



Board Overview, Expectations and Commitment Form

Mission

The mission of the Community Foundation for the Greater Capital Region is to strengthen our community through philanthropy.

We do this in collaboration with donors and community partners who share our vision for community transformation through stewardship of charitable endowments, superior donor services, effective grantmaking, and leadership to address community needs.

Value Proposition

- Unsurpassed community knowledge and excellent donor services;
- Community transformation through grantmaking, community leadership (convening, leading, participating in community initiatives focused on positive impact) and donor education;
- Sustainable growth in charitable assets and increased resources for community impact.

Board Member Role and Responsibilities

The Community Foundation Board of Directors serve as brand ambassadors to articulate the Foundation's mission and value proposition. The Board supports the Foundation's strategic goals to focus on positive impact, increase collaborations and partnerships, strengthen the Foundation's ability to lead and grow philanthropic resources.

Together the Directors:

Set the Direction

- Articulate the Foundation's mission, vision and values.
- Develop objectives in alignment with the mission and strategic plan.
- Set policies for the governance and operation of the Foundation.

Ensure Resources

- Hire and support the President.
- Develop a strong, effective board.
- Ensure adequate financial resources.

Provide Oversight

- Serve as fiduciary stewards by monitoring financial performance.
- Monitor the Foundation's programs and activities.
- Ensure legal and ethical standards are met.
- Mentor and evaluate the President.
- Engage in regular self-assessment.

**Fiduciary Responsibility**

- Legal responsibility for investing money or acting wisely on behalf of another.
- Annual review and approval of a budget.
- Procurement of needed funding for administrative operations.
- Regular examination of financial statements.
- Verification that all filing requirements and tax obligations are fulfilled.
- Regular convening of an audit committee.

Participate in Development Efforts

- Serve as an ambassador for the Foundation.
- Put forth a positive image of the Foundation in the community.
- Help the Foundation attract and connect with potential donors.
- Adhere to the Foundation's social media policy (see Appendix A).

2025 – 2026 Board Expectations**Board and Committee Meetings**

Enclosed is a list of tentatively scheduled Board Meetings. As stated in CFGCR's by-laws, Board members are expected to attend all Board meetings.

Meeting materials will be posted on the CFGCR website on the Friday prior to the Wednesday Board meetings. Please review the posted materials prior to the Board meeting and bring any needed documents with you.

The Foundation uses a consent agenda at all Board meetings. Consent agenda items are posted on the website prior to the meeting. If there is an item that you would like to bring up for discussion, please notify the Board Chair in advance of the meeting. Upon request, the item is removed from the consent agenda and added to the regular agenda.

Each Director is expected to sit on one or two committees and attend regularly scheduled meetings of those committees during the course of the year.

Annual Contribution

Each Director is expected to contribute to the Community Foundation's annual operating fund. We ask that you consider a contribution of \$1,000, but any amount is appreciated. A solicitation letter will be sent in September, when the annual appeal is distributed to the Friends of the Foundation.

Officers Liability Insurance

The Foundation provides Directors and Officers Liability Insurance for all board members. Our policy provides \$3,000,000.00 maximum aggregate limit of liability for any claims made or deemed made during any policy year.



2025 – 2026 Board Commitment Form

Each director agrees to:

- Make an annual financial contribution commensurate with his/her ability to give in support of the Community Foundation's annual fund.
- Support the Foundation's strategic plan and annual goals by serving as an ambassador of the Foundation.
- Attend regular meetings of the Board and the Annual Celebration of Philanthropy.
- Serve on at least two Board Committee/Work Groups.
- Adhere to the Social Media Policy (see Appendix A).

I. Contribution to Annual Fund (100% Participation Required).

\$_____ 2026 Pledge

II. Provide CFGCR 3-5 hours/year of Board Ambassador support by choosing from the following menu (estimated time):

- _____ Host one "widening the circle" prospect event (5 hours)
- _____ Introduce CFGCR to a prospect –invite to lunch with staff or to an event (2 hours)
- _____ Arrange for and attend a presentation to a target civic group or association (2 hours)
- _____ Co-present to a prospect (organization or individual) (2 hours)
- _____ Introduce CFGCR staff to professional advisors – 3 calls (1 hour)

Signature

Print Name

Date



Appendix A: Social Media Guidelines

Overview

Social media has become a mainstream form of communication. With this in mind, it is important that the Community Foundation for the Greater Capital Region (CFGCR) has a presence in the online community, using social media thoughtfully and strategically, as a tool to help advance our mission.

