

## **Essex Region Conservation Foundation Board Member Expectations:**

The Essex Region Conservation Foundation has been enriching the Essex region as the Place for Life since 1977. The Foundation raises funds to support conservation efforts in the Windsor-Essex-Pelee Island region. Thanks to support from thousands of organizations and individuals, the Foundation has raised the funds to:

- Acquire and develop the regional greenway system, including the Chrysler Canada Greenway, the Cypher Systems Group Greenway and the Rotary (1918) Centennial Hub
- Protect Cedar Creek, Spring Garden ANSI and LaSalle Woods
- Create new forests such as the Jamieson Forest and Rotary Legacy Forest at Cedar Creek Conservation Area, and the Solcz Family Foundation Forest at Hillman Marsh Conservation Area
- Invest in Conservation Areas, such as the resurfacing of the Caesar Windsor Cares Nature Trail at Devonwood Conservation Area, the Enbridge Wetland and Natural Playground and the University of Windsor Alumni Association Outdoor Classroom.
- Protected our heritage at the John R. Park Homestead and Kingsville Train Station.

These are just a few highlights of what has been accomplished. Presently we are finalizing the goals in our \$1 million Place for Life Campaign and raising \$600,000 to match a Federal Grant to create a new Heritage Centre at the John R. Park Homestead. We are also providing opportunities for businesses to minimize their carbon footprint by planting trees through our Partners in Sustainability efforts.

The Essex Region Conservation Foundation is currently seeking applications for volunteer membership on its Board of Directors. Board members should be passionate about protecting and restoring our local environment, and able to assist in achieving our fundraising goals to implement conservation projects. Members of the Essex Region Conservation Foundation should also:

### **1. Make a personal contribution.**

Board members should make a meaningful financial contribution. As the ERCF exists to raise funds to support conservation efforts, it is imperative that prospective donors recognize that the Board members are committed to this cause.

## **2. Share networks and open doors.**

Board members should be willing to share their list of contacts, make introductions and help to identify new friends for our organization. Provide a specific goal, such as: Make one new introduction per month.

## **3. Be a good advocate.**

Board members should talk about our organization with anyone who is interested, sharing your passion. Invite interested parties for a tour, to an event, or even to go out for coffee with the executive director. Board members should strive to be responsible for one relationship building activity per month.

## **4. Invite others to contribute.**

Board members should ask people to make a contribution through an appeal letter, to the annual fund, or to a specific event or program. Board members can help make a minimum of ten “asks” per year by signing letters to your friends, bringing people to our special events, and making face-to-face solicitations.

## **5. Say thank you.**

Board members should be willing to make calls and send thank you letters to our top donors. We would appreciate help thanking donors in-person whenever possible and appropriate.

## **6. Actively participate at all meetings.**

Board members are expected to attend meetings (8-10 per year) and share your expertise. Board members should also endeavour to attend our four annual fundraising events.