



ASSOCIATION OF
DONOR RELATIONS
PROFESSIONALS
BUILDING
RELATIONSHIPS
FOR GOOD

2150 N. 107th St., Suite 330
Seattle, WA 98133
Tel: 206-209-5298
Email:
office@adrp.net
Web: www.adrp.net

Marketing and Communications

Committee description

The Marketing and Communications Committee serves to build a broad and positive awareness of ADRP and its programs and services to the donor relations community while encouraging participation, collaboration, and open dialogue through:

- keeping ADRP members apprised of activities and resources and/or know where to find them
- elevating and strengthening ADRP's brand and visibility across philanthropy (emphasize our brand, reputation, and stature)
- attracting and retaining new members

Co-Chair responsibilities

- recruit and lead a diverse and growing team of volunteers with a range of experience in donor relations and variety of industries
- act as liaison with the ADRP Board of Directors and the ADRP Volunteer and Member Experience Committee on behalf of your committee
- attend ADRP Volunteer Summits annually, at which you will report on committee updates
- schedule regular meetings with committee
- keep committee members on-task
- establish to-dos and deadlines
- encourage active participation from committee members
- act as primary liaison to the ADRP Office
- Inspire committee members to their own research and identify relevant articles and news to share

Appointment begins immediately following the ADRP International Conference and the rotation of the ADRP Officers and Board of Directors, and ideally will last for at least two years. After two years, the co-chairs have the option to renew or step down. Whoever leaves a vacancy is responsible for helping to recruit a replacement and if possible, giving one month's notice to the Board Liaison and the Volunteer and Member Experience Committee.

Committee Responsibilities

Time commitment

The ADRP Marketing and Communications Committee typically convenes virtually on a monthly basis.

To gain the most from this volunteer experience, members ideally would commit to two years. Members who wish or need to end their volunteer term before completing then should notify the chair/co-chair and the Volunteer and Member Experience Committee at least one month before stepping away.

Committee structure

2 Co-Chairs: to build and lead committee, balancing workload and mitigating against inability of a Chair to be available at any given time)

2-3 Committee Members: to create content, spread the word, provide succession planning, and serve as ADRP ambassadors on social media and *My ADRP*

Sub-group: The Hub Editorial Board (see website for full job description)

Goals and strategies

Liaise with ADRP Office to understand communications plan and staff-driven deadlines

- Work with Office to ensure annual plan is thoughtful, timely, and sustainable
- Determine which platforms are most appropriate for ADRP content and identify ways to measure ROI

Contribute balanced content using the ADRP brand/voice through:

- Event updates for ADRP
- Program updates from ADRP and its committees
- Relevant resources and content for ADRP members and prospective members

Create content for membership marketing (especially to non-higher ed members)

- Show value of membership
- Promote conference as a value of membership
- Bring value to membership (highlight interesting things members are doing in the field, spotlights, engaging ways for members to get to know each other by reading ADRP content)

Drive use of the ADRP blog as appropriate

- Gather bank of relevant stories to share
- Provide opportunities to share via social media
- Provide opportunities to engage in My ADRP

Review and suggest opportunities to advertise

- E.g., CFRE, Chronicle of Philanthropy, Association for Healthcare Philanthropy, etc.)
-

Will you join us?

The Communications and Marketing Committee sets the vision for the overall marketing strategy, ensuring communication plans are in concert with the strategic direction and needs of ADRP, established by the ADRP Board. This committee takes a lead role in partnership with the ADRP Office to promote ADRP's mission and efforts through targeted messaging that resonates with our membership base and inspires prospective members via the ADRP website, *My ADRP*, social media channels, and digital and print pieces.

Participating in this committee will give you the opportunity to:

- Gain direct experience developing and implementing marketing and communications strategy
- Develop new skills and further career development
- Build new connections with donor relations and fundraising professionals
- Play an active role in promoting and supporting ADRP's mission to effectively communicate the unique value and benefits of its programs and activities

Your skillset:

- Must be a current ADRP member.
- Must have or be committed to gaining extensive knowledge of ADRP's codes of conduct, business, and operational practices.
- Have excellent written and/or visual communications skills
- Confident social media user; knowledge of social media scheduler tools and templates and a keen interest in analytics
- Possess the ability to incorporate ADRP's voice into their writing to help maintain consistency in branding across our social media platforms