



SPARK BOARD Annual Giving Chairs Role Description

The Annual Giving Chairs are responsible for identifying and encouraging philanthropic support for the Larkspur-Corte Madera School District, primarily through solicitation of donations from District families and outreach to community members and grandparents.

Primary responsibilities include:

- Developing Annual Giving goals and strategies
- Working with Executive Director and Marketing Chair to establish overall Annual Giving messaging for the school year
- Working with Marketing team to develop and distribute the Annual Giving brochure (including remittance envelope) in the fall and communication strategy through out the year
- Coordinating all Annual Giving campaigns including Fall kick-off, end-of-calendar-year tax benefit communication and Spring Campaign (as needed)
- Oversee team of volunteers supporting one-to-one outreach throughout the school year
- Maintaining Annual Giving records, online, and printed donor acknowledgement list
- Working closely with the Executive Director to identify and track progress and potential donors
- Supports Events team in planning and executing major donor events, such as Distinguished Donor Dinner

Responsibilities also include:

- Being a continuous SPARK advocate and resource for members of the community
- Attend monthly Board meetings and provide updates on Annual Giving status and strategies
- Supporting the foundation by attending and/or volunteering at various SPARK Board activities, such as Fun Run, Online Auction and Spring Spotlight

This is a 2-year position.