

SMANA BOARD MEMBER EXPECTATIONS AND RESPONSIBILITIES

A Board Member's primary residence must be in North America and the Board Member must agree to the following items:

1. Orientation

Within the first month of the beginning of their service, new board members agree to familiarize themselves with the organization by:

- A. Read by-laws and mission statement
- B. Study current financial documents (budget, annual report, recent financial statements)
- C. Visit the website
- D. Read past meeting minutes
- E. Review board and committee expectations with a board officer

2. Governance

Ensure effective governance of the organization by:

- A. Determine and follow the organization's mission, purpose, by-laws and guiding policies
- B. Help to operationalize the mission
- C. Ensuring effective organizational planning
- D. Determine, monitor and strengthen our programs and services
- E. Ensure legal and ethical integrity and maintain accountability
- F. Manage resources effectively to accomplish the mission and goals
- G. Recruit an effective Board that can accomplish our mission
- H. Maintain the integrity of the organization by avoiding conflicts of interest
- I. Evaluate board's effectiveness and contribute to change/improvement as necessary
- J. Ensure that appropriate budgetary, accounting, auditing, reporting and investment procedures are in place and followed

3. Resources

Ensure adequate financial resources to sustain and grow the organization by:

- A. Pay your annual membership dues on time
- B. Engage in private and public fundraising by identifying potential funders and connecting them to SMANA
- C. Participate in fundraising activities such as special events, solicitations, etc.

4. Image and Public Awareness

Enhance the organization's standing and awareness in the social marketing and behavior change community by:

- A. Talk with colleagues about joining SMANA and seek out new members
- B. Serve as a liaison with at least one partner* organization

- C. Enhance SMANA's public image and awareness by whatever means comes naturally (i.e. write an article, hold an event, give a presentation, etc.)
- D. Demonstrate loyalty and represent SMANA in a positive and supportive manner

**Partner organizations are organizations that provide financial assistance to SMANA or otherwise strengthen our ability to carry out our mission.*

5. Actively participate in SMANA:

- A. Serve a term of 3 years
- B. Provide enough time during the year to support SMANA's goals
- C. Attend at least 80% of regularly scheduled board meetings and work sessions
- D. Participate actively on committees
- E. Know the mission, purposes, goals, programs, policies, strengths, and needs of the organization

I understand the role of the board and accept my responsibilities as a board member. If, for any reason, I find myself unable to carry out the above duties as best I can, I agree to resign my position as a board member.

Signature

Date