



NC Philanthropy Conference Committees Roles and Responsibilities

Conference Committee:

The Conference Committee will develop a one-day conference that supports multiple tracks and appeals to the needs of chapter members and others in surrounding communities. Ultimately, the Conference Committee's efforts should inspire continued and increased involvement of members in chapter programming and help attract new members to the chapter(s). The Conference Committee meets regularly in advance of the conference which is held in late August. The three months leading up to the conference are increasingly busy with the time commitment being highest in August.

Leadership Committee (Chairs/Co-Chairs):

- Comprised of members from both Charlotte AFP Chapter as well as the Triad AFP Chapter
- Responsible for overseeing the whole conference
- Facilitate meetings with Conference Committee
- Recruit, solicit, and onboard conference committee members
- Sit on the AFP Charlotte Board
- Serve as liaison between conference committee and AFP Charlotte Board to communicate conference details
- Provide minutes and action items post conference calls
- Responsible for approving all payments made for conference
- Ensure clear conference vision and direction
- Defining goals and timeline for the conference, making final decisions regarding the conference, planning and scheduling all conference committee meetings to maximize available time; dissemination of material to the committee whenever needed to keep members informed; overall management of conference development and logistics
- Oversee conference registrations

Pre-Conference Committee:

- CFRE review and Fundamentals classes before conference



Marketing Committee:

- Responsible for promoting the conference within our current north carolina AFP chapters, including but not limited to: newsletters, word of mouth, website, social media. ● Collaborates to develop media releases and communicates key messages about the conference
- Coordinate with Charlotte AFP Chapter Administrator to share conference posts through social media accounts
- Coordinates with Charlotte AFP Chapter Administrator to communicate website changes to the conference website
- Work with program committee to assist in developing the call for proposals ● Develop conference branding, and oversee the creation of the conference materials ● Oversee conference registration system
- Establishing the branding
- Creating communications materials
- Alerting the media and field about the event
- Communicate social media strategy with Conference Committee
- Coordinate with AFP Charlotte Administrator to include marketing materials and strategy within the email distribution lists, also coordinate with AFP Triad Chapter to share marketing materials
- Participate in scheduled meetings as a member of the Conference Committee and provide input on the conference planning process

Program Committee:

- Ensures that a well-balanced, high-quality agenda of topics is organized and presented at the conference
- Responsible for leading the committee in deciding on the theme and planning the program for the conference
- Manage and lead conference RFP process, select keynote and breakout session speakers, manage all aspects of conference programming
- Reach out to and secure keynote and breakout session speakers for conference
- Participate in scheduled meetings as a member of the Conference Committee



Finance Committee:

- Creates a conference budget, manages expenses, and creates financial reports ●
- Participate in scheduled meetings as a member of the Conference Committee and provide input on the conference planning process

Sponsorship/Exhibitor/Resource Partners Committee:

- Create a sponsorship opportunities package to present to potential sponsors
- Coordinate with AFP Charlotte Sponsor Chair
- Lead a team of committee members in reaching out to potential sponsors ● Provide the Conference Committee with a tracking document and updates on sponsor selection
- Work with the Marketing Committee and AFP Charlotte Administrator to get sponsorship logos on websites, social media channels, conference materials, conference signage, etc.
- Participate in scheduled meetings as a member of the Conference Committee and provide input on the conference planning process

Logistics Committee:

- Responsible for on-site coordination of rooms, registration table
- Responsible for recruiting, training, and managing event-day volunteers – including, but not necessarily limited to, session moderators/monitors and IT support staff ● Lead a team of volunteers who help the conference day runs smoothly ● Set up schedule for volunteers to staff registration desk
- Assign volunteers to review rooms prior to sessions to ensure clean and properly set up
- Work to assist any attendees who are self-identified as having special needs ●
- Participate in scheduled meetings as a member of the Conference Committee and provide input on the conference planning process



Post-Conference Committee:

- Plans and implements strategies to evaluate and report on conference success. This includes reviewing/updating conference surveys and managing dissemination plans to facilitate optimal response rates.
- Participate in scheduled meetings as a member of the Conference Committee and provide input on the conference planning process