



Area Board Resources

Operating Principles



The center of energy, and the anchor of the American Cancer Society volunteer leadership structure is the area. Organizing influential volunteer leaders in a market-centric Board, where the center of work for ACS is focused, provides an impactful volunteer/staff partnership to accelerate our mission, increase our relevance, and generate revenue.

Area Boards will be composed of dedicated leadership volunteers empowered to develop and execute strategic plans in a specific geography. These volunteer Area Boards will work in partnership with the Executive Director, Community Development.

Roles and Responsibilities:

- Strategic volunteer leadership of the area
- Development and oversight of an annual strategic plan to deliver on the enterprise and regional goals for revenue and mission
- Obtaining resources (financial and volunteer) to deliver our mission in the area
- Commitment to annual giving and participation in fundraising events
- Selection of representatives or delegates to regional and enterprise level leadership and collaboration opportunities
- Stewardship and recognition of companies, volunteers, and donors in the area
- Volunteer leadership development
- Establishing linkages and partnerships with other volunteer structures and affinity groups (i.e., Relay, Making Strides, Distinguished Events, ACS CAN, CEOs Against Cancer, Coaches vs. Cancer, Young Professional chapters, etc.)
- Connector with all community leadership volunteers/Councils in the defined area geography
- Collaborator with other community partners (i.e., FQHC, Hospital Systems, etc.)

Membership:

- Members serve three-year terms with a limit of two consecutive terms
- 10 to 15 members is recommended, but could vary based on size and characteristics of the area
- The Board is representative of the area population with diversity in age, gender, race, profession, mission, and revenue specialty
- Suggested members include business leaders, policy makers, hospital systems representatives, physicians, C-suite executives from top employers, public health officials, advocacy leads, health disparities influencers, educational influencers, major gift influencers, strategic community leaders, etc.



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Board Leadership:

- Chair
 - Two-year term
 - Presides over the Board meetings
 - In partnership with the Executive Director, Community Development, has overall accountability for the strategic plan
 - Represents the area on the Regional Advisory Cabinet
- Vice Chair
 - Serves a two-year term followed by a two-year term as Chair
 - Leads the annual assessment of the Board

Suggested Committees:

- Leadership Development
 - Recruitment and nomination of Board members
 - Recruitment and nomination of officers
 - Orientation of members
 - Succession planning
- The Board may establish other committees as needed to accomplish the strategic plan

Operations, Engagement, Development, and Planning:

- Calendar
 - Annual year coincides with the Society's annual year January 1 to December 31
 - Calendar of meetings is established annually
 - Meetings can be held virtually, face-to-face, or a combination with careful consideration regarding costs
 - Members should meet regularly as the needs and commitments of the area demand
 - Meetings should foster relationships and collaborations
- Membership
 - Ensure a balance of seasoned and new members
 - Self-nomination/application process
 - Members attend an orientation meeting



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- Membership Engagement
 - All members participate in annual giving and attend fundraising events and other ACS events
 - The Board provides for recognition of donors, volunteers, key partners, and collaborators in the area
 - All Board members shall participate in an annual engagement self-review
- Board Administration
 - Appoint a Board member responsible for the coordination, documentation, and administration of Board activities
 - Records and documents will be posted and accessible to all Board members
- Planning
 - The Board will develop and ensure implementation of an annual strategic plan to deliver on the enterprise, area, and regional goals for revenue and mission
 - The Board will make course corrections as needed to reach market area goals
 - Annual assessment of Board's performance will be completed

Support:

- Strategic staff partner: Executive Director, Community Development
- Consultative and tools support from the Volunteer Engagement Department
- Communication tools
- Virtual meeting platform
- Ability to share documents and other materials in a secure space • Orientation and training