This policy applies to CFGCR's personnel, defined as members of its board of directors, staff, and any other persons (such as committee members) who may possess confidential or proprietary information about CFGCR. These individuals will be referred to in this policy as "CFGCR personnel" or simply "personnel."

The Community Foundation takes no position on personnel's decision to participate in social media and/or online communications. However, it is the right and duty of the Foundation to protect itself against unauthorized disclosure of information, including proprietary and confidential information, and from having CFGCR personnel give the appearance of speaking for/representing the Foundation if they are not authorized to do so.

The goal of this document is to provide guidelines on proper use of CFGCR's social media channels, as it relates to content, control and social networking etiquette. While these guidelines will be applied specifically to Foundation-managed accounts, CFGCR expects its personnel to exercise responsibility and sound judgement when engaging in social media communities as a representative of the Foundation.

What is Social Media?

Social media includes all means of communicating or posting information or content of any sort on the internet, including to your own or someone else's blog, journal or diary, personal website, social networking or affinity website, whether or not associated or affiliated with CFGCR, as well as any other form of electronic communication.

Acknowledging that social media platforms are continually changing and evolving, CFGCR will regularly evaluate the platforms in which the Foundation participates. Based on the outlets that CFGCR constituents are using for information consumption, the Foundation will determine the most effective and efficient platforms to achieve our goals.

Goals of Participating in Social Media:

- Inform and inspire dialogue on issues that affect the greater Capital Region, particularly our most vulnerable residents



- Extend CFGCR's role as a convener into the online community by sharing useful information and encouraging conversation
 - Provide an outlet for timely and relevant communication on issues that impact the greater Capital Region's residents, especially those in greatest need
- Promote philanthropy in the greater Capital Region as a powerful tool for creating social impact
 - Strengthen relationships with existing and prospective donors, especially targeted segments defined in the 2023 – 2027 strategic plan
 - Highlight CFGCR donors and the power of their philanthropy
- Engage with the Foundation's target audiences and the broader community
 - Reinforce existing relationships with nonprofits orgs and other community partners
 - Extend the Foundation's network to connect with new partners and community members
 - Share new tools, resources and ideas to strengthen the nonprofit sector
- Help communicate the Foundation's role as a leader in the greater Capital Region
 - Raise awareness about CFGCR by showing the work we do in the community
 - Demonstrate that CFGCR is the regional expert in, and source for, philanthropy
 - Be a go-to source for information impacting the greater Capital Region

CFGCR recognizes that blogs, Facebook, Twitter, LinkedIn, Instagram and other social media sites are shaping reputations and providing new avenues to engage with the audiences we want to reach. Being present in the conversation provides insight into what is being said as it relates to the Foundation and the sector.

CFGCR personnel are encouraged to use social media to engage in conversations regarding the Community Foundation for the Greater Capital Region and the issues we champion. Like any form of communication regarding the organization, some rules and guidelines apply. Personnel are personally responsible for commentary and online communication, and can be held liable for any communications that are considered defamatory, threatening, harassing, offensive, or proprietary/confidential. Please review this document and always check with the Communications Director if questions or concerns arise.

Social Media Content

The Community Foundation for the Greater Capital Region will post:

- **Articles, studies, reports**, etc. that are timely and relevant and may be of interest to the greater Capital Region or in the field of philanthropy.
- **News** related to developments in the areas of CFGCR's grantmaking or initiatives.
- **Information about Foundation activities** including grantmaking, community leadership projects, etc.
- **Highlights from events and convenings** hosted by CFGCR or at which CFGCR is represented.
- **Notable work** and accomplishments of our grantees and partners.
- **Links to CFGCR blog posts** in order to further encourage discussion and feedback.
- **CFGCR grant and scholarship deadline announcements** and links to the pages on the website associated with those grants.
- **Compelling donor stories**, when appropriate and approved by the donor



- **Updates from other philanthropic organizations** that could be of use and benefit to our nonprofit audience
- **Basic information** about the Foundation (contact information and mission)
- **Questions** for the community

Whenever possible, partners will be tagged in social media posts to increase reach.

