

CHARTER
ACLT OUTREACH AND MEMBERSHIP COMMITTEE

1. *Purpose*

The Outreach and Membership Committee is responsible for the American Chestnut Land Trust's educational outreach and membership programs (including volunteer recruitment/retention and business sponsorships). The Committee bolsters ACLT's long-term survival by educating the public about the ACLT and its mission, recruiting/retaining members, volunteers, donors, and business sponsors who care deeply about the ACLT mission, and developing and nurturing these relationships.

2. *Organization*

- A. Standing Committee: The Outreach and Membership Committee is a standing committee of the ACLT composed of six (6) to ten (10) members.
- B. Members: Members of this committee must be ACLT members. Pursuant to the ACLT Roles and Responsibilities of the Board of Directors, Committees, and Staff, in addition to individuals requested to serve on the Committee by the President of the Board of Directors, the Committee chair may appoint other eligible individuals to serve on the Committee.
 - i. Committee members shall serve for three (3) year terms. The terms of the Committee members shall expire on a rotating basis with no more than one-third of the Committee members' terms expiring at any one time. Terms are renewable with no limits.
 - ii. The Board President shall be an *ex-officio* voting member and the Executive Director shall be an *ex-officio* non-voting member.
 - iii. The Community Relations Manager and the Membership Coordinator(s) support the Committee and are *ex-officio*, non-voting members.
 - iv. Any Committee member may be removed by the Board of Directors for failure to participate, non-performance of duties, or other cause deemed sufficient by the Board upon recommendation of the Board President.
- C. Officers: The President of the Board nominates a current Board member to serve as the Committee Chair. The Committee chair shall be approved by the Board of Directors for a three (3) year term, renewable with no limits. The Committee chair shall appoint a Committee recorder and any other officers deemed necessary.
- D. Subcommittees: The Committee may establish subcommittees as needed. The Committee chair shall appoint the chairs of any subcommittees from amongst the members of the Committee as a whole. The conduct of the subcommittees shall follow the same general guidance as for committees.

- E. Meetings: The Committee shall meet at least quarterly or more frequently at the request of the Committee chair. Committee meetings are open to ACLT members and other invited guests. The Committee chair has the authority to call for an executive session.
- F. Quorum: A quorum consists of a majority of the voting Committee members. A quorum of members must be present to conduct official business. Action on any issue requires approval by a majority of the voting members present.

3. Responsibilities

- A. Outreach Programs: The Committee is responsible for the ACLT's multi-faceted outreach program designed to inform and educate the public about the ACLT and build support for the ACLT and the importance of preserving, protecting, and caring for our natural resources. Activities include, but are not limited to:
 - i. A multi-media communications program about the ACLT, its mission, goals, and accomplishments as well as information about daily activities and points of interest.
 - ii. An active and varied events program designed to attract visitors to the ACLT, including guided hikes and guided canoe trips.
 - iii. Representation of the ACLT at on-site environment-oriented events held by other organizations throughout Southern Maryland, both as a means of promoting the ACLT as well as educating event visitors.
 - iv. Volunteer appreciation events.
- B. Membership, Volunteer, and Associated Programs: The Committee is responsible for strategically overseeing the membership program, including establishing reasonable goals to attract new and retain existing members and to strengthen their affiliation with and support for the ACLT. In addition, the Committee oversees programs to recruit and retain a dedicated volunteer corps and business sponsors.
- C. The committee prepares and submits an annual budget to the Budget and Finance Committee for review and presentation to the Board of Directors.

4. Records

- A. Minutes of the Committee's monthly meeting shall be prepared and distributed to Committee members in a timely manner. Once approved by the Committee, the Committee recorder shall provide a copy of the approved minutes to the ACLT office, which shall maintain them as permanent records.

B. Reports:

- i. The Committee shall prepare and submit an Annual Report of its activities for the membership (to be incorporated in the ACLT Annual Report and reported at the Annual Meeting). As needed, it shall provide status reports at the bi-monthly Board of Directors' meetings and such other reports as requested by the Board.
- ii. Event Reports: The Community Relations Manager maintains reports of all events and activities during the year. The reports should include the purpose of the event/activity, a "To Do" task list, list of volunteers who participated, hours donated, etc. The objectives of the report are to record the event for reference and provide a template for future activities.

5. Charter Review.

The Committee shall review its charter every five (5) years for validity and appropriateness.

Adopted by the Board of Directors, May 15, 2021