

DIRECTOR OF FINANCIAL DEVELOPMENT

Position: Board of Directors member, Section on Women's Health.
Elected to office by membership vote.

Term: 3 years – 2 terms

WHAT DO I HAVE TO DO?

1. **Coordinate and organize solicitation of funds**
 - a. Supervise the Advertisements in the Section's Journal and Newsletter
 - b. Web ads
 - c. Encourage vendors to sponsor or support our educational offerings: CSM and regional courses
 - d. Mentor and facilitate the activities of the Endorsement Committee

2. **Develop and maintain relationships with possible partners in industry**
with the goal of encouraging their financial commitment and support of the Section
 - a. Meet and "Work" the Exhibit Hall and solicit the support of new vendors and ensure the continued support of existing vendors.
 - b. Thank and ensure ongoing support from vendors that already support the Section. Maintain current revenue streams from these vendors.
 - c. Encourage vendors to apply to the Section for "product endorsement"
 - d. Recommend which vendors may need special recognition from the Board.
 - e. Be present at the recognitions.

3. **Coordinate with the advertising company** to ensure that the ads are accurate, the relationships with the vendors are good.

4. **Attend Meetings:**
 - CSM 4 days – a lot of time is spent building and maintaining relationships with vendors when Exhibit Hall is open.
 - Summer Retreat: 3-4 days
 - 2-4 BoD phone conferences per year about 2 hours each

5. **Communicate with the membership**
 - Annual report due by December each year
 - Prepare and submit items that need to be included in the Newsletter, e-notes or the Journal

TIME COMMITMENT

- After each publication deadline (3 times per year) approx 2 hours of calculations
- Fall – solicitation for CSM sponsorship and ads, approx 25 hours spread over 3 months with some need to make phone calls during the day to vendors.
- Quarterly phone conference – evenings about 2 hours each
- Preparation for meeting (retreat, CSM, conference calls) submitting agenda items, and budget approx 15 hours spread throughout the year.
- Weekly approx 3 hours answering emails to development committee members, board members and Section members. Attending to the Action Item List for the Section

SO DO I HAVE THE RIGHT ATTRIBUTES FOR THE JOB?

- Have the ability to foster partnerships between the Section and industry (a people person, for the most part vendors are very personable and approachable, not a high pressure business situation)
- Ability to ask for money (they will give it to you but you must be bold enough to ask)
- Organization and attention to detail (vendors expect they will get what they paid for – the right ad in the right place at the right time)
- Vision to see new solicitation opportunities (at the board meeting, I am the one thinking about how we can make money to fund Section activities)

SO WHY SHOULD I DO THIS?

- Rewards in this position are very tangible. Seeing the increase in incoming funds as a direct result of your work is very rewarding. Knowing you have helped by creating funds for the attainment of Section goals.
- Being a resource for other Section members as to the status of the industry of women's health.
- Interaction with others on the board, at APTA, in other professional organizations, with Section members have always provided professional stimulation, friendship, a sense of belonging to a great group of women who are focused on the care of women.
- Connections made with industry professional can have person rewards as well. Getting first hand news of a new product, course or

treatment, knowing were to get most all equipment for women's health and more.

- An opportunity to realize your potential as a leader, to mentor other volunteers to serve the Section

MATERIAL BENEFITS:

- Free tuition to pre conference
- Hotel, flight and per diem for CSM
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- Phone card and stationary for Section business