



WOODBURY COMMUNITY FOUNDATION

MARKETING/COMMUNICATIONS COMMITTEE CHARTER

Effective November 2025

1. Purpose and Scope

The Marketing/Communications Committee is responsible for the strategy, coordination, and execution of promotional and advertising opportunities for the Woodbury Community Foundation. The committee upholds WCF branding standards and ensures that marketing channels (e.g., website, social media, email newsletters, and print collateral) and public events support the Foundation's mission, vision, and strategic plan.

2. Authority

The Marketing and Communications Committee is authorized to advise the Board on matters of branding, outreach, and community engagement that advance the mission of the WCF. The committee serves in an advisory role without independent fiscal authority, with all decisions subject to approval by the Board of Directors or Executive Committee.

3. Membership

Membership is appointed by the board of directors with the advice of the Governance and Nominating Committee consistent with bylaws on an annual basis. The committee shall consist of approximately 8-12 individuals and comprised of no less than 50% of members of the board. The committee chair must be a director who also serves on the Executive Committee. For making formal recommendations to the board, quorum shall consist of at least 3 members with no less than 2 being members of the board. The committee seeks individuals with experience in marketing, communications, events, or related fields to ensure effective leadership and broad expertise.

4. Responsibilities

The responsibilities of the committee shall include:

- a. **Recommend Budgets:** Prepare and present an annual marketing and events budget proposal for approval by the Finance Committee and Board. The budget should reflect anticipated needs for communication, outreach, and event promotion,
- b. **Engage and Manage Vendors:** Recommend outside vendors and consultants (e.g., designers, printers, media partners) for Board or



Executive Committee approval when required. Once approved, oversee relationships to ensure quality, timeliness, and cost-effectiveness,

- c. **Oversee Communications:** Guide the strategy and execution of WCF's communications channels, including website, print collateral, email newsletters, and social media. Ensure all content is accurate, timely, and aligned with brand standards,
- d. **Community Impact Statement:** Lead the design, content, and distribution of WCF's annual Community Impact Statement. This piece communicates outcomes to donors and stakeholders, showcases measurable results, and supports donor stewardship,
- e. **Community Outreach Event Promotion:** Support the marketing and visibility of WCF's community-based outreach events such as Woodbury Days, Champions projects, Woodbury Thrives initiatives, and the Woodbury Expo. The Committee ensures these events are well-publicized, accessible, and engaging, while aligning with WCF's mission of community connection,
- f. **Collaborate with Other Committees:** Work closely with the Development Committee and other WCF committees to coordinate integrated campaigns and consistent messaging. While Development leads fundraising events like Friends Fest, the Marketing Committee provides promotional support to ensure brand consistency and maximize reach.

5. Meetings

The committee meets monthly and as needed, either in person or by video call. Meeting agendas are developed and shared with committee members before each meeting. Meeting minutes are recorded and reviewed and approved by the committee at its subsequent meeting.

6. Reporting

The committee provides monthly briefings of its activities to the Executive Committee, and every other month reports to the full Board of Directors. Any matters the committee has approved require subsequent approval by the Board of Directors (or the Executive Committee in certain circumstances on behalf of the Board).

7. Review and Amendments



This charter is reviewed by the committee at least annually, may be amended with consensus of the committee members, and is subject to further approval by the Board of Directors. A copy of this charter shall be maintained in the WCF's digital archive and be made publicly available on the WCF's website.