



Volunteer Position

Humanitarian Services Operation

Opportunity Details

Job Title	Board Member
Position Type	Board Member
Purpose	<p>A Board Member is a passionate leader who desires to make a positive impact on the community through their engagement in the Red Cross mission.</p> <p>In partnership with the local Executive, a board member will focus outwardly into the community to effectively mobilize support and resources around the Red Cross mission:</p> <ul style="list-style-type: none"> • Serves as the “Face of Red Cross” to maximize Red Cross presence and connectivity in a community • Actively develops and grows financial resources to live out the mission • Helps support mission delivery by connecting to and building relationships with strategic partners and volunteers • Supports and advocates for “One Red Cross,” as appropriate – Disaster, Service to the Armed Forces, Blood, Health and Safety, and International
Appointed by	Executive Director and Board Nominating Committee
Reports To / Partners With	Executive Director
FOCIS Category	Leadership
Location	

Opportunity Description

Key Responsibilities

- 1. RED CROSS PRESENCE & CONNECTIVITY:** In partnership with the Executive, develops and implements strategies to achieve and maintain positive awareness of the Red Cross. Serves as the “Face of the Red Cross” in the community, representing the organization among various stakeholders, including government, community/civic, faith-based, educational, military, political, corporate, etc.

Examples: Accept a Red Cross Month proclamation at a city council meeting. Visibly wear Red Cross board member pin. Make a presentation about Red Cross (Rotary, Chamber or other). Post Red Cross involvement on personal social networking sites (LinkedIn, Facebook, Twitter, etc.).
- 2. FUNDRAISING/FRIEND-RAISING:** Partners with the Executive to develop and implement fundraising plans and strategies to ensure that revenue targets are achieved in order to deliver essential Red Cross services, locally, nationally and internationally. Engage and leverage their network of personal and professional associates to help achieve revenue targets. Identify, cultivate and steward potential and existing donors of influence and affluence. Actively serve on committee(s) focused on individual, corporate, foundation and/or special event channels.

Examples: Make an annual gift to the Board Campaign making Red Cross one of top-3 organizations for personal giving. Reach into individual network to identify new donors for the organization. Help reconnect former donors who have lapsed in giving. Participate on donor visits. Thank donors with handwritten notes and/or phonathons.
- 3. MISSION CAPACITY BUILDING:** Engage and leverage their network of personal and professional associates to cultivate and steward external partner relationships that create and maintain mission capacity. Support building capacity for service delivery through the effective involvement and engagement of volunteer groups and partners. Help ensure Red Cross represents the diversity of the community served.
- 3. AMBASSADOR FOR ONE RED CROSS:** Promote visibility/awareness across entire mission as appropriate – disaster, service to armed forces, blood, health and safety, and international. Cultivate and steward external relationships that create and maintain connectedness within the community. Support building capacity for all lines of service delivery through the effective involvement and engagement of volunteers and partners.

Examples: Coordinate a presentation or training for their personal workplace or affiliated group. Encourage business, place of worship to conduct a blood drive.

Qualifications

- Personal interest (if not a passion) for the Red Cross mission and the community
- Assurance that he/she has the time and interest to be engaged and active.
- Credible individual with knowledge of and influence in the community.
- Potential for future leadership role on Board.
- Intention of making Red Cross a high priority for personal financial giving
- Willing to leverage personal and professional social capital to promote Red Cross mission.
- Commitment to the American Red Cross; its values and an understanding of its objectives, organization, services, and the responsibilities and relationships of working with donors, volunteers and partners.

Training

- Orientation to the American Red Cross
- Red Cross Board Orientation
- Red Cross Social Media Basics and Public Affairs
- Fundraising Orientation – cultivation, solicitation and stewardship
- Connection to Mission – Disaster, Service to Armed Forces, Blood, Health and Safety and International

Relationships

Red Cross Executive and board members; community leaders

Length of appointment

Elected to a specific year term; after a review of the board member's performance and organizational needs, the board member may be re-elected for a consecutive term.

Development Opportunities

- Community advocacy and leadership
- Relationship building
- Enhance leadership and communication skills
- Interact with and meet a variety of people
- Team building with the Red Cross, volunteers and community partners

Time Commitment

Varies per month, includes regularly scheduled board meetings, committee

Volunteer Availability

- During Business Hours (daytime, M-F)
- I'm Flexible
- Volunteer from home
- On weekends and/or evenings



Volunteer Benefits

- Build resume
- Give back to others
- Gain leadership skills
- Get to know Community
- Meet people
- Have fun



Volunteer Interests

- Special events
- Work Independently
- Interact w/ media
- Be in community
- Prepare community
- Gov't Partnerships
- Apply special skills
- Work w/ a team
- Lead a team

