

Young Professionals Board Fact Sheet

The Young Professionals Board (YPB) will support the mission and programs of Great Rivers Environmental Law Center. YPB members will be motivated, ambitious individuals dedicated to advancing the efforts of Great Rivers. Opportunities to provide board services will be found through volunteering, fundraising, networking, media creation and community engagement opportunities.

Why join Great Rivers Environmental Law Center's Young Professionals Board?

The Young Professionals Board will support an organization providing critical legal advocacy for the preservation of Missouri's environment and public health. They will play an active role in educating the community, raising funds and continuing to develop our outreach to and partnerships with the communities we serve.

Benefits of Joining:

- Build professional and leadership experience through committee membership and chairmanship.
- Interact with Great Rivers' governing board and staff at meetings and events.
- Build your network with other young professionals in Saint Louis and have fun in a meaningful way.
- Develop a deeper understanding of the environmental nonprofit sector and what it takes to run a successful organization.
- Receive recognition in Great Rivers' newsletter and Annual Report. Member names and business listings will be listed on all YPB printed collateral and on Great Rivers' website.

Candidacy:

Candidates for the Young Professional Board will be chosen with an intention to maximize effectiveness and diversity of experience and backgrounds. Candidates aged 22-35 with backgrounds in law, energy, public health, advocacy, community outreach, media and other pertinent fields will be considered. They will be passionate advocates for the protection and preservation of Missouri's natural resources.

YOUNG PROFESSIONAL BOARD SERVICE RESPONSIBILITIES

- Attend no than less four and preferably all bi-monthly YP Board meetings at Great Rivers' headquarters or other designated meeting spaces. When absent from meetings, coordinate with other members to keep abreast of meeting discussion and decisions. (Leadership staff will be asked to attend select governing board meetings.)
- Through YP Board meetings and through your own investigation, familiarize yourself with Great Rivers Mission and cases.
- Serve as an active member on one or more YP Board committees.
- Provide recommendations to governing board and Great Rivers' staff regarding selection of potential cases and outreach opportunities.
- Commit your best efforts to "Give/Get" sustaining funds for Great Rivers by either donating (giving) or raising (getting) \$500 in cash or in-kind contributions towards Great Rivers' environmental protection programs over the 12-month term.
- Attend one of Great Rivers' two signature events: the Spring Fling or Fall Party and network with guests. Ticket prices for these events will contribute towards your Give/Get goal.
- Assist in executing the Young Professionals Board signature fundraising event by supporting the Fundraising Committee in procuring sponsorships, auction item donations, recruiting from your network, and personally attending the event. Any items or sponsorships raised will also contribute to your Give/Get goal.
- Recruit other young professionals, corporate representatives, and community leaders to attend networking and fundraising events.
- Be proactive, philanthropically and professionally driven, and dedicated to contributing to the mission and goals of Great Rivers.
- Serve as ambassadors to the Community about Great Rivers' work, initiating conversations and answering questions about Great Rivers' mission. If information is sought for which you do not have an answer, refer the asking individual to an appropriate staff person.

YOUNG PROFESSIONAL BOARD LEADERSHIP AND COMMITTEE ROLES

Executive Committee Positions:

President: Attend quarterly Governing Board meetings, in addition to YPB meetings. Serve as primary contact with board of Directors and Staff.

Vice President: Attend Senior Board meetings as needed, in addition to YPB meetings. Assist President and serve as President in his/her absence.

Secretary: Attend Senior Board meetings as needed, in addition to YPB meetings. Maintain record of YPB meetings. Send reminders to YPB of upcoming meetings & Networking Opportunities.

Committee Chairs: Attend Senior Board meetings as needed, in addition to YPB meetings. Lead committee meetings and ensure effective efforts toward committee goals.

Committees:

Events/Fundraising Committee:

- Plan and execute an annual signature YPB fundraising event. Seek out and collaborate with some of the most influential organizations and individuals in the city to plan and produce an event filled with philanthropists, community/business leaders, and the city's young movers and shakers.
- Connect with the YPB's network to procure auction/raffle donors and sponsors in order to maximize fundraising results from our events.
- Collaborate with the Marketing & Media Committee and pro-bono marketing providers to reach our target demographic and ensure events are well-attended

Community Outreach Committee:

- In conjunction with the Director of Development, research and host booths at targeted community events.
- Attend events hosted by other YP organizations and community organizations to promote Great Rivers, as appropriate.
- Build media contacts and collaborate with Director of Development and the Marketing/Media Committee to disseminate press releases to media outlets and public.
- Connect with and inform civic leaders, philanthropists, and companies about Great Rivers to create fundraising and 'friendraising' pipelines for the YP Board to leverage as needed.

Marketing & Media Committee

- Increase awareness of Great Rivers and the YP Board via the creation and execution of social media campaigns
- Facilitate communication with the Missouri community through literature and multimedia creation
- Work with Membership and Fundraising Committees to create marketing collateral for YP Board events and membership drives
- Conduct post-event analysis from a demographic perspective to determine how marketing can be improved in the future
- Develop and maintain a program to provide guidance to all YP Board members about how to best advocate for Great Rivers to their networks.

Board Membership and Development Committee

- Monitor fulfillment of YP board member requirements in partnership with the Executive Committee.
- Develop criteria to be used in selecting new YP Board Members for upcoming terms.
- Assess the needs of the current YP Board and recruit high quality candidates to fill those needs.
- Review applications and interview applicants for the YP Board.
- Maintain YPB Member and “Friends of the YP Board” information.
- Serve as a liaison between the current YP Board and YPB alumni for the purpose of continued involvement.
- Collaborate with YPB President and GR staff to choose professional development and educational speakers for YPB meetings