At times, there may be overlap between content posted on social media channels, the CFGCR website and blog, and e-newsletters. Whenever possible, social network posts will be linked to pages on our website or blog.

Content on our social media channels will be written in an informal, conversational tone.

Examples:

Do Post: A news article about improvements made at a community clinic funded by CFGCR

Don't Post: A national news article featuring a murder trial

Do Post: Neutral information encouraging residents to vote in an upcoming election

Don't Post: Content that could be construed as supporting a particular political candidate or ballot initiative

Do Post: Highlights from a community town hall meeting organized by CFGCR

Don't Post: Photos of internal CFGCR social events

Photographs and Video

The following guidelines should be followed when posting photos and video:

- Photos and video of children should not be posted without express consent from their parents/guardians/caregivers.
 - In the case of grantees submitting photos, grantees are responsible for obtaining consent from parents/caregivers/guardians, and should not submit photos to CFGCR unless photo subjects have consented to being photographed and to having those photographs shared and potentially used in CFGCR's online communications, videos, and/or marketing materials.
- Photos and video of public events can be posted on social networking sites, provided that they are appropriate.
- Photos and video taken on occasions that are not public may only be posted with the consent of each person in the photo. Ask permission before taking a photo or creating a video file and be prepared with a photo release form in formal circumstances that are anticipated.

Administration

- The Communications Director will serve as the primary administrator and have the ability to update social media channels. She will have primary responsibility for updating regularly and monitoring and responding to comments.



- If a staff member or other personnel wants information posted to one or more of our social media channels, that information and content should be provided by the staff member/personnel and edited as needed by the communications staff.
- On a case by case basis, there will be opportunities for other staff/personnel to serve as social media ambassadors and be trained to represent the Foundation directly through social media channels.
- Passwords for CFGCR's social media accounts will be managed by the Communications Director. As part of the transition procedure when an employee leaves the Foundation, all administrative privileges will be transferred to a current staff person and contact information and passwords will be updated as necessary.

Post and Comment Management

The Community Foundation for the Greater Capital Region recognizes that social media is a conversational communications vehicle and that comments posted on social channels may at times be negative or critical. If the content is positive or negative and in context to the conversation, then it will remain posted, regardless of whether it is favorable or unfavorable to the Foundation. However, if the content is offensive, denigrating, completely out of context, or in violation of CFGCR's non-discrimination or harassment policies, it will be removed.

As soon as possible, but within one business day, CFGCR should respond to correct misinformation about the organization or our work. As with all online posts related to CFGCR, personnel should disclose his/her identity and affiliation with the organization, be respectful, be honest and accurate, and give credit to sources.

Before responding to an article or post on the Web, consider whether it makes sense to engage in the discussion. As a general rule, CFGCR personnel should not respond to the following types of posts:

- Spam and off-topic comments (Likewise, never post an off-topic comment on someone else's site for the purpose of promoting your work or CFGCR.)
- Defamatory remarks
- Satire
- Individuals who consistently engage in negative communications

We should continue to monitor sites with these types of posts to be aware of what is said about CFGCR and our work in the communities we serve. CFGCR need not have the last word if someone disagrees. We welcome spirited discussions and opposing viewpoints, but should guard against being defensive or combative.

CFGCR staff is encouraged to post comments if their thoughts will enrich a reasonable discussion and/or correct misinformation. Here's the Golden Rule for commenting:

Does my comment add to a reasonable conversation?

If it is determined that the post is worth responding to, the challenge is to craft a post that truly will add to the conversation. "Nice post!" or "Off base" do state opinions, but do not enrich the



discussion. What new information can you add? Add it, with links (preferably back to the CFGCR's Website) when appropriate.

Core Values in the Online Social Media Community

CFGCR recognizes and follows core values in the online social media community and expects the same commitment from all CFGCR personnel – including employees and associates of our agencies, vendors and suppliers. Any deviation from these commitments may be subject to disciplinary review or other appropriate action.

