



“Together we make a difference across our community”

Marketing/Communications Committee Profile

Purpose

The Marketing Committee of the Plantation Community Foundation is a standing committee of the Board of Directors.

Structure

The Chairperson of the Marketing Committee is a member of the Board of Directors. The Committee is composed of four to seven volunteers. The Committee will coordinate its work with the Foundation’s Office Manager and staff and collaborate with all other committees to achieve their objectives.

Responsibilities

The Marketing Committee is responsible for creating an Annual Marketing Plan for the Plantation Community Foundation which is to be presented to the Board of Directors in October.

The Committee utilizes market research methods and database marketing techniques to find potential members and donors, sponsors, and volunteers. In collaboration with the Membership Committee, the Marketing Committee initiates programs to build and retain a loyal membership base.

The Marketing Committee creates awareness of the Foundation’s Mission and Vision, along with its good works by creating marketing campaigns, promoting events, creating advertising, and posting on social media platforms.

The Committee is responsible for the Foundation’s website.

The Marketing Committee collaborates with the Foundation’s Fundraising Chairperson, and partners with the management of the Plantation Golf & Country Club, to create successful, non-conflicting events and broaden our exposure within the club’s membership.

Plantation Community Foundation is an organization dedicated to improving the quality of life of South Sarasota County residents by supporting organizations involved in social services, health care, educational, environmental, and cultural activities.