



## Awareness and Engagement Committee

**Committee Objective:** The Awareness and Engagement Committee helps build a stronger Center for Growing Talent by PMA community by increasing CGT engagement, providing critical insights, and advocating on PMA's behalf. In return, Committee volunteers are rewarded and recognized for their support.

- **35+ Committee Members**
- **5 Sub Groups/Committees**
  1. Fundraising Events
    - Emphasis on virtual platforms
    - Golf Committee: virtual and Live
  2. Contributor Relations
  3. Event Sponsorship Recruiters
  4. Fundraising Recruiters
  5. Marketing and Promotion

### **Supports the following goals in Center for Growing Talent's Strategic Plan:**

- Meet and Exceed the Annual Contribution Goals
- Increase the awareness of Center for Growing Talent's mission and goals within organizations and with individuals.
- Increase Program engagement
- Scale up the number of contributors and retention of contributors

### **Committee Member Prerequisites:**

- Ability to actively contribute to the committee within one of the Subgroup Categories
- Must be willing and able to share and contact agreed upon prospects ( if applicable)
- Strong industry connections across the supply chain are desired: produce and/or floral
- Sales, marketing, business development and/or communications experience preferred
- Additional language skills a plus
- Connections to Business Provider Solutions Organizations a plus
- Ability to advocate for CGT on social media a plus
- PMA member a plus, not required.

### **Roles and Responsibilities:**

- Actively participate in committee meetings with emphasis on the topic of the subgroup.
- Contact potential supporters and/or introductions for potential supporters.
- Identify target groups for potential CGT engagement in the form of contributions, participation, and sponsorship.
- Provides insights and thought leadership for awareness and engagement with CGT.

### **Estimated Time Commitment and Meeting Format:**

- Preparation for and participation in four to six committee zoom/ conference call meetings (60 minutes each) per year; May include 1 in-person meeting held during PMA's Fresh Summit Convention & Expo
- 2 hours/month actively engaging with pre-determined commitments.

**Term Limits:**

- Chair and vice chair appointed for one-year term.
- Committee members typically serve three consecutive one-year terms.

**Relationship with Other Leadership Groups:**

- Coordination of activities and Reports directly to CGT Director of Business Development and the CGT Executive Director.
  - Progress reports shared with the Board quarterly.

**Volunteer Expenses:**

- Travel and lodging expenses (such as airfare, ground transportation, lodging, etc.) associated with attending committee meetings will be the responsibility of the committee member.