

# Communication Committee

## Terms of Reference

### Canadian Hemophilia Society – Manitoba Chapter

#### I. PURPOSE:

To communicate on behalf of the CHS-MC (hereafter referred to as the Society) to both members of the Society and to the public on all matters impacting those living with Inherited Bleeding Disorders and the Society's activities.

#### II. REPORTING RELATIONSHIP:

Reporting directly to the Board of Directors of the CHS-MC.  
Public communications are subject to the approval of the Society Executive.

#### III. MEMBERSHIP:

**Chair:** The chair of the committee is appointed by and serves for a term prescribed by the Board of Directors of the Society.

##### **Members**

One member of each of the major fund raising committees of the Society

- Gala Dinner
- PUMA Road Running Series
- Grey Cup Raffle/Lottery Fund Raisers

One member at large

One member of the public

##### **Ad Hoc Membership**

Individuals as identified by committee members who may be essential for meeting the Communication Committee mandate.

##### **Ex Officio Members**

Chair person of the Board of the Society

#### IV. ADMINISTRATIVE SUPPORT:

Provided by the Executive Director with support of the committee members.  
Additional support provided by the Society Webmaster

**V. COMMITTEE RESPONSIBILITIES:**

- Develop Media Contact list (per media training recommendations).
- Develops an overall communication strategy to support the activities of the Society.
- Develops annual media promotions budget and recommends same to the board to support communication strategies of the Society.
- Use consistent branding for all media and internal messages (per media training)
- Development of media messages to heighten awareness of the work of the Society and those living with inherited bleeding disorders. (Tell our success stories.)
- Assists fundraising committees of the Society in communication and media stories/releases in the promotion of events.
- Seek input from content experts as required.
- Provides regular submissions for the CHS-MC Web Page and Newsletter (insert proper names here) on the activities of the Committee
- Continue to review and recommend alternative communication strategies with low cost, high impact to promote the messages of the Society.

**VI. MEETINGS:**

Meetings to take place a minimum of four times per year and at the call of the chair with consultation and work via email in the interim.

Meetings require a quorum of 50% plus one to conduct important business and to make recommendations to the Board.

Meetings are open to any member of the Society to attend.

**VII. TIME COMMITMENT:**

It is anticipated that meetings will take 1 ½ to 2 hours on each occasion. Additional working time is anticipated to be 2 to 5 hours per week, dependent on the activities of the various fund raising committees and associated communication strategies.