## Development Vice President

**Placement**

Slated by Nominating Committee

Elected by PTA Membership

**Roles up to**

President

**Commitments**

* Officer, Executive Board
* Manager, Development Team
  + Direct Appeal
  + Community Nights
  + Escrip/Business Affiliates
  + Grant Writing
  + Corresponding Secretary
  + Box Tops

**Primary Responsibilities**

1. Establishes long-term fundraising (both event and non-event) strategy and objectives
2. Oversees the Development Team, and as such
   * Holds and conducts a minimum of three team meetings to ensure the team stays on-strategy throughout the year
   * Reports to the Board on the status and progress of the Development Team
   * Updates the Development Team on Board actions and other activities pertinent
   * Ensures all members of the Development Team submit a Year End Report and have a successful transition with the incoming team
   * Works with the Chairs to set goals and objectives for their programs/events
   * Works with the Direct Appeal Chair to kick off and manage the Direct Appeal campaign
   * Works with the Community Nights Chair to plan and communicate the events (which fall in line with school and PTA fundraising guidelines)
   * Works with the Escrip/Business Affiliates Chair to plan and communicate the opportunities (which fall in line with school and PTA fundraising guidelines)
   * Works with the grant writer to obtain information on available opportunities and then assist in gathering information throughout the school and PTA in order for the grant writer to write the grants
   * Works with the Corresponding Secretary to update the tax letter annually and then ensure distribution in a timely manner (to follow appropriate tax guidelines)
   * Works with the Box Tops chair to communicate the program to families and then manage their volunteers in order to submit the box tops by the bi-annual deadlines
3. Assists with the PTA Leadership Training
4. Serves as an officer on the Executive Board, therefore
   * Performs duties as may be prescribed in the bylaws and standing rules, or assigned by the association
   * Attends PTA sponsored workshops or trainings
   * Attends council, district, and state PTA meetings as appropriate
   * Safeguards the financial assets of the PTA by strictly adhering to PTA financial procedures as outlined in the bylaws and state and National PTA guidelines
   * Maintains a current procedure book with timeline and writes a comprehensive Year End Report to pass on to succeeding officer
   * Protects members’ privacy by utilizing member information for PTA work only
   * Should become knowledgeable of the contents of the following resources:
     + *California State PTA Toolkit*
     + Unit, council, district, and state PTA bylaws
     + *Insurance and Loss Prevention Guide*
     + California State PTA website: www.capta.org
5. Serves as a resource for the President by:
   * Proofing and reviewing agendas, articles and other documents for the President
   * Exchanging ideas for meetings and issues
   * Taking on any special projects falling within the fundraising arena as needed
   * Attending meetings as requested

**Time Commitment**

* This position requires approximately 2 hours per week
* This position requires attendance at all board and membership meetings
* July-November will be heavier months for website updates and Back To School communication prep

*Revised 1.24.17*