



TWIN MEADOWS ANIMAL RESCUE SOCIETY
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Communications Committee Terms of Reference

1. PURPOSE & RESPONSIBILITIES

The Communications Committee (the “Committee”) for Twin Meadows Animal Rescue Society (“TMARS”) is appointed by the Board of Directors (the “Board”) to oversee the various communication activities including but not limited to:

- (a) Manage the TMARS Facebook and Instagram pages with postings that support the Rescue team and the Fundraising team;
- (b) Monitor Facebook Messenger that is accessible by the public to communicate with TMARS and direct inquiries to the appropriate committee;
- (c) Manage the TMARS email list currently housed on MailChimp and develop regular newsletters to communicate current needs and events;
- (d) Develop other means of communications such as posters and radio spots as needed to increase TMARS’ audience;
- (e) Develop policies when TMARS shall use its Social Media platforms for 3rd parties such as other rescues, lost animals, events etc.;
- (f) Work with the board to develop Social Media policies how to deal with aggressive or negative postings;
- (h) Carry out other responsibilities as assigned by the Board.

2. COMPOSITION

The Communications Committee will be comprised of a minimum of one current TMARS director. The Chair and any additional board members shall be appointed annually by the Board at the first meeting following the AGM. The Board may fill any vacancy in the membership of the Committee at any time.

Individuals outside the TMARS Board may be members of the Committee with voting privileges. These members will be added at the discretion of the Committee, with notification to the TMARS Board.

3. MEETINGS & MINUTES

The Committee shall meet as necessary to carry out its responsibilities, as determined by the Committee. Meetings shall take place no less than two times per year.

Non-Committee Board members and guests can attend Committee meetings in a non-voting capacity.

An agenda will be prepared by the Chair or another committee member and distributed prior to the meeting. A summary of the minutes for all Committee meetings will be made available to the Board following the meetings. All matters requiring Board approval will be brought to the Board by the Committee Chair at the regularly scheduled Board meetings, or as required.

4. QUORUM & VOTING

Quorum is defined as having a minimum of two voting committee members present at the meeting, either in person or electronically.

In the event of a topic requiring a committee vote, a majority of the committee members attending will be required. Should there be a tie; either based on the even number of votes or due to an abstention, the vote will be deferred and addressed by email when additional committee members are available.

5. COMMITTEE DECISION MAKING

(a) The Committee has discretion to make expenditures that meet the following criteria:

- I. Individual committee members may make communications related expenditures up to \$100 without committee approval
- II. The committee must vote on expenditures between \$101 - \$250 that are being used for promotions and communications so long as cumulative annual expenditures do not exceed the annual fundraising budget
- III. The committee and its members can make expenditures that are specifically included in the annual fundraising budget of the organization

(b) Expenditures above \$250 that are not specifically part of the annual budget must put forward to a vote by the Board.

(c) The Committee may approve changes to the TMARS website without full board approval.

6. ANNUAL REVIEW for the BOARD

The members of the Committee, as well as the Board, shall review annually or, where circumstances warrant, at such shorter interval as is necessary to determine if further additions, deletions or other amendments are required:

(a) These Terms of Reference

7. COMMITTEE MEMBERS

The approved Committee for the 2023-24 term is comprised of:

8. APPROVAL

- . (a) Adopted by the Twin Meadows Animal Rescue Society Board of Directors on _____, 2024
- . (b) Next review of Terms of Reference and Committee is scheduled for the first meeting after the 2024 AGM (March 2025)

Date:

TMARS President:

TMARS Communications Committee Chair: