

## About the American Red Cross of Central Indiana

### MISSION

*The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.*

### BOARD MEMBERSHIP HIGHLIGHTS

- Be a part of an amazing network of Humanitarians in Central Indiana and beyond
- Give your time, talent, treasure and trust with meaningful engagement as a community leader:
  - Bi-monthly meeting (6/year) and Committee meetings in the off months
  - Each member serves on at least one Committee
- Serve a 3-year term; maximum of 9 years

### Counties we serve in

#### Central Indiana:

Boone  
Clinton  
Hamilton  
Hancock  
Hendricks  
Henry  
Howard  
Johnson  
Madison  
Montgomery  
Morgan  
Putnam  
Rush  
Shelby  
Tippecanoe  
Tipton



### Main Central Indiana Offices:

#### **Lafayette:**

2750 N 9<sup>th</sup> St., Ste. G  
Lafayette, IN 47904

#### **Kokomo:**

412 W. Sycamore St.  
Kokomo, IN 46901

If you are interested in board service, please contact American Red Cross of Central Indiana Executive Director Vanessa Davis at [Vanessa.davis2@redcross.org](mailto:Vanessa.davis2@redcross.org) or 317-684-4321.

### Expectation of Board Members:

- **Serve as an ambassador and advocate for the Red Cross in the community**, increasing the presence, awareness and support for the Red Cross throughout our jurisdiction. Help us identify and recruit new volunteers who will help carry our mission forward.
- **Share your talents**. Make known your areas of particular interest or expertise; volunteer yourself for Red Cross service in those areas.
- **Attend Board of Directors meetings and special Board functions**. The Board traditionally meets twice a year in Indianapolis and four times per year via skype.
- We expect all Directors to **serve on at least one Board Committee** (see the Committee Descriptions).
- **Term of Service**. The Chapter/NHQ bylaws limit director terms to nine years (except officers). Each Director is elected for an initial three-year term; with two additional three-year terms are available if the member wishes to continue leadership service.
- We encourage all Directors to **volunteer** with the Red Cross as their time permits.
- **Give the Red Cross your personal financial support** and encourage your associates to do likewise. Your support confirms to our funders that the Board of Directors is tangibly committed to the Red Cross' future. We expect all Directors to:
  - Make an annual personal contribution to the Board Leadership Campaign.
  - Support other fundraising campaigns during the year as your resources allow.
  - Put the Red Cross in your estate plan, if you have not done so already, or consider the other planned giving options that are available.
  - Help us reach out to current donors by making donor thank-you calls.
  - Help us identify potential new supporters among your friends, business contacts and other associates.
- **Stay informed about the Red Cross** – our mission, our values, our culture – through the formal opportunities we will provide and through informal networking with staff, board and clients.
- **Avoid Conflicts of Interest** that might prove embarrassing or otherwise harmful to the Red Cross. Make full disclosure to your fellow Directors of any conflicts that occur or that you perceive and excuse yourself from discussions and votes where conflicts exist.

### Board Members Can Expect from the American Red Cross:

- A judicious and respectful use of your time.
- Timely communication of the important information you need as a Director.
- Opportunities to learn more about the Red Cross through mentoring, tours, small group discussions and other formal and informal programs.
- Straightforward responses to any questions you have that bear on your legal and moral responsibilities to the Red Cross.
- Liability Insurance. If you are accused of wrongful acts committed while performing your official Red Cross duties, you are indemnified against reasonable costs of defense proceedings, damages, judgments and settlement costs up to \$26 million per occurrence and in the aggregate (subject to certain exclusions).

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### **BOARD OF DIRECTORS: Community Outreach Committee**

**Purpose:** Provide leadership to focus outwardly input and strategic direction to the outward facing activities. Maximize Red Cross presence and connectivity in a community to effectively mobilize support and resources around the Red Cross mission.

