



## **Board Overview**

Young Variety is a group for professionals in their 20s and 30s committed to advancing the mission of Variety the Children's Charity of New York through philanthropy and volunteerism.

Members enjoy exclusive networking events, special screenings and exhibitions, discounted tickets to shows, and deals with specific merchants.

Young Variety members are eligible to serve on the Young Variety Board. The Board will be comprised of two Co-Chairs, between four and eight Vice Chairs, and at-large members. The Co-Chairs, Vice Chairs and Secretary shall serve as the Board's officers. Each Vice Chair will lead or co-lead one of the standing committees: Communications, Fundraising & Events, Membership, and Volunteerism. The Young Variety Board Co-Chairs are an ex-officio member of each committee.

Board members serve for two-year terms and may seek re-appointment. Board officers must commit to a one year term. Each fall, Board officers will review Board inquiries from membership and nominate a slate of candidates to be approved by the Board of Directors of Variety the Children's Charity of New York. Once approved, the new Young Variety Board will elect its officers. Terms begin in November.

## **Expectations**

Young Variety Board Members are expected to:

- Demonstrate commitment to Variety the Children's Charity of New York's mission—to support grassroots non-profit organizations in the Tri-State area whose programs use the arts as a catalyst to transform the lives of under-served children.
- Attend Young Variety Board meetings.
- Participate in at least one committee.
- Commit to growing the membership of Young Variety.
- Participate in social and volunteer events.
- Be a paying member of Young Variety.

## **Board Officers – Roles & Responsibilities**

### ***Co-Chairs***

- Commit to at least a one-year term.
- Serve as a liaison to the Variety New York staff and Board of Directors. Attend quarterly meetings of the Variety New York Board to report on Young Variety's activities.
- Provide leadership for Young Variety Board and membership.
- Work with Board Officers to set annual agenda and goals for Young Variety.
- Work with Board Officers to review inquiries and develop a slate of Board members each fall.
- Develop Board meeting agendas with the Variety New York staff.
- Evaluate the effectiveness of Board members and annually evaluate the performance of the Board with Variety New York staff.



### ***Vice Chairs***

- Commit to a one-year term.
- Chair and provide leadership for a standing committee.
- Work with committee members to draft annual agenda and goals (to be approved by Board Co-Chairs and Variety New York's Executive Director).
- Set committee meeting schedule.
- Work with Board Officers to review inquiries and develop a slate of Board members each fall.
- Develop committee meeting agendas and maintain minutes.

### **Committees**

#### ***Communications***

Goal: To promote the communication of the goals of Young Variety as a whole, with the end goal of increasing engagement and membership.

Actions:

- Build presence among relevant social media outlets
- Manage our Facebook and Instagram accounts and increase Board Member involvement
- Manage our Google calendar for all upcoming events
- Compile a comprehensive list of our past and future activities for our YV page on Variety.org
- Update and continue to build list of outlets to which we can post events / YV news
- Build relationships with media outlets to improve awareness of events / YV news
- Contact other YV groups around the nation to find out their communications approach

#### ***Fundraising & Events***

Goal: The Fundraising & Events Committee is looking to reach out to our networks (friends, neighbors, colleagues, vendors, etc) to increase involvement and attendance at our unique events.

Sample Events:

- #YVArtTalks
- Screenings
- Art tours - museum and grantee
- #YVArtTalks in collaboration with Volunteerism
- Mets game (Annual)
- Open Your HeART @ The Brooklyn Brewery (Annual)

#### ***Membership***

To increase our Young Variety membership and encourage involvement.

Actions:

- Periodically engage current members to ensure continued membership
- Follow up with potential new member
- Work with Communications on social media to encourage new membership
- Create and manage Member Incentive Program



### ***Volunteerism***

Goal: To increase our volunteer opportunities to benefit our grantees and the community by having at least 5 volunteer events per year with our grantees.

#### Actions:

- Review Grantee Calendar of Events
- Volunteer Survey
- Keep YV members apprised of all volunteer opportunities within and outside Variety
- Take pictures at volunteer events to increase social media presence
- Work with Fundraising & Events on #YVArtTalks volunteer events

#### Annual Variety Events where volunteers are needed:

- Wishing Well Dinner, November
- Variety Holiday Party, 1<sup>st</sup> Saturday in December
- You've Gotta Have Heart Event, June