



Terms of Reference

Director of Corporate Sponsorship

AUTHORITY/RESPONSIBILITY:

The Board of Directors is the legal authority for PAYES. As a member of the Board, a Director acts in a position of trust for the community and is responsible for the effective governance of the organization.

QUALIFICATIONS/SKILLS: While experience in the area of fundraising is desired, the desire to liaise and solicit funds from within the corporate sector of the greater Parkland area is fundamental in this role. This role relies on having experience in operating a business or organization with the ability to relate the financial objectives of PAYES to potential corporate sponsorship opportunities that exist. The ability to organize information, prepare and present PAYES publicly and ongoing follow-up with corporate sponsors is critical to this role. The ability to speak in presenting the work of PAYES as a non-profit charity to corporate leaders and managers is essential to this role while gauging the corporate response.

REQUIREMENTS:

- Commitment to the work of PAYES.
- Knowledge in the area of Board governance with the ability to relate the financial need of PAYES to the sponsorship opportunities that exist from corporations and businesses within the greater Parkland area.
- Attendance at monthly PAYES Board meetings.
- A time commitment of 8-10 hours per month, (includes Board meeting, committee and other meeting time)
- Attendance at the Annual General Meeting of the PAYES Membership.
- Be informed of the services provided by PAYES and publicly support them
- Prepare for and participate in the discussions and the deliberations of the PAYES Board.
- To foster a positive working relationship with other Board members, and any staff.
- Be aware and abstain from any conflict of interest

MAJOR DUTIES:

- Identify the sponsorship opportunities that exist in support of PAYES, including such factors as potential revenues that may be realized, the appropriate timing of corporate and business donor sponsorships, and any requirements of PAYES in achieving support from donors.
- Present and identify sponsorship potential for the approval and continued pursuit by the Board.
- Report to the Board monthly on the progress of sponsorship pursuits, and any monies that have been solicited and obtained.
- Present the goals and objectives of the PAYES Board to corporate leaders and business leaders within the Parkland area community including the areas where corporate support may be directed.
- In conjunction with the Treasurer, prepare a strategic and targeted presentation that relates the functional and financial goals of PAYES, to the funding options that corporate sponsorship may require in order to provide support.
- Present a corporate sponsorship presentation to the Board at least semi-annually to ensure Board awareness, approval, and evaluation of ongoing corporate support is known.