

# United Way of Pierce County Board of Directors

## Board Goals (2015-16)

### **INCREASE ANNUAL REVENUE TO SUPPORT COMMUNITY INVESTMENT AND UWPC PROGRAMS**

#### **Ensure that UWPC exceeds the 2016 campaign goal...**

- Make a meaningful personal financial contribution: Every board member is a Leadership Donor
- Actively support Resource Development/Stewardship activities (every board member participates in a minimum of five per year)
  - Initiate follow-up calls to Leadership, Loyal and Lapsed Donors
  - Host or take an active role at cultivation/recognition events (testimonials, advocacy)
  - Support UWPC outreach to new business prospects (provide 3-5 names)
  - Initiate or accompany UWPC professional staff on CEO/company calls
  - Support UWPC affinity group strategy: Emerging Philanthropist Program/Women's Leadership (e.g., attend events, identify/cultivate candidates)

### **PROVIDE EFFECTIVE LEADERSHIP/GOVERNANCE AS A HIGH-PERFORMING BOARD**

#### **Increase individual board member engagement, participation and feedback**

- Attend 75% of board meetings (in person or remote access)
- Review materials prior to meeting and participate actively in discussion of key issues
- Complete board meeting evaluation promptly via Survey Monkey
- Respond promptly to email requests for input/feedback from board leadership/CEO
- Join and actively participate in at least one board committee (standing or ad hoc)
- Complete annual performance assessments as required (board, CEO, organization)
- Be an effective ambassador for UWPC; participate in UWPC volunteer/outreach events
- Participate in opportunities to educate/advocate on behalf children and families

#### **Create individual plans for engagement/participation**

- Every board member creates an annual plan of action with benchmarks