#### **Roles and Responsibilities:**

- Supports the Red Cross Mission by actively developing and promoting increased awareness of our brand, image and services to the community.
- Serves as an advisory position with the Board of Directors and Executive Director in making significant decisions pertaining to this area.
- Ensures that the Red Cross is maximizing its presence in the community.
- Ensures there is a close connection with the Philanthropy Committee or the exchange of appropriate donor relations information on the level of support that is needed.
- Assist in identifying, establishing and supporting community partner relationships.
- Assist with the development of an annual organizational master events calendar.
- Represents the Red Cross as a public speaker and served as the “Face of Red Cross” in the community.

**Qualifications:** Passionate about promoting the Red Cross mission to external parties in their communities.

- Commitment to the American Red Cross and its values
- Understanding of the organization’s objectives, services, and the responsibilities and relationships of working with donors, volunteers and partners.
- Savvy diplomatic skills and a natural affinity for cultivating relationships and persuading, convening, facilitating, and building consensus among diverse individuals
- Interest, knowledge, and influence in the community with personal qualities of integrity, credibility, and a passion to support the community.
- Training
- American Red Cross Orientation
- Red Cross Board Orientation
- Red Cross Social Media Basics and Public Affairs
- Fundraising Orientation – cultivation, solicitation and stewardship
- Connection to Mission – Disaster, Service to Armed Forces, Biomedical, Health and Safety and International

#### **Development Opportunity**

- Community advocacy and leadership
- Enhance leadership and communication skills
- Interact with and meet a variety of people
- Team building with the Red Cross, volunteers and community partners

**Relationship:** Executive Director and board members; community leaders

**Length of appointment:** Minimum two years; renewable at three years

**Time Commitment:** 2-3 hours/month

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### **BOARD OF DIRECTORS: Board Development Committee**

**Purpose:** The Board Development Committee will be directly involved in the recruitment, orientation, retention and on-going development of the chapter board membership. This committee directly interfaces with the chapter Executive, Philanthropy Committee Chair and the development staff in support of the advancement of the American Red Cross.

#### **Roles and Responsibilities:**

- The Board Development Committee will support the process of identifying, recruiting and evaluating candidates for board membership who:
  - Are passionate leaders who desire to make an impact on the community.
  - Will partner with Red Cross leadership at the local level.
  - Will focus outwardly into the community to effectively mobilize resources around the Red Cross mission.
  - Represent the cultural profile and diversity of the community the chapter serves.
- Periodically evaluate the current chapter board makeup for effectiveness and recruit new members according to the chapter board needs, area of expertise desired and/or connection to the community.
- Partner with the chapter executive to develop a comprehensive chapter board orientation and training plan and communicate regularly with the new chapter board members to ensure they are:
  - Engaged in the Red Cross mission.
  - Knowledgeable of programs and services.
  - The “Face of the Red Cross” in the community.
  - Raising funds to achieve the chapter revenue target.
- Develop and conduct a chapter board self-assessment on an annual basis or as needed.

#### **Qualifications:**

- Passionate about promoting the Red Cross mission.
- Commitment to the American Red Cross and its values
- An understanding of the organization’s objectives, services, and the responsibilities and relationships of working with donors, volunteers and partners.
- Savvy diplomatic skills and a natural affinity for cultivating relationships and persuading, convening, facilitating, and building consensus among diverse individuals
- Interest, knowledge, and influence in the community with personal qualities of integrity, credibility, and a passion to support the community.

#### **Training:**

- American Red Cross Orientation
- Red Cross Board Orientation
- Red Cross Social Media Basics and Public Affairs
- Fundraising Orientation – cultivation, solicitation and stewardship
- Connection to Mission – Disaster, Service to Armed Forces, Blood, Health and Safety and International

#### **Development Opportunity**

- Community advocacy and leadership

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- Relationship building
- Enhance leadership and communication skills
- Interact with and meet a variety of people
- Team building with the Red Cross, volunteers and community partners

**Relationship:** Executive Director and board members; community leaders

**Length of appointment:** Minimum two years; renewable at three years

**Time Commitment:** 2-3 hours/month

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## **BOARD OF DIRECTORS: Mission Delivery Committee**

**Purpose:** To support strategic volunteer recruitment beyond the recruitment of board members. This leadership position helps identify leadership needs and assisting in the recruiting of volunteer leaders, including Community Volunteer Leaders (CVL).

