



NATIONAL ASSOCIATION OF
RAILROAD PASSENGERS

TRAINS: A TRAVEL CHOICE AMERICANS WANT

Position Description

Vice Chair – Marketing & Resource Development

Purpose

The Vice Chair – Marketing & Resource Development is the principle officer responsible for raising the funds needed to accomplish NARP’s purpose and mission. He or she will be thoroughly familiar with NARP’s mission as well as the specific goals of the resource development program and the policies and the programs that it supports.

Qualifications

The Vice Chair – Marketing & Resource Development is an outgoing leader who inspires confidence and trust, enjoys developing relationships with people, works well with others, is comfortable in a sales position and works effectively in committee structures. Prior experience in resource development, sales and marketing is a plus.

Key Responsibilities

1. Leadership

- a. Chairs the Marketing & Resource Development Committee
- b. Prepares agendas for regular meetings of the Committee
- c. Develops additional committees needed to carry out the work of the Committee
- d. Prepares long range and annual plans for the Resource Development program

2. Recruitment

- a. Engages members of the Resource Development Committee for their help in recruiting additional Committee members to the team

3. Fundraising

- a. Supervises the preparation and refinement of NARP’s “Case Statement”
- b. Identifies major donor prospects and develops strategies for approaching them
- c. Solicits gifts at the various levels required for special, planned and estate gift programs
- d. Involves other committee members in the cultivation/solicitation process
- e. Oversees preparation of Grant Requests
- f. Ensures adherence to the “Policies and Procedures” related to gift solicitation and recognition approved by the Board of Directors

Reports to

Chair of the Board

Supervises

Chairs of committees involved with Marketing & Resource Development

Coordinates with

President

Director of Finance & Administration

Adopted by the Board of Directors 11/05/08