



Committee members are expected to actively participate in meetings (in person or virtually) and spread awareness for the MVMA Charities among their networks.

Fundraising Committee

The Fundraising Committee works together with staff to oversee the organization's overall fundraising initiatives.

Tasks include:

- Establish an annual fundraising plan.
- Assist in development and implementation of events such as the annual MetroWest K95K, brewery gatherings, online auctions, and more.
- Work with staff in identifying and coordinating outreach and stewardship to donors.

Marketing Committee

The Marketing Committee is tasked with determining target audiences, developing methods to reach these audiences, and expanding awareness of the MVMA Charities in the community.

Tasks include:

- Work with staff to develop a marketing plan that includes digital and direct mail campaigns, social media, and more.
- Assist in development of collateral (digital and printed) and website edits.
- Help with promotion of special events and programs.

Governance Committee

The Governance Committee coordinates the financial and strategic efforts of the organization.

Tasks include:

- Work with staff and Treasurer to develop an annual budget.
- Determine the funding needs of programs.
- Periodically review investments and policies.
- Evaluate programs and achievement of goals and reassess as needed.

MVMA Charities

A 501(c)(3) Not-for-Profit Supporting Organization
of the Massachusetts Veterinary Medical Association
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