



## **TRAIL Board and Committee Descriptions**

### **Board of Directors**

TRAIL's Board of Directors, which meets monthly and includes up to 13 members, is charged with oversight of all TRAIL operations, the hiring of staff, and working with the Executive Director to set priorities and meet goals. Members serve three-year terms, and each Board member actively participates in one or more committees with assigned duties and tasks. Ours is a working board, but we also recognize the importance of building and maintaining positive relationships among the Board and staff, and we enjoy regularly celebrating our successes.

### **Marketing and Communications Committee**

The Communications Committee uses tools such as social media, the TRAIL website, the *TRAIL Guide* newsletter, and other means to achieve TRAIL's membership, fundraising, public relations, and community service goals. This committee welcomes new members, especially those with communications and marketing experience and expertise.

### **Finance Committee**

The Finance Committee oversees 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.

### **Development Committee**

The Development Committee works with the Executive Director to raise charitable gifts to support TRAIL's financial stability. Development-related initiatives include an annual fund campaign, major-gift solicitations, corporate sponsorships, grant writing, planned giving, gift acknowledgement, and donor recognition. This committee is actively seeking new members, including those with experience in fundraising, development communications, and donor management software.

### **Membership Committee**

The Membership Committee is responsible for recruiting new members, assessing member satisfaction and the perceived value of member benefits, suggesting changes to TRAIL's membership benefits, and monitoring and maintaining a high rate of member retention. Recruitment and retention 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 and client-relations experience.

**Social and Educational Programs Committee**

The Social and Educational Programs Committee plans and implements a variety of social and cultural activities that help build and strengthen bonds within the TRAIL community. These events include Dine-Arounds at local restaurants; tours of local attractions; hikes and other excursions; and speaker presentations (both in person and online). This committee also assists in the development of member interest groups, such as the TRAIL Book Club and TRAIL Yarning Group.

**Volunteer Committee**

The Volunteer Committee works with the Executive Director and the Member and Volunteer Services Coordinator to recruit, orient, vet, and train TRAIL volunteers. 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.