

# STRAWBERRY THEATRE | WORKSHOP

BOARD OF TRUSTEES: EXPECTATIONS

2 OCTOBER 2018

## **Mission and work of the company**

Trustees are drawn to Strawberry Theatre Workshop by its mission, its commitment to professionalism, ethical business practices, and the aspirations to build a model arts organization. Board members should be able to publicly articulate the values of the company, and have a clear idea of the work planned for each season, and a general sense of the calendar.

## **Meeting attendance**

Trustees are expected to participate in 75% of the meeting schedule. On a monthly meeting schedule, 75% attendance would mean 9 meetings annually.

## **Event attendance**

Trustees are expected to be strong advocates for Strawshop within the general community. The strongest showcase of the theatre's capacity to impact the community is the 3-play mainstage season. Trustees should be familiar with plays, the goals and artists behind the productions, and be part of one of the first audiences so the advocacy can have impact over several weeks. Strawshop also produces a holiday concert and a spring fundraising dinner. Trustees are the hosts of these events, participate in planning, and work actively to fill seats.

## **Social media and networking**

Trustees are expected to promote the successes and ambitions of Strawshop through personal networks. Each Trustee represents a unique constituency which may not be organically connected to the organization's formal media stream (mailing list, neighborhood display advertising, or digital contact) and shares responsibility for expanding the company's marketing reach.

## **Financial support**

Participation in fundraising includes being a vocal and creative advocate for the campaigns and events, as well as bringing potential new donors into the organization. There is no set financial contribution required to serve on the Board, but traditionally *participation* in giving is 100%. Donation levels vary widely. Trustees should be prepared to solicit contributions of money, goods, and services from sources identified as prospects. Strawshop is currently a \$140,000 organization, with earned income at approximately 2/3 of total budget.

## **Board development**

Trustees are expected to help find new trustees who support Strawshop's mission, are willing to advocate on behalf of the company, represent relevant constituencies, and who will work well with other members of the board. In the non-profit structure the Board represents the public, and Strawshop benefits from trustees with diverse backgrounds and experience, particularly when that experience is outside of the performing arts.