

NCBA CLUSA - Cooperative Marketing Council Charter
version - July 20, 2023

Committee Designation & Authority	The Cooperative Marketing Council is a volunteer community of executives, thought leaders and subject matter experts on marketing and public relations within the cooperative industry.
Objectives & Scope of Activities	<p>The Council serves NCBA CLUSA solely on an advisory role.</p> <p>The Council serves NCBA CLUSA membership as a forum and advisory council for executives to discuss marketing the cooperative identity and provides insight on cross-sector marketing strategies to advance the recruitment and retention of new and current co-op consumers to all sectors of cooperatives.</p> <p>The Council advises on NCBA CLUSA led efforts and campaigns designed to further the sales development and knowledge base of the cooperative business model, the cooperative identity, and the cooperative impact to individuals and their communities.</p> <p>The Council provides a platform for cooperative executives to further their collective impact by engaging with fellow thought leaders and subject matter experts across different industry sectors. The engagement with cooperative identity contributes to NCBA CLUSA’s vision to promote cooperatives and thereby build a more inclusive economy that empowers people to contribute to shared prosperity and well-being for themselves and future generations.</p>
Volunteer Membership	<ul style="list-style-type: none"> • The Council shall be comprised of: <ul style="list-style-type: none"> ○ Chief or senior marketing executives from U.S. based cooperatives, ○ a maximum of one (1) deputy leader from the same cooperative to serve as an alternate volunteer member in recognition of succession planning, ○ cooperative leaders who represent a diversity of sectors and experiences in the cooperative industry. • Volunteers are invited to serve based on the professional and thematic perspectives they bring to the Council. Volunteers will be invited to join the council representing different sector-specific expertise and perspectives. • All volunteers shall serve without compensation.

<p>Advisors</p>	<ul style="list-style-type: none"> • Non-members appointed to serve in an advisory capacity generally providing special expertise to the council. • Appointed on recommendation of the Co-Chairs, Staff Liaison or President & CEO. • Appointed only in special circumstances, i.e., marketing professionals, researchers, attorneys or legal counsel. • All advisors shall serve without compensation.
<p>Committee Size</p>	<ul style="list-style-type: none"> • The Council shall be comprised of no more than 22 people including co-chairs, volunteers and advisors.
<p>NCBA CLUSA Membership</p>	<ul style="list-style-type: none"> • Co-Chairs are required to be members of NCBA CLUSA. • Volunteers are required to be members of NCBA CLUSA. • Advisors are not required to be members of NCBA CLUSA.
<p>Terms</p>	<p>The Council may serve indefinitely, on a continuing basis, subject to biennial renewal.</p> <p>The NCBA CLUSA President shall appoint volunteer members to the Council, pending approval by the Co-Chairs.</p> <p>Co-Chairs will be appointed to two-year terms renewable subject to NCBA CLUSA President.</p> <p>Co-chairs will work directly with the NCBA staff and management to set agendas and identify issues in meeting topics/structures/etc. to ensure that the work of the Council is accomplished and members' time is well used. The co-chairs will also make verbal or written reports as useful to the NCBA CLUSA staff on subjects they deem important.</p>
<p>Description of Duties</p>	<ol style="list-style-type: none"> 1. Create unified branding and messaging that members may adapt and adopt for their own marketing needs. 2. Educate the cooperative community on marketing the cooperative identity. 3. Assure that the cooperative identity is appropriately depicted in all forms of media generated by NCBA CLUSA. 4. The Council will serve as a strategic advisory group to NCBA CLUSA Management for ideas pertaining to marketing including developing a theme for national co-op month (October), and industry-wide campaigns. 5. Identify ideal recruits across various skill sets and demographics, to develop and maintain a candidate database. 6. Track recruitment and engagement activity for all Council members. 7. Membership in the Council will reflect the geographic, sectoral, gender, racial and economic diversity of the contemporary

	<p>cooperative movement.</p> <p>8. At each annual Cooperative IMPACT conference, NCBA CLUSA believes members of the Marketing Council offer a uniquely impactful presence. Members are strongly encouraged to participate either in a Council-specific session or otherwise.</p> <p>9. The Council shall exercise such other powers and perform such other duties and responsibilities as are incidental to the purposes, duties and responsibilities specified herein and as may from time to time be delegated to the Council by the President & CEO or Staff Liaison.</p>
Meetings	The Council is expected to meet at least four times within each fiscal year (calendar year).
Record Keeping	The meeting minutes and generated deliverables from the Council will be stored with Board/Volunteer documentation on the NCBA CLUSA cloud server.

VOLUNTEER