



MARKETING COMMITTEE CHARTER

Purpose

The Marketing Committee shall promote NACA within NACA and throughout the adjuster industry by developing and implementing marketing initiatives and activities to keep members informed and attract new members.

Membership

The board will appoint the committee chair and members and each will serve a term of one year. The board may fill vacancies on the committee and may remove a member from the committee at any time without cause.

The committee shall have a minimum of four members and a maximum of seven members.

All members of the committee shall be NACA members in good standing.

Authority

The committee has no expressed or implied power or authority.

Responsibilities

- Build the NACA brand across numerous social media channels through internal and external communications and campaigns.
- Provide oversight of NACA's social media channels.
- Work with the Convention Planning Committee to promote the NACA Annual Convention.
- Review and recommend updates to NACA's website to increase website traffic and ensure resources are accurate and up to date.

Meetings

The committee shall meet monthly. A majority of the committee members shall constitute a quorum. The committee chair will keep a copy of the committee meeting minutes and forward a copy to the board secretary. The committee chair may invite any



director, officer, staff member, expert, or other advisor who isn't a member of the committee to attend, but these individuals have no voting power.

The committee will review its charter annually and recommend any proposed changes to the board for review.

This charter was approved by the board on February 15, 2024. This charter was last updated on February 15, 2024.