



NAWBO
SOUTHERN NEVADA
National Association of Women Business Owners

COMMITTEE DESCRIPTIONS AND COMMITMENT

Members, here's your chance to connect at a higher level!

Building leadership capacity is vital in any business, especially when trying to scale your business in this new economy.

NAWBO Southern Nevada offers you the opportunity to hone your leadership skills by serving on one of our committees and becoming part of the team that drives this organization.

The following opportunities are open to NAWBO Southern Nevada **"members only"** as an exclusive membership benefit.

JOIN A COMMITTEE TODAY!



1. **BOARD STRATEGY AND DEVELOPMENT:**

Responsible for bringing all new directors up-to-speed on her role and responsibility on the Board, act as a resource or sounding board for existing members relative to Board responsibilities and cross-committee/position questions, support succession planning and finally to perform as a strategic resource for the President and the President-Elect as they create discussions and forums to advance Chapter goals and objectives.

What's In It For Me? Be a trusted partner in building the NAWBO Southern Nevada organization.

Commitment averages 2-3 hours per week

Leader: Director of Board Strategy and Development

2. **ADVOCACY AND PUBLIC POLICY COMMITTEE:**

Monitors legislative matters - local, state, and national making the membership aware of relevant issues. Encourages voter registration and participation. Uses and disseminates information and tools provided by NAWBO National. Develops and participates in programs and events aimed at forwarding the public policy agenda. Coordinates and conducts advocacy workshops, biennial legislative opportunities like Chamber Day and Women's Lobby Day. Invites and facilitates elected and appointed officials to attend NAWBO Southern Nevada events.

WIIFM? The perfect opportunity for political junkies to engage at an organization level!

Commitment averages 2 - 3 hours per week.

Leader: Director of Advocacy and Public Policy

3. **MARKETING COMMITTEE:**

Marketing enthusiasts create content, communicate news, events and information to the membership through an e-newsletter, mail campaigns, social media and blogs. Work with NAWBO SNV marketing consultants to update website content, events calendar, event registration. Writes and edits copy.

Graphic enthusiasts design announcements, flyers, graphics, banners, program books and ad artwork for both print and web and provides overall artistic direction.

Marketing: Develops, implements and manages an annual marketing plan to:

- a) To reach new women business owners;
- b) Increase membership;
- c) Promote and increase turnout at events; and
- d) Increase overall awareness of NAWBO Southern Nevada.

Together the team manages online engagement, looks for opportunities to drive traffic to website and engagement on Facebook, Twitter and LinkedIn. Produces reports on traffic and stats.

WIIFM? An opportunity to shape the organization's marketing message and strategy.

Commitment averages 2 - 4 hours per week.

Leader: Director of Marketing

4. COMMUNICATIONS COMMITTEE

Communications enthusiasts

Communicate with members, board, corporate partners, and externally to expand brand awareness and elevate NAWBO SNV overall presence. Manage media relations and develop contacts with media members, influencers, and community leaders. Writes press releases and looks for earned media opportunities to raise visibility, serves as media liaison, identifies opportunities to publicly spotlight-worthy members in the media/news and in the NAWBO community.

WIIFM? An opportunity to shape the organization's marketing message and strategy.

Commitment averages 2 - 4 hours per week.

Leader: Director of Communications

5. COMMUNITY AND AFFILIATE RELATIONS COMMITTEE:

Leads and facilitates membership involvement in local charitable projects and programs with the goals of giving back to the community and elevating NAWBO Southern Nevada as an organization that is engaged in its community. Develops and nurtures relationships with new and existing community affiliates.

WIIFM? The opportunity to become involved with non-profits and charitable organizations at a group facilitator level.

Commitment averages 2 - 3 hours per week.

Leader: Director of Community Relations

6. CORPORATE PARTNER RELATIONS COMMITTEE:

Identifies, develops and solicits new corporate partners and sponsorship opportunities. Cultivates and manages relationships and ensures benefits are utilized. Creates sponsor benefit worksheets. Designs and develops data templates, tracks and records outcomes and assembles reports. Designs a pitch deck and presentation. Don't worry, we will guide you.

WIIFM? Relationships!

Commitment averages 2 - 4 hours per week.

Leader: Director of Corporate Partner Relations

7. FINANCE COMMITTEE:

A perfect opportunity to train for the Treasurer board position. The Finance Committee will work in collaboration with the Treasurer to prepare the annual budget. Develop strategy for giving back to the community through NAWBO member scholarships; community grants; and active engagement with women-owned businesses. Tracks and reports on Corporate Partners participation and benefits in collaboration with the CP chair.

WIIFM? An opportunity to work collaboratively in a team setting.

Commitment averages 2 - 3 hours per week.

Leader: Director of Finance

8. PROFESSIONAL DEVELOPMENT AND LEADERSHIP COMMITTEE:

The professional development and leadership committee identifies key competencies to assist Committee Chairs and Executive Board with professional growth. The committee coordinates and arranges an annual team building event and other leadership programs to enrich committee members and the membership.

WIIFM? Be a trusted partner in building the NAWBO Southern Nevada organization.

Commitment averages 2 - 4 hours per week

Leader: Director of Professional Development and Leadership

9. **MEMBERSHIP COMMITTEE:**

Develops, implements and manages an annual strategy plan to:

- a) Actively recruit new members;
- b) Engage new members with 3 personal touches through:
 - Welcoming new members
 - Walking new members through the benefits of joining
 - Reviewing new member packet
 - New member orientation
 - Engaging and introducing new members at events;
- c) Maintain a diverse membership;
- d) Coordinate annual membership drive; and
- e) Maintain a healthy retention ratio.

Serve as greeters to welcome and guide members and guest at events. Navigate members through membership benefits and opportunities. Track membership demographics and participation.

Recommends and facilitates member spotlights in newsletter and website.
Recommends member's business locations for events, mixers, etc.

WIFM? Be a trusted integral part of all new members experience. Meet everyone!

Commitment averages 2 - 3 hours per week.

Leader: Director of Membership Services

10. **PROGRAMS COMMITTEE:**

Researches, recommends, and books amazing talent/speakers for NAWBO Southern Nevada programs. Serves as liaison to speakers, facilitates logistics, A/V, brand display and materials for speakers. Obtains or develops speaker's bio, picture and presentation write up for promoting event, event introduction and PowerPoint. Responsible for designing relevant, engaging and impressive programs, events, workshops, presentation topics and themes.

WIFM? An opportunity to develop relationships with speakers from in and outside Southern Nevada, as well as, an opportunity to showcase your programming skills and creativity.

Commitment averages 2 - 5 hours per week.

Leader: Director of Programs

11. WOMEN OF DISTINCTION AWARDS PROGRAM COMMITTEE:

This committee is responsible for the planning and implementation of our annual signature event. This event requires lots of "women power" and has several sub-committees.

WIFM? The opportunity to work on a special event in grand scale! It's fun and a great exercise in teamwork.

Commitment averages 3 - 6 hours per week.

Leader: WODA Chair or Co-Chair or President or Past-President