

Opportunities for Involvement: Things That Board Members Can Do to Help The Wild Center

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<i>Besides serving on regular and ad hoc committees, this list includes some things Board Members can do deepen their involvement and understanding of The Wild Center.</i>		
		Category
Consider participation in a Board committee or special project		Board Education
Meet with the Executive Director, Stephanie to talk one-on-one about TWC		Board Education
Participate fully in standard Trustee orientation		Board Education
Tour TWC's facilities (including the downstairs - very cool!)		Board Education
Accept a short list of assignments (Take Five) each year from Development		Development
Accompany staff on visit to major donor		Development
Acquire or donate silent auction item donations for future or online auction - TBD		Development
Attend and mingle with donors at a Camp or Home Parties		Development
Collect other organizations' annual reports, donor lists & programs and give to Ruth in Development Office for research		Development
Explain to a prospect why you serve		Development
Help gain access to workplaces for Matching Gift Programs		Development
Help to develop a plan to solicit major gifts		Development
Host a House-Apartment-Camp Party		Development
Include the The Wild Center in your will or estate plan		Development
Invite Wild Center staff to as your guests at special events in your Adirondack communities		Development
Make a significant gift		Development
Make thank you calls to donors		Development
Negotiate a lower price from a vendor		Development
Promote and attend Patron Circle Events, Member Reception and other special events and mingle with donors - use social media to amplify after events (Twitter, Snapchat, Facebook and the like)		Development
Provide intelligence on donor prospects		Development
Provide names of donor prospects		Development
Recruit a needed in-kind service		Development
Recruit Special Event sponsors		Development
Sign and personalize letters to current and prospective donors		Development
With the aid of staff, identify camp neighbors who are not members or have never visited and offer to take them to TWC		Development
Write a newsletter testimonial for the The Otter, be filmed for website or social media		Development
Host a cocktail party, and/or lunch, dinner (breakfast), or ZOOM meeting in metro/NYC at which TWC programming can be shared with donors/prospects.		Development
Identify (and underwrite) venues for TWC programmatic sharing in metro/NYC. Enable TWC to model its programming and share its impact <i>outside</i> of the Adirondacks.		Development
Identify (and make introductions to) partners for TWC programmatic sharing in metro/NYC; e.g. The Family School and Manhattan Country School.		Development
Identify (and make introductions to) regional/global partners such as the American Museum of Natural History, the Nature Conservancy, the Central Park Conservancy, The Metropolitan Museum, etc., etc.		Development
Advocate for government money		Government
Attend and help with Adirondack Day at State Legislature (April or May)		Government
Promote and attend organized Lobby Day with ASTC, AAM, MANY or other service organization in DC or Albany		Government
Advocate for The Wild Center and serve as an enthusiastic community relations representative (be an ambassador)		Marketing
Attend and mingle with prospective customers on a "I Love NY" Fam Tour		Marketing

