

# **Society of Saint Vincent de Paul – Greater Toronto Central Council**

## **Engagement Committee Terms of Reference**

**Name:** Engagement Committee

**Type of Committee:** Standing

**Date Committee Formed:** 2023

### **Mandate:**

Working closely with the Communication Committee, and liaising with other Standing Committees, and the Executive Director for the purpose of effectively engaging Vincentians, Donors, and other Stakeholders in the awareness of; and financial support for, the Society's mission, by carrying out the action items identified in the Strategic Plan or as approved by the Board of Directors.

### **Membership:**

Appointed by the Board of Directors on the recommendation of the Chair who will nominate individuals whose skills and talents seem best suited to achieve the objectives established by this committee, as approved by the Board of Directors. The Chair of the Board of Directors is an ex-officio member.

### **Duties and Responsibilities:**

- Recognizing that individuals and groups that financially support Vincentian life are critical to the ongoing operation of the Society, and noting the impact of changing demographics on our society, undertake an examination and review of opportunities to expand donor activity including, if appropriate, the adoption of a fundraising strategy;
- Diversify and grow our donor base through:
  - ✓ Educating potential and current donors on issues that impact vulnerable populations including our Neighbours in Need, to encourage continued donations;
  - ✓ Creating stewardship strategies with specific tactics for welcoming new donors, retaining donors, and stewarding donors towards larger gifts over the long-term;
  - ✓ Developing tools and practices for local conferences to effectively fundraise in their own parish communities;
  - ✓ Clarifying expectations with conferences regarding the need and obligation to share excess funds;
- Adopting a strategy to further engage the general public (individuals and companies), present and potential partners, and parishioners across our GTCC area to build awareness of the plight of the vulnerable amongst us and how in detail the Society of Saint Vincent de Paul assists these individuals with the support of parish communities;
- Improve outreach with conferences to clarify available services and support;
- Conduct a dedicated analysis to identify opportunities to engage youth;
- Engage the membership in the outreach of GTCC, meeting the goal that 80% are aware of Special Works and services available to assist them in their outreach;
- Develop and implement an annual Work Plan that supports the Board's key engagement priorities, and evaluates the impact of communications activities in achieving the engagement objectives of the Board of Directors, Standing Committees, Staff, and the Vincentian Membership.

**Meetings:** Monthly, as determined by the committee.

### **Reporting Requirements:**

The committee will report to the Board of Directors and provide verbal or written reports through the Committee Chair and Executive Director on pertinent issues discussed at each meeting and any recommendations to be tabled for action.

*January 10, 2023*