that the chapter has the resources needed to achieve its mission and goals.

The Vice President of Sponsorship works closely with the President, President-Elect, Treasurer, the Board, and committees to create and implement effective fundraising strategies and build strong relationships with supporters.

Responsible to:

- President
- Chapter Membership

Key Duties and Responsibilities:

Sponsorship and Fundraising Strategy

- Develop and implement a comprehensive sponsorship and fundraising strategy that aligns with the chapter's mission and financial goals.
- Identify and cultivate potential sponsors, donors, and funding sources, building strong relationships to secure financial support.
- Oversee the creation of annual fundraising plans, setting goals, and tracking progress towards achieving them.

Campaign and Event Management

- Plan and execute fundraising campaigns, events, and activities, including galas, auctions, and special events, to engage donors and generate revenue.
- Collaborate with the Board and committees to ensure successful event planning and execution, including logistics, promotion, and follow-up.
- Evaluate the effectiveness of fundraising campaigns and events, using feedback and data to improve future efforts.

Sponsorship Development

- Develop and manage sponsorship packages, proposals, and agreements, ensuring they meet the needs of both the chapter and potential sponsors.
- Work with the Secretary to create materials and opportunities that highlight the benefits of sponsorship.
- Cultivate and steward relationships with sponsors, ensuring they receive recognition and value for their support.

Sponsor Engagement and Stewardship

- Develop and implement strategies for sponsor engagement, including personalized communications, recognition programs, and stewardship activities.
- Ensure timely and appropriate acknowledgment of donations and sponsorships, maintaining strong relationships with donors and sponsors.
- Create and oversee retention strategies to build long-term support and increase lifetime value.

Leadership and Collaboration

- Collaborate with the President, President-Elect, Treasurer, and other Board members to align sponsorship and fundraising efforts with the chapter's overall strategic plan.
- Provide leadership and support to the Board and committees, ensuring effective collaboration and execution of fundraising initiatives.
- Work closely with the President to integrate fundraising activities into the Chapter's operations and strategic goals.

Budgeting and Financial Oversight

- Work with the Treasurer to develop and manage the budget for sponsorship and fundraising activities.
- Monitor financial performance, ensuring that fundraising activities are conducted within budget and financial targets are met.
- Explore opportunities for grants, sponsorships, and other funding sources to diversify revenue streams and enhance financial stability.

Reporting and Accountability

- Deliver regular reports and presentations to the Board on sponsorship and fundraising activities, emphasizing key achievements, progress towards goals, financial outcomes, future plans, as well as challenges and opportunities.
- Ensure transparency and accountability in all fundraising and sponsorship activities.

Ethical and Legal Compliance

- Ensure that all fundraising and sponsorship activities comply with relevant legal and ethical standards, including regulations governing charitable solicitations.
- Address any issues or concerns related to fundraising or sponsorship, providing leadership in resolving challenges and maintaining the organization's integrity.