

Marin Country Day School Development Planning Committee Charter

September 2023

Purpose of the Development Planning Committee

The Marin Country Day School (“MCDS” or the “School”) Board of Trustees (the “Board”) is dedicated to conducting its business in the best interests of the School. Accordingly, the Board monitors the operations and activities of the School to help ensure the accountability and integrity of Board and Administrative functions.

The purpose of the Development Planning Committee (DPC) is to forward MCDS’ objectives in both annual and long-term fundraising. It works at a strategic level to ensure that fundraising goals and objectives are in sync with the School’s mission and strategic plan. It works with the Development and Business offices to set rolling three-five year goals which are updated annually to reflect current circumstances. It supports all aspects of the School’s efforts in donor identification, cultivation, and stewardship, and offers guidance for the work of the Development Office and various fundraising committees.

In addition, the DPC advises the Board on the financial goals of the Annual Fund campaign; reviews the case statement for all fundraising appeals on any capital or endowment campaigns; takes the lead in educating Trustees about their role in fundraising and fundraising techniques; involves Trustees in the fundraising process; and raises funds.

Formation and Structure of the Committee

The Committee consists of a minimum of two Trustees and any number of non-Trustees, as deemed necessary by the Committee Chair or Co-Chairs. DPC members are Trustees, chairs of fundraising committees (e.g. Annual Fund, campaign and Family Association), and community members.

The Chair or co-Chairs of the Committee must be Board members. Other committee members may or may not be Board members. The DPC strives to have at least one member with professional development experience and one member who is an alum. The Board Chair, Head of School, Family Association President, Head of Development, Annual Fund Co-Chairs and Campaign Chairs (if the school is in a current campaign), serve on the Committee ex-officio. The DPC may not include any person, including MCDS staff, who has a material financial interest in any entity doing business with MCDS.

A successful team member will advance MCDS’ culture of philanthropy — the shared understanding within *all* of MCDS stakeholder groups that philanthropy is essential to the health and success of the School.

Development Planning Committee members are:

- committed givers to the school;
- believe in the mission of the school;
- highly engaged in the school community;
- skilled in fundraising or willing to learn the skills to do the job;
- able to maintain confidentiality;
- highly regarded by the school community; and
- are willing to give the necessary time.

The DPC must meet at least twice during a year and may schedule additional meetings as it deems necessary. At times, the Committee may need to increase the frequency to monthly or even weekly meetings depending on the discretion of the Chair(s), and if there is a current campaign.

Duties of the Committee

The primary duties of the Development Planning Committee are to:

- partner with the Head of School and Development Office to define the short-term and long-term funding needs of the School and to support fundraising activities;
- collaborate with the Head of School and Head of Development on strategic priorities and related capital campaigns. Serve as the strategic partner with capital committees;
- advise the Board on the financial progress towards goals for the Annual Fund and other fundraising activities and campaigns;
- approve the Annual Fund development plan (including the case statement, calendar, budget, goals, etc.) and inform the Board. The Board approves the goal as part of the annual budget process;
- identify and assist with the recruitment of committee members and volunteers (including parents and alumnae) for various activities;
- assists in identifying major donors;
- make contact or conduct solicitations with major donors when a Committee member or Trustee is the right person to make such contact;
- coordinate with the capital campaign committee (if one exists); and
- take the lead in educating trustees about their role and techniques in fundraising, involving Trustees in fundraising, fundraising events and activities, and encouraging all members of the Board of Trustees to make MCDS a personal philanthropic priority.

The DPC must review this Charter every two years or more frequently if deemed necessary or advisable by the Committee to assure its compliance with laws and regulations and its adherence to Committee practices and policies.

Committee Meeting Schedule

The DPC must meet at least twice during a year but may schedule additional meetings as it deems necessary. At times, the Committee may need to increase the frequency to monthly or even weekly meetings depending on if there is a current campaign.

Report of the Committee

The DPC shall report to the Board annually at a Board meeting. The Committee advises the Board on the financial progress towards goals for the Annual Fund and other fundraising activities and campaigns. It also takes the lead in educating trustees about their role in fundraising and the techniques, as well as involves them in fundraising.