



Leadership Development Council Charter

Mission

The Leadership Development Council of the Pride Center of the Capital Region seeks to attract a diverse community of Millennials, Gen-Y and Gen-Xers (MYX) committed to becoming the future leaders of the Center and its work.

Objectives

- *Engage* an underrepresented generation of Capital Region residents in the programs, community, and work of the Center.
- *Create* a project that will benefit the Center and its programs through fundraising, volunteering and outreach.
- *Increase* the Center's relevance to MYX LGBTQ Capital Region residents through strong collaboration with the Center's staff.
- *Develop* a new generation of board members, donors and leaders in the Capital Region LGBTQ community.

Membership Expectations

- *Active* — actively engage our peers, allies and partners as Center members and supporters.
- *Effective* — clear metrics and regular successes.
- *Inclusive and Diverse* — gender, ethnicity, sexuality, class.
- *Hands-on* — practical support for the Center; ongoing involvement in its programs.
- *Value-adding* — bringing new financial support to the Center.
- *Efficient* — efficient deployment of LDC and Center resources.
- *Non-partisan* — in our programming and outreach.
- *Leading* — developing a new generation of LGBTQ leaders.
- *Outward-looking* — bringing young professionals to the Center, and bringing the Center to outside audiences and venues.
- *Relevant* — to our targeted demographic, in our goals and programming.

Council Goals & Strategies

The LDC seeks to accomplish several interconnected goals:

- Engage *the MYX Generations of Capital Region residents in the programs, community, and work of the Center.*
- Support *the Center and its programs through fundraising, volunteering and outreach.*
- Increase *the Center's relevance to MYX LGBTQ Capital Region residents through strong collaboration with the Center's staff and board of directors.*
- Build *events and programs for the Council and its demographic.*
- Develop *a new generation of board members, donors and leaders in the Capital Region LGBTQ community.*

In order to accomplish those of our goals which relate to building financial and participatory support for the Center, we must first raise awareness of the Center within our demographic, with a particular focus on the ongoing relevance and necessity of its programming.

We seek to help define the Center in a more accurate and nuanced fashion, and to address any misconceptions about the Center which may exist in our communities. A stronger sense of involvement and investment will correlate directly to the levels of support we're able to generate. This is a community which both needs support from the Center *and* will reciprocate by giving support back to the Center—both immediately and over the long term.

Metrics

The LDC measures its effectiveness and success using multiple metrics, including:

- LDC event attendance and contact information captured.
- Center event attendance by LDC members, advocates and constituents.
- Monetary and in-kind donations (both total amount of donations and number of new donors).
- Volunteer hours worked by LDC members, advocates and constituents.
- Media placements.

Operating Principles

The LDC adheres to the following operating principles when planning events, programs and initiatives:

- Projects must effectively and efficiently achieve the LDC goals identified above.
- Projects must tangibly benefit the Center, its clients and causes; year-to-year, LDC programs will operate at a net benefit to the Center.
- LDC -initiated projects will complement and build upon Center events, programming and initiatives.
- Where possible, the LDC will support and drive new attendance at existing Center events, programming and initiatives.
- LDC Staff Sponsor will consult and liaise with Center staff leaders where relevant.
- Wherever possible, the LDC will reach out to diverse and new communities to engage them in the LDC's and the Center's work.