1. **Transparency** in every social media engagement. CFGCR does not condone manipulating the social media flow by creating “fake” destinations and posts designed to mislead followers and control a conversation. Every website, “fan page” or other online destination that is ultimately controlled by CFGCR must make that fact known to users and must be authorized according to applicable internal protocols in order to track and monitor CFGCR’s online presence. We will also require bloggers and social media influencers to disclose to their readers when they are associated with CFGCR.
2. **Protection** of the **privacy** of our donors, nonprofits, and partners. We should be conscientious regarding any personally identifiable information that we collect, including how we collect, store, use, or share that information, all of which should be done in accordance with applicable privacy policies, laws and IT policies.
3. **Respect** of copyrights, trademarks, rights of publicity, and other third-party rights in the online social media space, including user-generated content.
4. **Responsibility** in our use of technology. CFGCR will not use or align itself with any organizations or websites that deploy the use of excessive tracking software, adware, malware or spyware.
5. **Utilization** of best practices, listening to the online community and compliance with applicable regulations to ensure that our online social media guidelines remain current and reflect the most up-to-date and appropriate standards of behavior.

Rules and Guiding Principles for Posting Content Online

1. **Adhere to CFGCR’s policies.** Follow all applicable organizational policies, especially those related to confidentiality or proprietary information. For example, do not discuss internal personnel issues or confidential information about our donors or nonprofit partners. Be mindful of sensitive donor information, especially with regard to donor anonymity. Do not report on conversations, decisions, or events that might be considered private or internal to the Foundation. Do not discuss information that has not been made public. (If you are not sure whether something specific has been made public, check first with a member of senior management.) Employees will be held accountable for compliance with all CFGCR policies. These include restrictions on sharing confidential, proprietary, and financial information, and any and all copyrighted material, as well as policies forbidding CFGCR personnel to engage in discrimination, hate speech, personal threats, or sexual harassment online or in the workplace.
2. **Disclose your identity.**
 - It is widely considered best practice to avoid using pseudonyms online. Social media is a forum for humans to interact with one another, so do as you would in any social



situation and introduce yourself. If employees wish to post content online anonymously, they should not discuss matters related to CFGCR.

- If CFGCR-related topics are mentioned on an employee's personal blog or other social media forum, or if employees are blogging or commenting online in an official CFGCR capacity, they should disclose their name and CFGCR affiliation from the very first encounter. (Example disclosure methods could include: usernames that include the company name, link to "about us" page, or statement in the post itself "I work for the Community Foundation for the Greater Capital Region, and this is my personal opinion.")
 - Personal writing that does not mention work-related topics does not need to mention the employment relationship.
3. **Give credit to your sources.** If you are referring to or citing research or opinions of others, acknowledge it with an attribution and/or a link to that person's blog or organization's website. Give credit where credit is due. Make every effort to use original sources and ensure that they are reputable and established outlets.
 4. **Be honest and accurate.** Remember, the Internet has a long memory. If you include factual information in your post, double-check it for accuracy. If you mistakenly post an inaccuracy, correct your error as soon as it becomes apparent to you. Also, before you post, spell-check; and consider whether your information is complete, or whether you're omitting facts that are crucial to put your post in proper context.
 5. **Be respectful and professional.** Be especially respectful to the Community Foundation for the Greater Capital Region, our employees, donors, nonprofits, community leaders and partners, and keep in mind that anyone can read your post. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but also proper consideration of topics that may be considered objectionable or inflammatory -- such as politics and religion. The public in general, and the Foundation's employees and customers, reflect a diverse set of customs, values and points of view. Be respectful, even if you disagree with your fellow commenters, and avoid accusations.
 6. **Be interesting and authentic.** The best way to be interesting is to write about what you know, in your own words. CFGCR's staff has a deep understanding of community and philanthropic issues. Share your expertise in a way that is natural and germane to you, and avoid discussing that which falls outside your purview. If you think someone on staff should respond to something but you don't have the knowledge to do so, please call it to the attention of the Communications Manager. Also remember to participate, not promote. Bring value to our audience without "hard-selling" our services or organization.
 7. **Consider your audience.** Each online community has different rules (spoken and unspoken) for engaging in conversations. Listen before speaking and learn the rules before you join the conversation.