

LEADING CHANGE



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

ADVISORY COUNCIL MEMBER ROLE AND RESPONSIBILITIES

PURPOSE / WHY WE EXIST

This group of committed volunteer leaders advances the mission of the branch in accordance with the YMCA of Pierce and Kitsap Counties' strategic plan and branch strategic plan. Together, the council studies the needs and community issues of the branch service area, supports staff in planning programs and services to meet those needs, and evaluates the effectiveness of the programs and services in relation to objectives.

COUNCIL MEMBER ATTRIBUTES

The Y's ideal council member is most successful when he or she:

- Is deeply passionate about the Y's mission and vision.
- Regularly experiences the mission in action, and can articulate the mission through stories and impact statements.
- Embraces opportunities to be an ambassador of the branch in various circles of influence.
- Believes philanthropy is core to fulfilling the Y's mission.
- Finds joy in serving the community.

TIME COMMITMENT (ANNUALLY)

- Prepare for and attend 75% or more of Advisory Council meetings (60-90 minutes, 6-12 meetings per year)
- Prepare for and attend 75% or more of Advisory Council Committee meetings (60-90 minutes, 2-6 meetings per year)
- Four to six additional event opportunities (1-2 hours per event)
- Total estimated annual time commitment: 12 hours (minimum) to 24+ hours

COUNCIL MEMBER ROLE AND RESPONSIBILITIES

Advisory council members serve in three distinct ways: advisor, philanthropist, and ambassador.

Advisor

A person who gives advice, typically someone who is expert in a particular field.

- Attend regularly and participate constructively in branch advisory council meetings.
- Work with branch staff to determine, monitor, and strengthen branch programs and services to assure quality service to members and effective community outreach within established association guidelines.
- Support branch staff in identifying, developing, and implementing program initiatives that are in alignment with – and further – association strategic goals.
- Provide for ongoing branch advisory council development – recruit council members, elect chair and vice chair, and committees and task forces to support the work of the branch in achieving the goals of the association.
- Provide feedback to branch staff in evaluating branch services and programs based on established performance measures.
- Communicate with, and provide input to, the association board of directors through the branch advisory council chair and vice chair who serve as members of the association council.

Philanthropist

A person who seeks to promote the welfare of others, especially by the generous donation of money to good causes.

- Give a generous gift to the Y first, and be willing to invite others, or walk alongside staff to invite others, to join you in giving. We do not expect our council members to be wealthy. We encourage each council member to prioritize the branch so it is one of the top three charities for an individual's annual giving.
- Provide leadership and/or support to the branch Annual Campaign to expand the Y's mission by enabling the branch to provide financial assistance and fund outreach work; support branch and association capital and endowment efforts.

Ambassador

A person who acts as a representative or promoter of a specified activity.

- Act as an ambassador, interpreting and promoting the work of the Y in the community.
- Enhance public standing of the branch in the community.
- Participate in local, state, regional, and national YMCA activities and events, as appropriate.