



Private Directors Association – Chicago Chapter Marketing Committee Guidelines
(Approved by the Executive Committee February 2026)

Purpose of the Committee

The Marketing Committee (the "Committee") is a volunteer working committee of the Chicago Chapter (the "Chapter") of the Private Directors Association, NFP (the "PDA"). The Committee's purpose is to elevate PDA - Chicago presence in the Chicago region, highlighting the value PDA – Chicago brings to members and prospective members alike.

This Committee will drive brand awareness, promote chapter events, and spotlight membership benefits to ensure our message reaches the right audiences. Working in close alignment with resources at PDA National and the Chicago chapter Membership Experience Committee, it will support the full membership journey—from acquisition and onboarding to engagement and long-term retention.

Committee Membership, Organization and Meetings

- The Committee will be led by the chair (the "Chair) and supported by the Vice Chair (expected to be appointed in 2026). The Committee shall meet on a regular basis as determined by the Chair. The Committee may meet in person, by telephone or by electronic means at times and places to be determined by the Chair. A majority of the members of the Committee shall constitute a quorum for Committee action at any meeting of the Committee, and the act of the majority of Committee members present and voting at a meeting at which a quorum is present shall be the act of the Committee.
- Each member of the Committee shall be a member in good standing of the PDA and the Chapter and shall continue as a member until the end of the PDA fiscal year (currently December 31st). Committee members are generally expected to serve a minimum 2–3-year term.
- Each member of the Committee shall:
 - strive to attend not less than 75 percent of the meetings scheduled for the year;
 - work in a collaborative manner with other committees and the PDA; and
 - agree to and abide by the PDA Code of Conduct.

Members shall not receive compensation for the performance of their duties on the Committee.

- The Chair shall:
 - be recommended by the Committee to the Chapter President and approved by the Executive Committee;
 - commit, prior to becoming Chair, to (i) serve a term of at least two years as Chair and an additional one year term as immediate past Chair to facilitate a smooth transition, (ii) assist in identifying a successor Chair and (iii) communicate periodically to incoming and current Committee members the Committee's and such members' expectations, responsibilities and priorities;

- set the agenda and, when present, preside over Committee meetings;
- participate in Chicago Chapter Executive Committee meetings; and
- as needed, report orally or in writing to the Executive Committee on relevant matters discussed at the most recent Committee meeting and prepare reports or summaries of each meeting.
- Each member of the Committee shall:
 - Strive to attend not less than 75 percent of the meetings scheduled for the year;
 - Work in a collaborative manner with other committees and the PDA; and
 - Agree to and abide by the PDA Code of Conduct.

Duties and Responsibilities

Brand

- Appoints a Marketing Committee Team whose members will:
 - Develop an annual marketing plan
 - Support the development of campaigns and content
 - Liaise with PDA National Marketing Communications and key Chicago chapter committees
- Supports overall member life cycle and member personas as identified by the Membership Engagement Committee to acquire and retain members, creating long term loyalty
- Supports PDA's strategic plan through input, advice, and guidance as it relates specifically to marketing communications and branding

Operations

- Addresses marketing communications concerns and assists all committees in determining modified marketing processes
- Outlines key marketing operations workflows and associated RACI
- Identifies key platforms or resources required to support the annual marketing plan
- Defines annual marketing budget that aligns with marketing plan
- In collaboration with the Membership Engagement Committee, develops a dashboard to monitor progress to stated goals for chapter membership

Content

- Provides article topics and/or create content for PDA publications, communication messages, and content related to membership and the value of membership
- Submits ideas to the PDA Conference Committee to enhance members' experiences during the PDA's Annual Conference & Exhibition.
- Develops content (through written and digital media) that is relevant, timely, and engaging to PDA's membership and our target audience of corporate governance professionals
- Collaborates with other PDA committees and departments to identify content opportunities and ensure consistency of messaging across all platforms

- Establishes editorial guidelines and publications timeline, selects and manages content contributors, and reviews and approves content for publication
- Monitors industry and social trends and emerging issues to identify potential content topics and ensure that PDA's publications remain at the forefront of the corporate governance field
- Contributes to PDA's brand reputation, increase membership engagement, and generate leads for new members and sponsors
- Reviews annually the performance of the Committee.
- Reviews these Guidelines annually and seek review by the Nominating and Governance Committee of any proposed changes prior to their approval by the Executive Committee.
- Actively recruits, assimilates and engages members of the Committee and maintains an updated roster of active Committee members.

NOTE: The work of the Committee is subject to change yearly based on the needs of PDA, as defined by the PDA strategic and operational plans, which are overseen by the PDA Board and staff.