



Just Creations Board Committee Overview

Community Engagement Committee

Goal: Work with the Outreach and Education Coordinator to broaden community engagement through events and other educational and outreach opportunities.

Responsibilities:

1. Collaborate with the Outreach and Education Coordinator to plan, implement, and evaluate in-store events.
2. Identify a Board member to serve as a liaison between Staff and Board in coordination of each event, utilizing the Event Planning Form.
3. Help make community connections for educational and outreach opportunities.
4. Brainstorm future events.

Finance and Development Committee

Goal: Provide financial oversight of Just Creations, identify appropriate development opportunities, and lead the discussion on technology issues.

Responsibilities:

1. Review monthly financial statements prepared by the Executive Director, noting significant variances.
2. Ensure for timely preparation and filing of annual tax returns.
3. Conduct annual audit review of the accounting records.
4. Identify new areas of federal, state or local government compliance that need to be addressed.
5. Assist with short- and long-range planning.
6. Prepare annual budget for the organization, to be presented for approval at the January Board meeting.
7. Identify opportunities for fundraising campaigns to cover non-retail aspects of the organization (volunteers, outreach, education, etc.).
8. Research grant opportunities and identify appropriate resources to draft, submit, and follow up on grants.
9. Consider technology enhancements, as needed; evaluate their financial impact on the organization and make appropriate recommendations.

Promotion and Communication Committee

Goal: Support Just Creations in achieving its stated objectives through promotion and communication activities.

Responsibilities:

1. Each year in the first quarter, based on the calendar of events, prepare a schedule of media and timing of all promotion activities for the year.
2. Assist the Executive Director and the Committee in planning, implementing, and monitoring these activities.
3. Identify additional activities to promote store events beyond the social media, print and email newsletters the Executive Director and the Outreach and Education Coordinator perform on a regular basis.
4. Identify opportunities to enhance our social media presence and work with the Outreach and Education Coordinator to determine their viability and implementation.
5. Evaluate success of these methods to identify areas for improvement and to provide data for future planning.
6. Maintain the Promotion and Marketing Strategy document, reviewing it annually for updates.
7. Work with the Executive Director when appropriate to facilitate implementation of campaigns and assist in researching media and drafting messages.