

Board Members' Role in Philanthropy/Fundraising Policy

Policy # _____

Subject: **Board Member Philanthropy/Fundraising**

Effective Date: _____

PURPOSE: Board members are potentially the most powerful advocates for hospital/health system programs and services and are expected to take an active role in promoting the hospital/health system. Advocacy opportunities for board members include but are not limited to fundraising/philanthropy, legislative lobbying, and public relations.

POLICY: Each board member shall represent the board and the hospital/health system in the community when asked to do so by the board chair. This includes attending and supporting pertinent hospital/health system functions, as available. The board establishes philanthropic goals to support the growth and capital investments across the hospital/health system. To demonstrate the commitment and leadership of the board, and to effectively engage the communities served by our philanthropic efforts, it is encouraged and anticipated that all directors and committee members will make an annual philanthropic gift to the hospital/health system at a level commensurate with, and to a location within the hospital/health system, that is consistent with his or her personal circumstances and goals. Board members will also be expected to:

- Facilitate support for the hospital/health system, (including but not limited to: philanthropic gifts from the community, political contributions on behalf of the hospital/health system or its policy priorities, etc.) through use of personal connections and influence with individuals or corporations.
- Support fundraising events as their interests and schedule align through their own attendance, donation, or encouragement of others to attend.
- Take an active part in the political process through activities such as, but not limited to, contacting local, state, and federal elected officials on behalf of the hospital/health system, attending political events to benefit the hospital/health system while understanding that a board member must never make a direct or indirect political contribution in cash, property or service on behalf of the hospital/health system. Political contributions are at the board member's personal expense and will not be reimbursed by the hospital/health system.

Consideration of the hospital/health system's future during tax and estate planning reviews is also appreciated.