



THE ROLE OF AN ADVISORY BOARD MEMBER

The advisory board should reflect its community, whether through age, gender and/or ethnicity. Each board member agrees -

- To help Corps Officers perform their duties, serving in an *advisory* rather than *governing* capacity.
- Recognizing that Corps Officers may be transferred at the discretion of Territorial and Divisional Leadership, Advisory Board members agree to support changes in corps leadership, helping to provide continuity during the transition period.
- To provide feedback from the community to help TSA officers and staff improve their efforts to meet human needs without discrimination.
- To act as an ambassador or emissary, providing influence and recognition on behalf of The Salvation Army throughout the community by sharing good news about the work of the Army.
- To provide expertise in the following fields:

- | | | |
|--|---|--|
| <input type="checkbox"/> Finance | <input type="checkbox"/> Technology | <input type="checkbox"/> Religious Groups |
| <input type="checkbox"/> Business Planning | <input type="checkbox"/> Crime Prevention | <input type="checkbox"/> Event Planning |
| <input type="checkbox"/> Public Relations | <input type="checkbox"/> Community Groups | <input type="checkbox"/> Law |
| <input type="checkbox"/> Personnel Management | <input type="checkbox"/> Purchasing | <input type="checkbox"/> Foundations |
| <input type="checkbox"/> Property Maintenance & Management | <input type="checkbox"/> Agriculture | <input type="checkbox"/> Volunteerism |
| <input type="checkbox"/> Real Estate | <input type="checkbox"/> Membership Development | <input type="checkbox"/> Community Outreach |
| <input type="checkbox"/> Non-profit organizations | <input type="checkbox"/> Communications | <input type="checkbox"/> Marketing |
| <input type="checkbox"/> Medical | <input type="checkbox"/> Social Services | <input type="checkbox"/> Spouse of Corporate or Community Leader |
| <input type="checkbox"/> Other _____ | <input type="checkbox"/> Sports | |
| | <input type="checkbox"/> Local Government | |

- To attend a minimum of 4 Board meetings per year and/or participate in committee meetings as needed, either in person or via telecom or e-meeting
- To provide Time, Talent and Treasure for The Salvation Army’s Southern California Division and its programs. \$2,500 is currently the minimum cash amount that individual LA Metro Advisory Board members have agreed to provide to The Salvation Army for 2010. That amount is provided on a “Give or Get” basis. Corporate advisory board members typically provide or bring in a minimum of \$10,000 in event sponsorship funds or in-kind gifts.

The “Treasure” can be provided in many ways, including but not limited to the following forms of revenue from the board member or his/her contacts:

- | | |
|---|--|
| <input type="checkbox"/> Corporate sponsorships of events or programs | <input type="checkbox"/> Individual sponsorships |
| <input type="checkbox"/> Charitable gift annuities / Planned giving | <input type="checkbox"/> Foundation grants |
| <input type="checkbox"/> Monthly, quarterly or annual cash or credit card donations | |

- To help attract community support for The Salvation Army’s fundraising efforts.
- To serve on an Advisory Board Committee and/or a local Program Council – and work toward its goals as a team player on that committee or council. (See page 4 for committee/council listings.)
- To make recommendations to the Nominating/Board Development Committee and to help recruit the best possible community/corporate leadership to serve as Advisory Board members and to mentor them.



SoCal Division's Advisory Boards

The following describes what The Salvation Army seeks for its Advisory Boards. Each executive committee and/or nominating committee should review the following and analyze their board membership's needs.

Our Advisory Boards members are community representatives including a variety of active professionals and retired individuals who remain actively involved in their community. Representatives of different age groups, races, religions, interests, and expertise are sought. The Salvation Army relies heavily on board members' advice and community outreach, and perhaps most important: their ability to give or get funding for programs that benefit the community. Advisory Board members have the opportunity to work on a variety of issues to help achieve progress toward the Corps' goals.

Advisory Board members are business/community leaders who appreciate and/or have the following credentials:

- Strong leadership abilities.
- Strong ethics and values.
- A philanthropic outlook.
- Experience from serving on other community boards.
- Respect from his/her personal/professional circle of contacts.
- Willingness to learn about The Salvation Army's work.
- Influence and recognition in the local community.
- A commitment to provide sufficient time and/or resources and dedication to make a difference and advance The Salvation Army's mission in Southern California.

Advisory board members should not be current vendors to The Salvation Army. In the rare instances where a vendor does serve, that individual shall recuse him/herself from discussion/votes in issues that relate to his/her business. Each board member is asked to serve on a board committee and/or a program council. Those who serve on the Executive Committee may be exempted from council activities.

During each year, LA Metro board meetings are held 4 times per year, with a two-month summer break. The Executive Committee has an additional 4 meetings – or more, as needed. Local boards may choose a similar schedule or make changes.

Board terms are for 3 years. At the end of each term, a member who wishes to continue for a second or third term must submit an updated bio. The nominating committee will make its recommendation to the board about re-election, based on past service and the applicant's history of meeting financial obligations agreed upon by the board. An Advisory Board member who has completed 3 consecutive terms (9 years) may be re-elected to the Board after a minimum of one year has elapsed. This does not apply to that person's committee or council membership, either of which may continue if so recommended by the Nominating Committee and approved by the Board.

Advisory boards officers may typically serve 2 year terms, renewable up to two times (a maximum of 6 years).



Advisory Board Committees

The following sample listing represents some of the committees to be found in the SoCal Division. Board members are encouraged to add non-board members to their committees.

Executive Committee

Along with the Advisory Board Chair and the Past Chair, Chairs for each committee serve as members of the Executive Committee

Development & Community Relations

- Publicity
- Capital Projects
- Long Range Planning
- Corporate

Fundraising event committees

- William Booth Society/Major Gifts
- Concert
- Golf Tournament
- Sally Awards
- Bell Ringing Luncheon
- Bell Ringing – Other
- Thanksgiving
- Christmas (To help Corps Officers coordinate all Christmas programs)
- Volunteers – for Pantry, Red Kettle, Food Box assistance, Angel Tree, etc.
- Bequest Endowment/Planned Giving
- Major Gifts

Board Development, or Nominating Committee

Finance Committee

Program Committees

Representing each of the local programs, such as Camp, Social Services, Christmas, Youth, Emergency Disaster, Senior Citizens, etc.

Property Committee

Program Committee

Rotary/TSA Committee, Kiwanis/TSA Committee or

Other service organizations/TSA Committees

Ad Hoc committees may be formed as needed, such as
Strategic Planning

Each advisory board should list the programs offered by its corps, with a brief description of each.