

Board Member Role

Board members are key in achieving success for Playworks Wisconsin. The role of the Playworks Wisconsin Advisory Board is about providing strategic advice, increasing awareness and securing the local resources needed for sustainability and scaling. In essence, board members are champions for Playworks Wisconsin, inspiring people with our story, making connections, and then with the support of staff members, engaging potential stakeholders in a way that helps achieve our priorities. Your leadership and support is key to bringing safe, healthy, and inclusive play to students across Milwaukee and Wisconsin.

Specific Responsibilities

Board Members should apply their knowledge, experience, and resources to the advancement of the Playworks mission, setting aside three hours per month to contribute in the following ways:

1. Be an **active ambassador** by seeing every moment as an opportunity to share the story, make an emotional connection with someone, and communicate successes with the Executive Director.
2. Attend **bi-monthly board meetings**, in order to understand where we are in relation to our current priorities, and to actively strategize how to achieve those priorities.
3. Participate as a **member on a committee** to provide strategic advice to the Playworks staff around governance, fundraising, programming and events.
4. Meet **one-on-one with the Executive Director (ED) or board Chairperson** from time to time, at least once during each Board year, to discuss unique opportunities to contribute to achieving priorities.
5. Make a **personally significant pledge** in support of Playworks' annual fundraising goals. This pledge can be fulfilled in installments and the level is up to the individual board member. Each person's pledge is confidential.
6. **Contribute to the relationship cultivation** needed to secure resources in order to meet our sustainability goals (i.e. make connections to corporations, bring guests to events, engage your company/foundation as a supporter).
7. Utilize your **personal and professional social media** to share the Playworks Wisconsin's story. The ED will provide sample language and materials.
8. Accompany the ED and other staff on **site visits** from time to time. It makes a huge difference to have a passionate volunteer on a tour with a prospective donor.
9. With the help of the ED and Governance Committee, **develop and grow the board** by nominating new members and creating a succession plan.
10. **Understand, monitor, and help achieve** the Playworks Wisconsin Annual Plan, Budget and Fundraising Plan.
11. **Evaluate the performance** of the Executive Director and provide guidance and feedback.

Time and Financial Commitments

- Approximately 2-3 hours of board service each month
- Individual donation of significance
- Give/get goal of \$2,000 through fundraising support, individual gift, company giving, or equivalent volunteer service