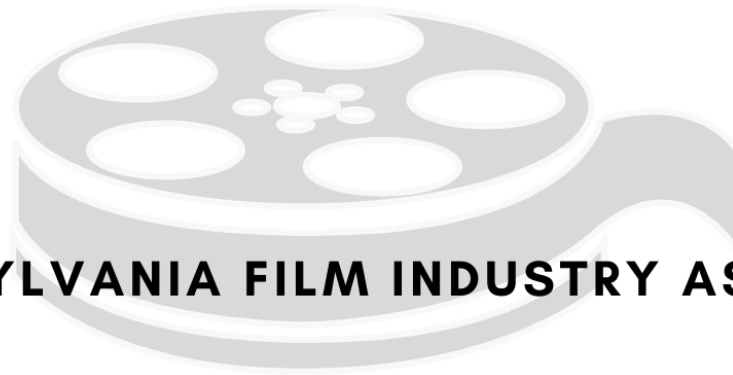




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# THE PENNSYLVANIA FILM INDUSTRY ASSOCIATION

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## PAFIA Committee Descriptions

*\*All Committees are required to meet once every quarter at a minimum.*

### Government Relations Committee

#### **Chair Responsibilities:**

- Communicate with the lobbyist or legislative advocate
- Coordinate to educate branches of government on the Pennsylvania Film Industry Incentive
- Organize and communicate whitepaper

#### **Committee Functions:**

- Meet before the legislative session to plan and strategize
- Keep the lines of communication open, particularly while the legislature is in session
- Meet and greets

### Membership Committee

#### **Chair Responsibilities:**

- Establish and implement goals of membership recruitment and retention plan
- Determine and respond to members' needs
- Identify new member benefits and services that are needed based on member feedback collected, as well as enhancements to existing member benefits

#### **Committee Functions:**

- Contact prospective members by phone or email to invite them to join PAFIA
- Greet and introduce new members and prospective members at events and meetings
- Host membership booths at partner events

## **Marketing, Fundraising & Sponsorship Committee**

### **Chair Responsibilities**

- Work with management company on a weekly basis
- Strategize towards growth awareness
- Facilitate and assign member written articles to be distributed on website and social media
- Assign and oversee efforts of committee
- Work with Executive Board and Management Company to research, identify, solicit and obtain sponsors
- Compile a prospect list consisting of past and potential new sponsors
- Recruit a subcommittee of solicitors

### **Committee Functions**

- Handle the task of crafting the message for PAFIA's mission
- Each committee member will actively engage in a specifically assigned aspect of the overall marketing strategy as identified by the Chair and will attend the bi-monthly Marketing Committee conference call
- Solicit and obtain sponsors from prospect list
- Follow-up on past sponsors

## **Social Media Committee**

### **Chair Responsibilities**

- Obtain, edit and submit articles on a timely basis on social media
- Respond to disgruntled members' calls and solicit feedback or improvement
- Research industry related articles for distribution
- Update the social networking site daily
- Upload articles, photos and compelling stories to spike user interest
- Assign and oversee efforts of committee

### **Committee Functions**

- Each committee member will actively engage in a specifically assigned aspect of the overall marketing strategy as identified by the Chair and will attend bi-monthly Marketing Committee conference calls

## **Programs Committee**

### **Chair Responsibilities**

- Develop a yearly calendar of events, coming up with new ways to attract members to events
- Prior to program; choose date, obtain venue, select speakers, locations, and topics, collaborate with Marketing to spread invitation for events and ensure programs have a photographer and article recap
- Collaborate with membership committee to identify events that could meet member needs and develop a marketing plan to advertise events

### **Committee Functions**

- Assist Chairs in setup and tear down of events
- Promote event attendance
- Identify potential sponsors of events

## **Nominating Committee**

- Nominate candidates for office or the board of PAFIA within or outside of the organization
- Identify suitable candidates for various positions while maintaining confidentiality throughout the process
- Send recommendations to Executive Board for vote

## **Independent Film Committee**

### **Committee Functions**

- Work with the Management Company to identify all Independent Film Festivals happening in all 5 areas of PA. The Management Company will keep an up-to-date page on the website listing the Independent Film Festivals.
- Work with the Management Company to reach out the festivals to partner in promotion