

MARKETING AND FUNDRAISING COMMITTEE

TERMS OF REFERENCE / MANDATE

1. Introduction

Financial sustainability, participation and communications are essential to the success of Cross Country Ski de fond Canada (CCC), high performance, and the growth of the sport. As such, the Chief Executive Officer (the “CEO”) forms the Marketing and Fundraising Committee (the “Committee”) as an operational committee of CCC.

2. Purpose

The Committee supports the Marketing and Communications Manager and the CEO in the development and successful operation of a program to raise private-source revenues (corporations, individual sponsors and donors) for CCC. The work of the Committee will be fully aligned with the goals of Cross Country Ski de fond Canada as identified from time-to-time in strategic plans.

3. Accountability

The Committee reports to the CEO through the Marketing and Communications Manager. The Committee does not have authority to make decisions on behalf of the CEO or to bind CCC in any way, unless specifically authorized to do so by the CEO.

4. Mandate

Guided by the Marketing and Communications Manager, the Committee will contribute expertise, regional perspectives when possible, and human resources to the development and successful operation of CCC Marketing and Fundraising programs. In general, the Committee will:

- a. Help develop strategic (i.e., long-term) direction and plans for national and regional fundraising programs in Canada.
- b. Provide advice and assistance to the Marketing and Communications Manager with respect to corporate sponsorships, sponsor servicing and private source fundraising activities; and provide fundraising-related advice and assistance to other operational committees.
- c. Actively help the Marketing and Communications Manager fulfill fundraising objectives and tasks identified in the annual Operational Plan.
- d. Contribute to an annual program evaluation to confirm that objectives are being met and are achieving the desired results.
- e. Help review certain marketing and promotional materials related to CCC fundraising initiatives.
- f. Help solicit potential corporate and individual sponsors and donors; assisting with sponsor and donor servicing activities at events when possible.
- g. Deliver guidance and help related to other aspects of fundraising for CCC and cross-country ski initiatives in Canada wherever and whenever possible.

5. Membership

- a. The Committee shall be composed of, when reasonably possible:
 - i. the Marketing and Communications Manager
 - ii. a member of the Board of Directors
 - iii. an athlete representative
 - iv. such other members as may be identified by the Chairperson as beneficial to the Committee
 - v. representatives from any of the five regions (1. PE, NL, NS, NB; 2. QC, NU; 3. ON; 4. MB, SK, AB, NT; 5. BC, YT) that wish to participate if such regions are not already represented by positions ii. through iv
 - vi. staff persons who may be assigned by the CEO to support the activities of the Committee (ex-officio)
 - vii. the CEO (ex-officio)
- b. The CEO will appoint members.
- c. The regional members of the Committee shall be appointed by the CEO in consultation with the Committee Chairperson and Division chairpersons in the affected regions. When a region is not represented, the CEO, in consultation with the Committee Chairperson and the Division chairperson of that region, shall determine whether to recommend an individual who will facilitate the communication of the purposes, goals and objectives of the Committee to the Division chairperson.
- d. The Board of Directors' Athlete Director shall recommend the athlete representative, in consultation with the Committee Chairperson and the Division chairperson of the region with which the athlete is associated.
- e. The membership term is one year expiring in September and is renewable.

6. Chairperson

- a. The Marketing and Communications Manager shall be the Chairperson of the Committee.
- b. The Chairperson is responsible for
 - i. providing leadership to the Committee (e.g., convening meetings; developing agendas; assigning, supervising and coordinating the Committee work)
 - ii. representing the Committee in communication

7. Decision-Making

Decision-making is limited to providing advice and recommendations. The Committee shall endeavour to operate by consensus. In case of disagreement, committee members shall cast votes.

8. Meetings

- a. The Committee shall determine a meeting schedule that facilitates achievement of the Committee's on-going work and will meet at least once each year.
- b. Meetings may be by phone, in person, or by any other means that facilitates simultaneous communication of attending Committee members.
- c. The Committee will keep a record of recommendations and decisions and provide this record to the CEO.
- d. A quorum for each meeting of the Committee shall be four people.
- e. The Committee will invite Directors and Committee chairpersons of other CCC programs to attend meeting that may have implications for their program areas or where their advice is indicated.