

CaringMatters Trustee's Role

MISSION: CaringMatters' mission is to provide caring, compassionate, practical and high quality non-medical support services, without charge, to every Montgomery County adult or child who is facing a life-threatening illness or is grieving the death of a family member or loved one.

TRUSTEE'S ROLE: As a Trustee of CaringMatters, your role is essentially twofold: (1) to be a "goodwill ambassador" for CaringMatters in the community; and (2) to be a financial supporter. These roles are described in greater detail below.

1. COMMUNITY OUTREACH

Community support and awareness are essential for CaringMatters to accomplish its mission. Because of their leadership positions in the community, our Trustees play a key role in promoting the image and message of CaringMatters. Our services are provided primarily by volunteers, most of whom have become aware of our mission through various community outreach programs. Furthermore, effective outreach and promotion ensure that adults and children who need our help know about us. Here are three suggestions to help you promote the image of CaringMatters:

- Be involved with community groups and do not hesitate to promote the good name and accomplishments of CaringMatters;
- Let other people know how much you admire and support the work CaringMatters is doing;
- Stay informed about CaringMatters so you can explain it to others.

2. FINANCIAL SUPPORT

CaringMatters' Trustees are an important part of our fundraising program. They not only contribute funds themselves, they also assist by identifying other potential donors among their circle of friends and colleagues, and by "opening doors" to new fundraising sources for our Chief Executive Officer and Board Members.

Our signature fundraising event is our Annual Gala. Most of our Trustees support that event by purchasing sponsorships, tables, or individual tickets, or by encouraging their friends or business colleagues to purchase sponsorships, tables, or individual tickets.

Many of our Trustees assist us financially by sponsoring, organizing, supporting or hosting various types of fundraising events, such as our *Raise Your Glass Wine Tasting* or our *Tree of Love* event.

Some of our existing Trustees have recruited others to become Trustees. We encourage all of our Trustees to be on the alert for persons who, like themselves, possess leadership skills and fundraising abilities, so that we can widen our circle of committed supporters.