Communities In Schools of XXXX County

Communications Committee Responsibilities

* Build community awareness and CIS brand recognition by developing a communications plan that coordinates concise and consistent messaging to diverse audiences
* Oversee design, production and dissemination of materials such as brochures, press releases, radio announcements, annual campaign letters, posters, flyers, annual reports and newsletters
* Compile data on outcomes, impact and success to include in promotional materials
* Monitor the CIS website to ensure information is current, relevant and consistent in design and messaging. Ensure that photos and compelling stories are uploaded frequently
* Maximize the use of social networking tools to reach a broad audience of potential donors, volunteers and partners
* Build relationships with media outlets
* Speak publicly and privately with others about the CIS mission and its impact on the community
* Develop and implement a specific communications strategy to promote the annual fundraising events

Composition: A minimum of three Board Members should serve on the committee and committee selects its chair. Additional non-Board Members (including potential Board Members) may also serve on this committee.

*CISNC 2016*