

ORGANIZATION COMMITTEE

Much of the success of the local Main Street program and the viability of the organization will depend on its ability to recruit and develop new leadership, to stay in close touch with its supporters, to meet its supporters needs and to involve and mobilize a large number of volunteers in the program's activities. This is an intense, ongoing effort that requires diligent work all year round by one committee – the Membership and Development Committee – established to meet several needs of the organization:

Specific functions:

- Plans and conducts annual fund raising activities for the Main Street program and ensures that adequate funding is in place at all times.
- Organizes and conducts annual nomination program for Board of Directors. When applicable, organizes and conducts an annual membership drive.
- Helps the Design, Promotion and Economic Restructuring Committees recruit new members.
- Promotes the development of a strong volunteer network within the Main Street program. Encourages leadership development within the Main Street program.
- Works with the Board of Directors to orient new Board and committee members to the Main Street program's goals, activities, policies and procedures.
- To recruit new members to the Main Street Board and committees.
- To recruit new volunteers for the Main Street program and to help them find assignments they will enjoy.
- To raise funds for the ongoing operation of the Main Street program.

Subcommittees:

The tasks of the Membership and Development Committee are so important that many local Main Street programs divide its responsibilities into three standing subcommittees:

- **Nominations Subcommittee:** Effective Board and committee candidates rarely emerge from the recommendations of a nominating committee formed one week before Board elections. Instead, nominating good candidates requires year-round awareness of the local Main Street program's organizational needs and of the contributions of productive volunteers to the organization. The Nominations Subcommittee is responsible for ensuring that the nominations process is handled in a responsible and democratic way. In addition, the Nominations Subcommittee is often responsible for new Board member orientation. Subcommittee members should collect materials, accompany new Board members to their first meeting and call them afterward to see if there are any questions. As corny as it seems, assigning a "buddy" to new Board members helps make them feel at home.

Often, former and current Board members who do not wish to run for office again make good Nominations Subcommittee members. Be sure this Subcommittee is aware of the importance of its responsibility, and give it sufficient lead-time to find suitable candidates.

- **The Membership Subcommittee:** Every volunteer organization needs a committee that encourages people to join and finds a place for them where they will be happy and productive.

The task of the Membership Subcommittee is to monitor the skills and talents of existing members, develop a "wanted member" profile and, with the Board, set goals for the number of new members to be recruited each year.

- **Fund Raising Committee:** The Fund Raising Subcommittee's primary responsibilities are to plan and conduct annual fund raising activities for the local Main Street program and to ensure that adequate funding is in place at all times. The Fund Raising Subcommittee requires a high energy, enthusiastic chairperson. This position must be filled by a Board member, not a staff person. It is not productive or efficient to ask a staff person to raise his or her own salary.

The Fund Raising Subcommittee must have a plan to be effective, and the Board should work closely with the Subcommittee to establish fund raising goals and a realistic timetable.