

Inaugural Board Member Search

Create What You Crave

Create What You Crave (CWYC) seeks passionate, committed board members to help shape and steward our growing organization.

Mission: The mission of Create What You Crave is to amplify the voice of local creatives and offer space for connection and inspiration. We produce events and media with the intention to build a community for creatives and advocate for the arts.

Vision: Create What You Crave envisions a thriving, connected creative community where artists and creatives of all disciplines feel seen, supported, and inspired. By fostering collaboration, storytelling, and advocacy, we aim to make creativity an integral part of everyday life, shaping a more vibrant and expressive culture in Carmel and beyond.

Board members will offer expertise, community connections, and guidance across key operational areas. Responsibilities are grouped into the following roles:

- **Strategic Oversight & Governance**

Guide long-term planning, board development, and organizational compliance.

By end of calendar year:

- Draft **Board Governance Document**
- Draft Initial **strategic plan** and collect Committee/board feedback
- Outline board transition plan in Q1 of 2026
- Coordinate quarterly full-board meetings
- Set bi-monthly meeting among interested committee members to discuss strategic planning (i.e. **Strategic Governance Committee**)

- **Marketing, Promotions & Advocacy**

Amplify our message through marketing strategy, social media, and arts advocacy.

By end of calendar year:

- Draft **marketing and communications plan**
- Create and manage content calendar
- Execute initial marketing goals
- Take over social media accounts (Instagram, Facebook, and LinkedIn)
- Coordinate photo/video documentation of events
- Edit content (copy editing and video editing)
- Create and share out a brand style guide
- Craft and send out monthly newsletters (give one week editing privileges)
- Set monthly meeting among interested committee members (*i.e. Marketing Committee*)

- **Program & Talent Development**

Support program design, artist relations, and event execution.

By end of calendar year:

- Develop roster of contractors and vendors for frequent partnership
- Establish at least 5 local business partnerships for greater brand awareness and exposure
- Craft event/programming operation plan for greater efficiency
- Attend City Council Meetings and advocate for the arts
- Set bi-monthly meeting among interested committee members (*i.e. **Programming Committee***)

- **Fundraising & Financial Stewardship**

Lead fundraising strategy, donor relations, and ensure financial integrity.

By end of calendar year:

- Craft a **financial management plan**
- Edit 2026 budget for review and approval of board
- Create and launch a fundraising campaign in Q4 of 2025 (individual donor, corporate, foundation)
- Identify key funding opportunities (grants and foundations)
- Identify accounting service providers
- Set bi-monthly meeting among interested committee members (*i.e. **Finance Committee***)

- **Impact & Operations**

Oversee impact reporting, logistics, legal counsel, volunteer coordination, and business partnerships.

By end of calendar year:

- Craft a packable service CWYC can offer to other communities
- Craft an evaluation plan for events and distribute surveys to event attendees. Present analytics at board meetings
- Provide legal counsel for CWYC
- Draft contracts as needed for vendors and contractors
- Conduct a risk assessment for regular organizational operations
- Manage the distribution and documentation of release waivers for event participants and panelists
- Establish a volunteer management process

Board members serve as ambassadors of our mission and collaborate with the team to expand access to inclusive, imaginative, and community-centered arts experiences.

If you are interested, please contact Anne O'Brien at info@CreateWhatYouCrave.org.