



**FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY**

## **OVERVIEW OF BRANCH BOARD**

### **General Function**

Working with the Branch Executive Director and reporting to the governing Board of Directors of the Association, the Branch Board provides input and direction as to the operation of the branch. The Branch Board primarily concerns itself with the effective operation of the branch in service to its constituents and pursuit of the Association's goals and priorities. It is also responsible for building a strong base of support for the branch in the community (through contributions, volunteers and collaborations) in order that the branch may carry out its activities.

The Branch Board is responsible for advising the staff and the governing Board of Directors of the Association as to directions which are in the best interests of the members of the branch and the corporation as a whole.

### **Know How**

A branch board member should have a solid interest in the advancement of the YMCA in our community. They should possess an expertise through their own vocation or a vocation that can be shared through the management of the YMCA and will have an end result of positive direction for the community through the betterment of the YMCA.

A member is recruited for many different reasons. Common reasons are those involving a willingness to work in order to accomplish the mission of the YMCA or wisdom in a particular area that may be of help to the YMCA. Another reason might be related to "affluence and/or influence" in the community.

In summation, the YMCA seeks individuals who are experienced in resource development, planning for the future, and experience in sound management. We also look for individuals who are interested in furthering the work of enhancing the spirit, mind and body of families in the community through the work of the YMCA.

### **Principal Activities**

1. Provide advice and counsel to the Branch Executive Director and Branch Board Chair.
2. Attend at least 70% of board meetings and related committee meetings. The YMCA board generally meets 6 times per year. Meetings will be canceled if there is no business to be dealt with.
3. Participate and contribute to the Y's annual fundraising campaign.
4. Participate and contribute to a Capital Campaign by securing support/donations from others.
5. Participate in any board designated special events.
6. Assume an active role on at least one standing committee.
7. Support the staff and provide input for improving the service of the Y to our members.
8. Approve yearly branch goals.
9. Approve recommendation of yearly branch budget to governing Board of Directors of the Association.
10. Approve yearly annual campaign goal.
11. With other members of the Board and staff, make sure that the branch budget, policies, procedures and programs are consistent with the policies and objectives of the Association.
12. Assist the Board by recommending potential candidates to be considered for nomination to the Branch Board.
13. Serve as a liaison with the community as to the mission and purpose of the YMCA.



**FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY**

**Outcome:**

1. 100% participation in the annual campaign.
2. 100% participation in a Capital Campaign (if applicable).
3. Through board leadership, annual campaign and other fund-raising goals are accomplished.
4. Participation with board designated special events.
5. Friend-raising will ensure the YMCA has a positive and important community image.
6. Potential candidates for the Branch Board are identified and recruited.
7. Board Members and Executive Director will have open interchange of ideas and communication.
8. Through committee involvement, ensure member and program participant satisfaction goals are met.
9. Active and functioning committees.
10. Board and committee meeting attendance is at least 70%.

**TIME AND FINANCIAL REQUIREMENTS**

**Time:**

- Board Meetings (6 / Yr.) 1-1.5 Hours / Meeting
- Committee Meetings 1 Hour / Meeting
- Annual Campaign (Jan-April) 1-2 Hours / Week
- Special Events 2-4 Hours / Year
- Leadership Positions 1-2 Hours / Bi-Monthly

**Fundraising:**

- Personal Gift to annual/capital campaign/ Gift of significant consideration
- Recruiting 2-5 campaigners
- Soliciting annual/capital Campaign Gifts/ Within first year
- Special Events Solicit, Donate, Attend

**Expectations For Branch Advisory Board:**

1. Planned and well-prepared agendas at all committee and board meetings.
2. Meaningful board and committee meetings.
3. Open interchange of ideas on critical topics at board and committee meetings.
4. Open interchange with the Branch Executive Director and his designates.

---

Signed

---

Date