



STANDING COMMITTEE FUNCTIONAL DESCRIPTIONS

EXTERNAL RELATIONS/RESOURCE DEVELOPMENT COMMITTEE

The External Relations/Resource Development Committee is responsible for maintaining effective communication and working relationships with the community in general and key stakeholders such as actual and prospective donors, for developing the Lighthouse's financial resources, and for making sure that volunteer involvement in Lighthouse programs is highly productive and satisfying:

- Ensuring that the Lighthouse's desired image is regularly updated.
- Overseeing the development and implementation of strategies for Lighthouse image building, marketing and public relations and for maintaining close, positive relationships with key external stakeholders.
- Overseeing the design and execution of a systematic financial resource development program, including such elements as endowment building and applying for financial support from governmental units and foundations, maintaining effective relations with actual and prospective donors, and maintaining close communication and coordination with the financial resource development activities of any non-Board bodies that might be created in the future to assist in building the Lighthouse's endowment. For example, if a non-Board "blue ribbon" committee including past Board members and other community leaders is established to provide hands-on assistance in approaching corporate and individual donors, such body will report to the Board through the External Relations/Resource Development Committee.
- Overseeing the development and implementation of legislative/governmental relations policies and strategies.
- Recommending to the Board positions on legislative issues.
- Coordinating Board member speaking in appropriate forums on behalf of the Lighthouse.

- Fashioning strategies and plans intended to enhance internal and external communication.
- Fashioning strategies and plans to promote non-Board volunteer involvement in Lighthouse planning, program development, and operations.
- Monitoring volunteer involvement, identifying opportunities for improvement, and ensuring that such opportunities are taken into consideration in the Lighthouse's planning process.