### **Roles and Responsibilities:**

- Volunteer Recruitment:
  - Coordinate and collaborate with regional leaders from all lines of business to identify needs of the region and community;
  - Create targeted recruitment and engagement strategies to address identified needs.
  - Assist in recruitment and referring of prospective leadership volunteers to the American Red Cross which are inclusive and represent the demographics of the community.
  - Maintain appropriate level of communication with the RE/COO/ED and Volunteer Director and Mission Leads to understand volunteer priorities and needs and ensure successful integration and engagement of volunteers recruited to support mission delivery.
- Mission Delivery Support:
  - Promote and facilitate opportunities across all relevant lines of service within assigned geography.
  - Leverage social capital and relationships to expand local Red Cross mission in support of regional goals and objectives.

### **Qualifications:**

- Passionate about volunteerism and promoting the Red Cross mission.
- Commitment to the American Red Cross and its values.
- An understanding of the organization's objectives, services, and the responsibilities and relationships of working with donors, volunteers and partners.
- Savvy diplomatic skills and a natural affinity for cultivating relationships and persuading, convening, facilitating, and building consensus among diverse individuals.
- Interest, knowledge, and influence in the community with personal qualities of integrity, credibility, and a passion to support the community.

### **Training:**

- American Red Cross Orientation
- Red Cross Board Orientation
- Red Cross Social Media Basics and Public Affairs
- Fundraising Orientation – cultivation, solicitation and stewardship
- Connection to Mission – Disaster, Service to Armed Forces, Blood, Health and Safety and International

### **Development Opportunity:**

- Community advocacy and leadership
- Relationship building
- Enhance leadership and communication skills
- Interact with and meet a variety of people
- Team building with the Red Cross, volunteers and community partners

**Relationship:** Executive Director and board members; community leaders; service line Red Cross staff

**Length of appointment:** Minimum two years; renewable at three years

**Time Commitment:** 2-3 hours/month

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### **BOARD OF DIRECTORS: Philanthropy Committee**

**Purpose:** To develop and implement fund-raising plans and strategies to achieve the revenue targets. Works in partnership with the Executive Director and financial development staff.

**Roles and Responsibilities:** The Philanthropy Committee member will:

- Review chapter fund-raising plans and recommends strategic activities to maximize the chapter's potential to raise funds.
- Leverage their network of personal and professional associates to identify, cultivate and steward potential and existing donors of influence and affluence.
- Establish sub-committees focused on the individual, corporate and foundation donor segments.
- Support special events.
- Lead by example with an annual financial donation that is their best gift to set the standard for Board giving in their community.
- Be ambassadors of the entire American Red Cross mission within the community.

**Qualifications:**

- Passionate about promoting the Red Cross mission and has an interest in fundraising strategic planning.
- Commitment to the American Red Cross and its values.
- Understands the organization's objectives, services, and the responsibilities and relationships of working with donors, volunteers and partners.
- Diplomatic skills and a natural affinity for cultivating relationships and persuading, convening, facilitating, and building consensus among diverse individuals.
- Strong communication skills and comfortable with use of email, web and social media
- Demonstrated interested in promoting volunteerism.
- Interest, knowledge, and influence in the community with personal qualities of integrity, credibility, and a passion to support the community.

**Training:**

- American Red Cross Orientation
- Red Cross Board Orientation
- Red Cross Social Media Basics and Public Affairs
- Fundraising Orientation – cultivation, solicitation and stewardship
- Connection to Mission – Disaster, Service to Armed Forces, Biomedical, Health and Safety and International

**Development Opportunity**

- Community advocacy and leadership
- Enhance leadership and communication skills
- Interact with and meet a variety of people
- Team building with the Red Cross, volunteers and community partners

**Relationship:** Executive Director and board members; community leaders

**Length of appointment:** Minimum two years; renewable at three years

**Time Commitment:** 2-3 hours/month

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