



Board of Directors

Terms and Responsibilities

Last Updated: 02/24/2023

Prima's mission is to invigorate lives through fresh theatrical experiences.

Board membership is a privilege and responsibility for respected leaders in our community who have an active and strong commitment to see Prima's mission furthered.

Gifts of time, talents, and financial support from each member of the Board of Directors fuel Prima's mission forward. Board membership also offers personal and professional rewards by contributing to a vibrant and meaningful artistic non-profit organization, a vital part of our community's cultural vitality.

DIRECTORS:

- are elected at regularly scheduled meetings of the Board of Directors by a majority vote of the directors in office
- serve a term of three years, except that of a director elected to fill a vacancy for the unexpired term of their predecessor in office
- can be Officers of the Board for a two-year term within a three-year commitment as a general member of the board
- may participate in two, three-year terms (with one year off), with no maximum number of terms
- attend meetings as a full Board every other month, while the Officers of the Board meet monthly
- are active on one or more committees (Fundraising, Finance, Governance, Marketing, or Facilities) that meet on the off-months between Board meetings
- Participate in the Give, Get, & Engage responsibility
- Engage as primary agents of governance, advocacy, and support for Prima



Board of Directors Terms & Responsibilities (Continued)

EXPECTATIONS

Board members **fuel** Prima forward

Governance

Board members work to ensure that the organization's activities **advance the mission** of Prima. The board develops and approves the strategic plan and the annual budget. Members commit to working with the Prima staff to ensure the appropriate legal and regulatory standing of the organization, as well as the prudent use of all assets, including facility, people, finances, and the goodwill of the organization. Oversight and intentional care for the executive staff member is a core function of the Board of Directors. Board members are expected to serve on at least one committee.

Advocacy

The most important work of the Board of Directors happens outside of meetings. Members serve as ambassadors in the community. **Friend-raising** is a key responsibility of the board. The board is best positioned to make the case for the value of the organization and its mission to a larger pool of donor prospects, ticket buyers, press, volunteers, and government officials. Members are actively invested in the organization's ability to build a solid, growing constituency.

Support

In an effort to promote the mission of Prima, Board members **develop resources** for the organization through financial gifts, goods and services, and connections to external resources. Board members commit to supporting the organization with their own financial assets and/or assisting staff in soliciting financial gifts. Support is also showcased through regular attendance at productions and special events.

GIVE & GET RESPONSIBILITY

The Give & Get for members of the Board of Directors is a minimum of \$3,000 annually. The expectation is that Prima be the top (or among the top) philanthropic priorities of those serving as Board Members. Fundraising, advocacy, and personal contributions beyond the minimum requirements are an expectation of service, as they are fundamental to the success of Prima.

GIVE

- A direct donation of cash or stock. Donations can be contributed in installments. A "give" can include direct expenses associated with hosting a fundraising or cultivation event.

GET

- All income generated from new donors acquired by the Board Member or through a cultivation event hosted by a Board Member
- Donations made by a Board Member's employer or a company matching gift
- In-kind gifts of budgeted materials or, in some cases, services that have an established fair market value