



South Park Senior Citizens

Board Member – Advancement Committee Role Description

South Park Senior Citizens (SPSC) is seeking dedicated and mission-aligned Board members to serve on its **Advancement Committee**, a strategic working group that plays a key role in ensuring the organization's long-term sustainability and growth. Advancement Committee members are full Board members and fulfill all general Board responsibilities while also contributing specialized expertise, leadership, and effort toward SPSC's fundraising, communications, and capital campaign initiatives.

Advancement Committee Responsibilities

In addition to general Board duties, Advancement Committee members provide critical leadership and action in the following areas:

Fundraising & Donor Network Growth

- Identify, cultivate, and engage a network of potential donors and supporters.
- Conduct outreach to potential donors by phone, email, social media, and in-person meetings.
- Build partner and funders relationships that align with and advance SPSC's mission and fundraising goals.
- Invite and join potential donors to the SPSC Center for dinners, activities, fundraisers, and cultural celebrations.
- Collaborate with Advancement staff as we seek and secure varied funding sources, including grants, sponsorships, and major gifts.
- Strengthen SPSC's financial sustainability by diversifying revenue streams to include individual donors, corporations, foundations, faith organizations, workplace giving, and government funding.
- Comply with the Donor Bill of Rights

Capital Campaign & New Home Acquisition

- Support efforts to secure a permanent and community-rooted home for SPSC.
- Participate in planning and executing capital campaigns that will include securing funding for renovations, equipment, and relocation.

Social Media & Storytelling

- Advocate and promote through engaging content that highlights SPSC's impact.
- Support consistent promotion of SPSC via social and professional networks.
- Conduct outreach via LinkedIn, Facebook, Instagram, and other channels.

Time & Engagement

- Attend monthly Advancement Committee meetings and participate in subcommittees as needed.
 - Take on active roles to help execute Advancement strategies.
 - Encourage fundraising leadership among the entire SPSC Board of Directors.
 - Complete agreed-upon action items by set deadlines.
 - Collaborate with SPSC's Executive Director and Advancement Manager in aspects of professional donor management and the nurturing of philanthropic partnerships.
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Qualifications

In addition to the general Board qualifications, Advancement Committee members should ideally bring one or more of the following:

- Experience in fundraising, sponsorships, or donor relations
 - Strong personal and/or professional networks in relevant sectors
 - Capital campaign knowledge
 - Marketing, branding, or communications expertise
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Goals

- SPSC maintains an annual operating budget of \$1.25M, and we need support to diversify and increase revenue streams for our ongoing expenses.
- Our upcoming capital campaign is expected to be \$3M,+ and we need a diverse base of supporters interested in creating our new Senior Center home.