

# BOARD OBLIGATIONS AND OPPORTUNITIES

## Crocker Art Museum Association

The Crocker Art Museum Association (CAMA) is a private, nonprofit public benefit corporation exempt from federal income tax under section 501 (c) (3) of the Internal Revenue Code of 1986. CAMA shares governance of the Crocker Art Museum with the City of Sacramento as Co-Trustee.

CAMA Board members are elected to a three-year term, subject to yearly evaluation, and may serve two consecutive terms, at which point, the Bylaws dictate that the Board member must leave the Board of Directors for a period not less than one year before he or she is eligible for re-election.

## Board Membership

Membership on the board of a region's art museum is generally considered a position of high responsibility, visibility and status in the community. The Crocker Art Museum is the cultural leader in the Sacramento Region. Accordingly, selection of Board members for the Crocker Art Museum Association is an important endeavor. As ambassadors for the institution, Board members are obligated to undertake activities that further the mission and engage the community in supporting the Museum. Board seats are conferred based on a broad spectrum of qualifications, not solely on financial capacity or generosity. However, expectations for Board service do include making a personal financial commitment (above and beyond any employer's contributions and support) and cultivating, stewarding, and soliciting donors and prospective donors.

## Board Member Attributes

- Ability and willingness to personally support the Museum financially at a "leadership" level that demonstrates the Board member's passion and enthusiasm.
- Demonstrated interest in the visual arts and the mission of the Crocker.
- Long-standing supporter and/or active member of the Museum.
- Professional expertise in specific area, as needed.
- Demonstrated civic leadership.
- A representative or influencer of one or more of the Museum's target audiences.
- A conduit for strategic and creative partnerships.

## Responsibilities and Obligations

**Service:** Board members will actively participate in the activities of the Museum and the Board.

- Be prepared for and attend all regular Board meetings.

- Attend and actively participate in Board Orientation Programs, Board Retreats and other strategic planning or educational sessions.
- Actively participate on one or more Board committees or provide other volunteer service.
- Regularly attend and participate in the Museum's programs and events, such as exhibitions, lectures, classes, and receptions.
- Actively promote audience development by inviting and bringing guests to the Museum, Museum functions, programs and events throughout the year.
- Follow at least one Docent led tour annually.
- Take responsibility for knowing as much as possible about the Crocker, its history, current offerings, and vision for the future.
- Be an ambassador for, and public advocate in support, of the Crocker.

**Financial and Fund-raising:** Board members are required to demonstrate their support for the activities of the Museum by making significant annual personal contributions to the Museum consistent with the member's ability.

- Hold Director's Circle membership at the Trustee Level (\$2,500) or higher. (At the recommendation of the Board's 2012 Fund Development Best Practices Team, this requirement will increase to the President Level (\$5,000) or higher. The Board has not yet voted on the timing of this increase.)
- Endorse, advocate for, and provide significant financial support to all Board-approved capital, endowment, and other giving campaigns.
- Consider making a planned gift to the Museum.
- Participate in at least one annual giving campaign per year\*.
- Pay annual Board dues to help offset direct expenses such as copying, Board lunches, etc.
- Attend and/or sponsor Art Auction or Crocker Ball

Note: \*The Museum conducts several annual and special giving campaigns each year.

### **Cultivation, Stewardship and Solicitation**

- After attending events, follow-up with guests at your table – send thank you notes and engage in any other appropriate cultivation and/or stewardship activity.
- Invite potential members to a specific Museum event or program – e.g. Art Auction, Day Trip, Thursday night programs, Director's Circle Reception, etc.
- Thank donors:
  - Attend at least one Board Thank-A-Thon each year.
  - Write thank you notes to at least three donors each year (assignments are distributed at monthly Board meetings).
- Host prospects and friends at the Museum:
  - Bring three potential members to the Museum for a general visit

- Meet and greet a specified new Director's Circle member, art lender, prospect, etc. at a Museum event/reception.
- Be willing to introduce yourself: get to know and connect with other members on a Director's Circle day trip, Masterpiece Society Luncheon, Behind-the-Scenes tour, Director's Circle dinner, etc.
- Secure at least one new or upgraded Director's Circle member each year.
- Solicit dropped Director's Circle members for renewal.
- Work in collaboration with staff to select prospects, coordinate invitations to events, receive appropriate tools and information, and ensure consistent messaging and processes.
- Work with staff to track and follow-up on your activities.
- Attend at least one Development training session on fundraising every year.

## **Support Opportunities**

Participation above and beyond the financial and fund-raising support described above is always desired. Numerous direct and in-kind support opportunities exist. Among the many ways Board members can support the Crocker are:

- Provide sponsorships for special events or programs.
- Purchase ads in Crocker event programs, or Crocker ads in other publications.
- Provide exhibition underwriting.
- Make gifts to restricted accounts or special campaigns, such as art acquisition and conservation drives, specific catalogue funds, etc.
- Donate goods and services to Crocker's live or silent auctions.
- Make a collection gift and/or a gift of other property.
- Make Tribute or Memorial gifts in honor of friends or family members.
- Participate in estate or other planned giving programs and maintain membership in The Masterpiece Society.
- Provide meeting or general storage space.
- Make in-kind contributions when requested.
- Help grow the Museum's endowment by establishing a named fund.

Remember - CAMA's Board members are the institution's LEADERSHIP. Through fiscal support, Board members serve as an inspirational example and benchmark to other donors. Board members must be leaders in charitable giving as well as in volunteering time, knowledge and expertise. The public is aware of the Board's giving levels and they often make their own gifts in relationship to Board member gifts. When Board members make gifts beneath their giving capacity the public follows suit. Board members set the standard for the Museum's fundraising programs and success.