

HOPE FOR THE DAY®

Associate Board Handbook

Our Mission

Hope For The Day® (H.F.T.D.) is a nonprofit movement focused on proactive suicide prevention and mental health education. We believe the first obstacle to prevention is silence—compelled by stigma—and that starting the conversation early saves lives.

The Associate Board exists to activate emerging leaders who believe in our mission and are ready to use their networks, skills, and voice to expand H.F.T.D.'s reach and sustainability.

Purpose of the Associate Board

The H.F.T.D. Associate Board is a group of committed supporters who:

- Expand awareness of proactive suicide prevention
- Fundraise and resource critical programs
- Activate communities through events, outreach, and education
- Serve as ambassadors of the It's OK Not To Be OK® message
- Build a pipeline into long-term board and leadership roles

ROLES & EXPECTATIONS

General Expectations

Associate Board Members are expected to:

- Actively promote H.F.T.D.'s mission and values
- Serve as ambassadors in professional and personal networks
- Attend and support Associate Board events and activations
- Invite new supporters, donors, and partners into the work
- Participate in fundraising and engagement efforts
- Uphold H.F.T.D.'s language, values, and stigma-free approach
- Complete an e-learning within 30 days of onboarding

Term & Time Commitment

- One-year term with the option to renew
- No formal meeting minimum, but members are encouraged to participate in at least 4 touchpoints per year, which may include:
 - Fundraising or community events
 - Volunteer activations
 - Educational programming
 - Recruitment or ambassador efforts

Members interested in deeper involvement may apply for a leadership role within the Associate Board structure.

Financial Commitment

Associate Board members are expected to support H.F.T.D.'s Annual Event by **purchasing one ticket for themselves**, which **counts toward their overall commitment**, and **committing to sell an additional 3 tickets** to their network.

Benefits of Serving

Associate Board members gain:

- Leadership development within a mission-driven organization
- Access to H.F.T.D. education, events, and community spaces
- Networking with values-aligned professionals and leaders
- Volunteer and facilitation opportunities
- A clear pathway to Board of Directors consideration
- The opportunity to directly impact mental health education and suicide prevention efforts

Associate Board Leadership (Optional)

The Associate Board may include a small leadership council responsible for strategy, accountability, and execution.

Leadership Responsibilities

Leadership members are expected to:

- Recruit and onboard new Associate Board members
- Help set annual engagement and fundraising goals
- Coordinate events or initiatives aligned with H.F.T.D. priorities
- Serve as a liaison between staff and Associate Board members
- Maintain active financial and participation commitments

All leadership roles are one-year terms with the option to renew.

Associate Board Chair

The Chair provides vision, coordination, and accountability for the Associate Board.

Responsibilities include:

- Co-leading meetings with H.F.T.D. staff
- Supporting recruitment and retention efforts
- Helping align Associate Board efforts with organizational priorities
- Serving as a spokesperson for the Associate Board when appropriate

Vice Chair

The Vice Chair supports the Chair and helps ensure momentum and follow-through.

Responsibilities include:

- Supporting goal-setting and accountability
- Assisting with event execution and member engagement
- Stepping into Chair duties as needed

Additional Leadership Roles (As Needed)

Roles may evolve based on capacity and priorities, but may include:

- Fundraising & Partnerships Lead
- Events & Community Lead
- Volunteer & Education Lead

These roles are designed to build real skills and ownership.

Support & Communication

Associate Board members will be supported by H.F.T.D. staff and provided with:

- Clear messaging and language guidance
- Event and activation opportunities
- Tools to fundraise and engage their networks
- Ongoing communication and updates

This is a collaborative, staff-supported experience—but member-driven by design.