



TRAIL Board and Committee Descriptions

** These groups are actively seeing new members as of mid-2019.*

Board of Directors *

TRAIL's Board of Directors, which currently ranges from 9 to 13 members, is charged with oversight of all TRAIL operations, the hiring of staff, coordination of board committees, and working with the Executive Director to set priorities and meet goals. Members serve three-year terms. Ours is a working board; each member actively participates in one or more committees with assigned duties and tasks. The Board meets monthly and typically adjourns to a local restaurant for an optional group dinner. We work hard, but we also recognize the importance of building and maintaining positive relationships among the Board and staff, and regularly celebrating our successes.

Communications Committee *

The Communications Committee supports the work of other Board committees and uses communications tools such as social media, the TRAIL website, and the *TRAIL Guide* newsletter to achieve TRAIL's member recruitment, fundraising, public relations, and community engagement goals. This committee welcomes new members, especially those with communications and marketing experience and expertise.

Finance Committee

The Finance Committee is responsible for overseeing the financial activities of TRAIL to ensure its stability and long-term economic health. Duties include monitoring the budget, overseeing regular financial reviews and financial statements, recommending changes in membership fees, and maintaining finance-related policies and procedures.

Fundraising Committee *

The Fundraising Committee is responsible for raising charitable gifts to support the financial stability of TRAIL. Members of this committee plan and conduct TRAIL's annual fund campaign and corporate sponsorship program, including the solicitation of lead gifts; develop and administer gift acknowledgement and donor recognition programs; and explore other means of philanthropic support including grants and deferred giving. This committee is actively seeking new members, including those interested in donor stewardship using TRAIL's donor management software system.

Member Recruitment Committee *

The Membership Recruitment Committee works with the Board and Executive Director to determine annual member recruitment goals, and develops activities and metrics to achieve those goals. Recruitment activities can include public and private group presentations, conducting special membership drives via social media and other means, and more. This committee welcomes new members with marketing experience and/or who enjoy public speaking.

Member Appreciation Committee

The Member Appreciation Committee is responsible for stewarding our members to help ensure their satisfaction and retention, thereby strengthening the TRAIL member community. This committee develops and implements strategies for enhancing member satisfaction and retention; plans and conducts member stewardship activities, including our monthly Happy Hour; and works with the Board and Communications Committee to plan regular membership satisfaction surveys and other means of gathering member feedback and ideas for improvement.

Social and Educational Programs Committee

The Social and Educational Programs Committee plans and implements a variety of social and cultural activities that encourage our members to live their lives to the fullest. These events include scheduling regular Dine-Around events; arranging tours, hikes, and other excursions; identifying speakers for educational programs, etc. This committee also assists in the development of member interest groups, such as the TRAIL Book Club and TRAIL Yarning Group.

Vendor Services Committee *

The Vendor Services Committee is responsible for overseeing TRAIL's Prescreened Service Provider Program. This includes recruiting new service providers to the program, completing and documenting all vetting procedures, keeping vendor records up to date, maintaining positive vendor relationships, and evaluating members' vendor experience to improve this service and enhance its value as a TRAIL membership benefit.

Volunteer Committee

The Volunteer Committee is responsible for recruiting, orienting, vetting, and training TRAIL volunteers to assure that knowledgeable, courteous, trustworthy, and timely volunteer services are available to our members. This committee also develops policies and procedures pertinent to volunteers and their key role in the organization, and implements educational programs to keep volunteers informed and supportive of TRAIL and its mission.