

IMPACTLIFE ASSOCIATE BOARD CHARTER

MISSION AND PURPOSE

The ImpactLife (the “Blood Center”) Associate Board includes young professionals and emerging leaders committed to advancing the Blood Center’s mission through promoting the Blood Center’s interest and generating support among their personal/professional networks located in the communities served by the Blood Center. This will happen primarily through volunteer outreach and special events.

Members of the Associate Board will act as ambassadors of the Blood Center by taking part in community service and advocacy activities that support the Blood Center’s mission.

The Blood Center is based in Davenport, Iowa. Our 501(c)3 community blood bank serves more than 100 hospitals in Illinois, Iowa, Wisconsin and Missouri and was established in 1974. More than 200,000 volunteer blood donations support our mission each year to serve patients at our hospitals and beyond.

GENERAL GOVERNANCE AND COMPOSITION

The Associate Board will be comprised of at least 6 and no more than 19 young professionals and emerging leaders (approx. ages 20-49) who work in the communities served by the Blood Center. There will be multiple Associate Boards geographically spread across the region served by the Blood Center. The Associate Board may include additional non-voting ad hoc members as necessary (e.g., campus interns).

OBJECTIVES

The objectives of the Associate Board will be:

1. Build networks and awareness of the Blood Center among young professionals, donors and prospective donors.
2. Increase the Blood Center’s volunteer network and donor base.
3. Support special events.

OVERALL STRATEGY

1. Develop strategy with respect to how the Blood Center can engage young professionals, donors and prospective donors within the age range of 20-49.
2. Engage local young influencers and decision makers with an opportunity to collaborate and leverage their professional networks to promote the Blood Center’s mission, programs and events.
3. Coordinate closely with the Blood Center, its staff, volunteers, and the Board of Directors to leverage contacts and resources to increase awareness and participation in the Blood Center’s events.

MEMBER EXPECTATIONS

Each Associate Board member is expected to contribute in the following areas during each Blood Center fiscal year:

1. Attend at least 75% of the scheduled Associate Board meetings (eg.: 9/12 per year).
2. Commit to at least two years of service as an Associate Board member or one year of service as a non-voting ad hoc member (e.g., campus interns).
3. Associate Board Chairs will be required to meet more often and act as liaisons for smaller decision-making bodies as needed. Associate Board Chairs will interact with Blood Center leadership and governing board members as liaisons for Associate Boards.
4. Support and lead the Associate Board in community service or advocacy activities.
5. Ensure the Associate Board is represented as volunteers and/or attendees at Blood Center events.

STRUCTURE

- Associate Board Chairs will participate in board leadership committee meetings at least two times per year in addition to regularly scheduled Associate Board meetings. Board leadership committee meetings will be located at the Blood Center headquarters in Davenport, IA.
- Executive Committee: each Associate Board leadership group will have two (2) Co-Chairs and a secretary. The Executive Committee will be elected to a two-year term. The Co-Chairs will be elected to terms which are staggered, meaning that the terms are offset by one year in order to have stability in leadership roles.
- Committee chairs will be determined by Associate Board as needed. Committees or focus areas will be variable depending on needs.
- The Membership Outreach Committee will be responsible for new Associate Board nominations, application review, facilitation of determining annual slate of directors, etc.
- Term Limits: each Associate Board member will serve a minimum of a two-year term with an option to renew for up to two additional one- or two- year terms. An Associate Board member may serve a maximum of three consecutive terms and may reapply after rotating off of the Board for at least one-year. Associate Board members can appeal for a temporary leave of absence for extenuating circumstances.
- All Associate Board members are expected to be a positive representative of the Blood Center in all public communications. This includes, but is not limited to, social media advocacy, media relations, networking, etc. Associate Board members, as representatives of the Blood Center, must exhibit Blood Center values.
- The Associate Board Chair will interact with designated members of the Blood Center Board of Directors.

MEMBERSHIP PROCESS

Membership will occur on a rolling basis throughout the Blood Center fiscal year. The Membership Outreach Committee is responsible for leading the cultivation of prospective members and engaging current members on an ongoing basis.