

# VICE PRESIDENT COMMUNITY PARTNERSHIPS



Serves as an elected member of the board of directors representing the entire membership and the best interests of the association. Maintains open communication with and exercises personal leadership in the motivation of board members and the membership-at-large. Takes part in monitoring and evaluating organizational performance and effectiveness.

## DUTIES, RESPONSIBILITIES, AND AUTHORITY

- A. Perform duties as outlined in the state bylaws;
- B. Develop and oversee the annual fiscal year sponsorship program including establishing sponsorship levels, target partners, fundraising goals and all contracts and communication materials;
  1. Actively identify community partners who support the PTA mission, values and vision, who provide products/services that are appropriate for the PTA and its commitment to children and youth; and who provide a valuable resource for local units.
  2. Establish and maintain outreach to potential partners to solicit interest
  3. Provide all sponsorship contracts to the President for approval and signature
  4. Create and oversee social medial posts to fulfill terms of sponsorship agreement
  5. Proactively communicate calendar of sponsorship inclusion for newsletters
  6. Work with the state office to ensure website provides accurate sponsorship program information and fulfills the terms of the sponsorship agreement
  7. Oversee execution of Virtual Vendor Hall and Annual Meeting Vendor Hall
- C. Work with the President, President-elect and VP of Membership to identify partners who may be able to offer discounts (Membership Benefits) for families and serve as a coordinator for outreach to those companies/associations;
- D. Work with the President, President-elect and VP of Family Engagement to establish Virginia PTA's grant program to provide financial support for councils and units who wish to engage in targeted family engagement programs;
- E. Work with the state office, President, President-elect and Treasurer to ensure funds are received as intended;
- F. Serve as a member of the Annual Meeting Committee;
- G. Perform other delegated duties as assigned.

## RELATIONSHIPS

- Responsible to the board of directors and to the membership for seeing that programs and policies of the association reflect the needs of the membership.
- Consults regularly with the executive committee, office administrator, and members of the board of directors.
- Consults with VAPTA staff as needed.
- Consults with president, president-elect, and treasurer as needed.