



Elevate you and your company's standing while doing good!

MREF is pleased to announce a significant addition to our board structure designed to ensure long-term growth and sustainability of the foundation, and to engage as many MR organizations as possible in our mission.

Over the last two years, the MREF has raised and donated more than \$450,000. The existing Executive Board of Directors is looking to significantly increase this and is seeking individuals interested in joining the new MREF Board and Associate Board.

The New Board Structure

- ◇ **The existing MREF Executive Board of Directors (EBOD)** will remain. The MREF EBOD (currently made up of the current eight people serving on the board and the executive director) will meet every 30 to 60 days to manage the day-to-day decisions for the foundation.
- ◇ **The new MREF Board of Directors (BOD)** will help drive MREF strategies and initiatives and allow for peer networking and industry recognition. Members of the BOD may move on to the EBOD depending on space and interest.
- ◇ An **Associate Board**, made up of mid-level employees appointed by members of the BOD, will be established to help promote the MREF, while giving these members valuable board experience. Each BOD member is allowed to appoint one person to the associate board.

How do I become a member of the BOD?

To join the BOD, an executive or C-level industry member must commit to the following:

- ◇ A \$2,500/year contribution to the MREF (minimum two-year gift is required).
- ◇ Participation in MREF events and fundraisers and opportunities. For MREF fundraising campaigns, this includes financial support and promotion of the campaign.

Why should I become a member of the BOD?

- ◇ Invitation to attend quarterly board meetings.
- ◇ Invitation to in-person networking events and educational lectures (minimum of two per year).
- ◇ Name and bio on MREF website.
- ◇ Company logo on MREF website.
- ◇ Option to appoint an individual from your organization to the MREF Associate Board.
- ◇ Name and company logo included in two Quirk's ads per year.
- ◇ PR opportunities for BOD and Associate Board members.
- ◇ MREF Executive Director support in creating engaging opportunities to maximize employee involvement in and support of MREF signature events and fundraisers.

What is the role of the BOD?

Strategic Oversight

- ◇ Monitoring of organization to ensure it is fulfilling its vision, mission and values.
- ◇ Review and provide feedback on the MREF annual strategic plan.

Healthy Governance

- ◇ Selection of officers for operating and executive board.
- ◇ Evaluate and approve changes to bylaws (as needed).

Organization Ambassador

- ◇ Participate and promote MREF events and fundraising campaigns.
- ◇ Promote MREF impact.
- ◇ Assist with future board member recruiting.

Who will be on the Associate Board?

Each member of the MREF Board of Directors will be given the opportunity to appoint one person to the associate board. The Associate Board is a working group of up-and-coming MR executives.

Associate Board Benefits and Roles

- ◇ Each member will be asked to join a committee to help with one of the MREF's signature events or fundraisers. For example: The Joseph School, annual Backpack Challenge, MREF's Race Around the World for Education and service projects.
- ◇ The Associate Board will plan and host two-to-three networking and educational events per year.
- ◇ Judge entries for the MREF Everyday Hero and MREF Philanthropic Company of the Year).
- ◇ Create and implement a leadership structure and host own elections.
- ◇ Identify opportunities to grow MREF signature events.



We look forward to speaking with you. Please visit www.MRGivesBack.org for additional information.

OUR MISSION

To unify, inspire and activate the marketing research community to focus its collective resources to educate children and youth worldwide.