



Application for SEED Board of Directors

The Shorewood SEED Foundation appreciates your interest in volunteering to help us promote educational excellence in Shorewood public schools. The SEED Board meets monthly and is responsible for setting and overseeing SEED policies and overseeing implementation of the SEED strategic plan. Board members also have primary responsibility for raising funds. In addition, each Board member also serves on one or more SEED committees, which are summarized below and described more fully in the attachment.

Please take a few minutes to complete this form so that we may learn more about your interests and the areas in which you'd like to contribute to SEED. **I am most interested in serving on (please list first, second, third choices):**

- Fund Development Committee** *(Primary responsibilities include developing fund raising policies and implementing programs)*
- Awards Committee** *(Primary responsibilities include setting process and guidelines for making SEED grants and overseeing grant making process)*
- Special Events Committee** *(Primary responsibilities include planning and overseeing SEED events)*
- Community Relations Committee** *(Primary responsibilities include creating and sustaining cooperative relationships with other community groups in Shorewood)*
- Marketing and Communications Committee** *(Primary responsibilities include overseeing printed, and electronic communications for SEED and raising awareness about SEED and its activities)*
- Financial Oversight Committee** *(Primary responsibilities include establishing methods for SEED to collect funds, setting disbursement policies, and ensuring that the organization is fiscally sound and prudent)*
- Nominating Committee** *(Primary responsibilities include developing criteria and process for nominations, as well as recruiting and supporting potential nominees)*
- I can act as a liaison to another Shorewood group (list)_____
- I can lend my expertise or interest in (list)_____

Name_____

Home Address_____

Home Phone_____ Office Phone_____ E-Mail_____

Current or Previous appointed / elected office (list):

Children in Shorewood schools (list):

Other organizations of which you are a member (list):

Briefly describe any education and/or work experience that you view as useful in working with SEED:

Briefly state your goals in working with SEED:

Please return this form to SEED at P.O. Box 71235, Shorewood, WI 53211. Upon receipt, a member of the SEED Board will contact you to discuss your application. Questions? Contact us at Info@Shorewoodseed.org

Shorewood SEED Foundation Committees

- a. **Executive Committee.** Make interim decision on behalf of the full board as needed. Recommend strategy and direction for SEED. Evaluate effectiveness of SEED structure and activities and recommend changes as needed to SEED board. Ensure regular communication between SEED members, SEED committees and SEED board. (Limited to SEED officers.) Responsible in part for SEED goal 5: Build a sustainable organization.
- b. **Fund Development Committee.** Develop strategy for fundraising to increase financial resources, including gifts of cash, annuities, bequests, and other methods. Recommend whether and how to seek unrestricted gifts as well as gifts to support specific educational goals in Shorewood. Recommend share of funds distributed for short-term ends versus long-term goals including endowments. Acknowledge all gifts to SEED. Recognize donors at events, on programs, etc. Responsible for SEED Goal 1: Raise Funds.
- c. **Awards Committee.** Implement and oversee SEED awards policy. Responsible for SEED Goal 2: Distribute Funds.
- d. **Special Events Committee.** Recommend strategy and calendar for special events to SEED board, including community-wide event(s) and donor-development event(s). Coordinate development of strategy with other SEED committees, particularly Fund Development. Oversee special events.
- e. **Community Relations Committee.** Create and sustain cooperative relationships with other groups in the Shorewood community, especially those involved in supporting education. Seek ways to work with these groups on joint activities that increase overall support for education in Shorewood. Recruit volunteers and liaisons for SEED. Responsible for SEED Goal 3: Maintain and build bridges between SEED and other Shorewood organizations.
- f. **Marketing and Communications Committee.** Increase the general visibility of SEED in the wider community and publicize SEED events and activities. Oversee SEED identity, including graphic and content standards for all SEED communications (print, electronic, mail, stationery, brochures, etc.) Maintain content on SEED WEB site. Maintain master SEED activity calendar and ensure that event schedules are coordinated. Support the publicity needs of other SEED committees.
- g. **Financial Oversight Committee.** Develop infrastructure to accept multiple giving methods (checks, credit card, direct debit.) Recommend and oversee disbursement policy. Recommend and oversee investment policy. Ensure that SEED financial activities are sound, prudent, and meet all applicable legal standards. Responsible in part for SEED goal 5: Build a sustainable organization.
- h. **Nominating Committee.** Develop criteria and process for nomination to the board, accept names for consideration, contact and recruit potential board members, explain to them role of board member, identify timeline for elections.



Expectations for SEED Board of Directors

The Directors of the Shorewood SEED Foundation are expected to play an active role in the organization. In agreeing to serve on the Board, member are committing to:

- Supporting the mission and objectives of the Foundation
- Participating regularly in monthly board meetings
- Serving on one or more SEED committees
- Assisting in implementing the goals of the Foundation
- Providing financial support to the best of their ability
- Participating in raising funds for the organization

Through a committed and involved Board of Directors, the Shorewood SEED Foundation can indeed accomplish its mission: To Promote Excellence in Shorewood's Public Schools.