

Development and Sponsorship Chairperson Position Description

PURPOSE:

To promote and develop (arrange) the cultivation, stewardship and solicitation of gifts (to support tournament, program, special events and the general organization)

TERM:

Two year term, renewable by mutual decision of the member and the Nominating Committee, subject to Board approval.

QUALIFICATIONS:

- Community oriented
- Self-motivated
- Strong leadership skills and interpersonal skills
- Strong organizational skills
- Strong oral and written communication skills
- General understanding of the goals and ideals of CORTA, GTA, STA, and USTA

DUTIES:

- Attend all CORTA Board and Committee meetings (must attend at least 4 of 6 board meetings)
- Chairs the Public Relations Committee. The committee shall include no fewer than three members, including the chairperson. Suggested committee format: Chair (board position), Co-chair and one committee member.
 - Staff liaison to serve ex-officio and shall record the minutes of the meeting.
- Determine frequency of committee meetings and schedule according to need
- Act as liaison between Public Relations committee and the Board of Directors
- Provide information for inclusion in Meeting Packets.
- Report on Committee activity at meetings
- Submit articles for publication in CORTA newsletter, when appropriate
- Perform other responsibilities as assigned by the Board.
- Conduct annual review of position description; suggest appropriate changes to Governance Chair
- Serve as mentor/resource to elected successor.

RESPONSIBILITIES:

- Assist with fund raising activities including fund drives, major gifts program, donor relations, fund raising events, web-based advertising, and tournament handbook advertising.
- Maintain awareness of programs offered by CORTA.
- Develop messages and materials useful in obtaining sponsors and donations.
- Solicit in-kind sponsorships for programs, leagues, and tournaments; obtain door prizes and/or silent auction items.
- Assist with donor recruitment, cultivation, retention, stewardship and appreciation and related board and staff training
- Maintain excellent relationship with community organizations and individuals by providing them with information about CORTA and opportunities that serve mutual goals.
- Assist with messaging and communication strategies including marketing, public relations and social media related to development and fund-raising efforts
- Provide CORTA representation with public and private community organizations, other CTAs, USTA-Georgia, USTA-Southern and USTA-National.
- Work together with other volunteers and staff in the spirit of cooperation and teamwork.

“To promote and develop the growth of tennis”