

## DEVELOPMENT

The Committee shall consist of two Co-Chairs with staggered 3-year terms, members of the Executive Committee, and one of the Co-Chairs or representative committee member from the following Standing Committees: Finance; Honors and Awards; Membership; Public Relations; Publications Advisory Board; and Conference Planning. The Committee Co-Chairs are appointed by the Vice President/President-Elect by June 1<sup>st</sup> prior to his/her taking office as President. Consideration should be given to appointing members with knowledge/experience in the area of fund raising, securing sponsorships, grant writing, advertising, marketing or public relations. Member of the Committee are eligible for reappointment.

### Duties:

- Create Board-approved annual development goals for the organization, including funding streams from conference sponsorships, organizational sponsorships, membership, and direct mail.
- Create and implement Board-approved TLA Corporate sponsorship packages.
- Work with graphic designer to create: corporate sponsorship prospectus for online distribution, direct mail asks pieces and other publications as required.
- Work with Membership Committee to support the reaching of membership goals.
- Work with the Publication Advisory Board and the Public Relations Committee to advertise and implement sponsorship opportunities.
- Work with the TLA Executive Director to build and maintain processes for implementing, recording, and tracking development activities.
- The Co-Chairs shall attend all TLA Board of Directors meetings and shall submit quarterly reports on activities and an annual evaluative written report to the membership at the final Board of Directors meeting for the fiscal year.