

Terms of Reference

BIATHLON CANADA MARKETING & REVENUE GENERATION COMMITTEE

The Marketing and Revenue Generation (M&RG) Committee is Standing Committee of the Board.

The Committee assists the Board in fulfilling its oversight responsibilities in connection with the planning, coordination and implementation of all fundraising activities in support of Biathlon Canada's programs, projects and activities. Fundraising in this context refers to revenue raising events and programs and government and sport organization funding and grants. The Committee is responsible for keeping the Board apprised of progress in achieving fundraising targets and any requirements to ensure that these are met.

Responsibilities:

To develop a fundraising strategy and development plan for Biathlon Canada that includes financial goals, likely sources of fundraising revenue and identifies responsibility for each area.

To assist and advise in establishing funding targets and identify a range of opportunities to reach those targets

To identify and recommend any ethical considerations or principles that need to be adopted Implements, monitors and evaluates the fundraising strategy once it is adopted

To identify and maintain a list of existing and potential sponsors and donors.

To facilitate the development with staff of project proposals to submit to potential sponsors and donors

To assume the lead for at least one key fundraising event annually

To make recommendations to the Board and to management of Biathlon Canada around marketing and social media strategies that will support the fundraising strategy.

To oversee interactions with sponsors and funders including obtaining funds or in-kind services, thanking the sponsors and funders in writing and acknowledging sponsors and funders at board meetings, special events, the AGM and on the website

Committee Authority:

The plans developed by the Committee must be approved by the Board. With such approval the Committee is empowered to act to make the plan a reality.

Committee Composition:

The Committee should be made up of at least three members of the Board and the General Manager of Biathlon Canada. Additional volunteers with fundraising experience may also be invited to join the Committee. Any member of the Committee may be appointed as Chair of the Committee by the Board. In the event the committee cannot reach consensus on a course of action and a vote is to be taken, each member will have one vote. A quorum for each meeting of the Committee shall be three people.

¹ Approved April 2019

The Committee may establish an organizing sub-group for special events that includes other Board members and volunteers. This event group shall report to the Committee.

Committee Budget:

The Committee will identify its fundraising goals in terms of gross and net revenues as well as create a budget outlining expected fundraising expenses including committee costs, if any.

Meetings:

The Committee will meet in person or by teleconference at least four times a year and notes or minutes of their meetings shall be kept.

Reporting Relationship:

The Committee will report to the Board on a regular basis and as requested by the Board.