



**STRONG WOMEN  
STRONG GIRLS**

# **Chapter Executive Board Policies**

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## **Executive Board Expectations**

Each chapter has an Executive Board (E-Board) that governs the SWSG chapter. Under the direction of the Chapter Directors and SWSG Staff, the E-Board is focused on logistics and planning. The members of the E-Board serve as a resource and guide to the Mentors of the chapter. Each chapter has different E-Board positions, depending on the size and needs of the chapter.

Executive Board members are expected to adhere to and model the SWSG Chapter Policies and Code of Conduct as well as the duties outlined in this document. Executive Board members may be Mentors or Advocates in any given semester. An Executive Board position requires dedicated time beyond mentoring sessions and chapter meetings. Their term in this position begins before the girl program begins and may extend beyond the end of the program. Executive Board members are expected to support the transition of incoming and outgoing Executive Board members.

Executive Board members are required to attend Mentor training each semester and to maintain regular attendance at chapter meetings. Each chapter's Executive Board may also hold meetings outside of weekly chapter meetings.

### **Executive Board Appointment**

Across college chapters and cities, each chapter has developed their own process for applying and interviewing candidates for the Executive Board. This process takes place in anticipation of the upcoming semester.

### **Executive Board Release**

An Executive Board member's term may come to an end by completion of their appointed term, resignation, failure to fulfill their roles and responsibilities, or through violation of the policies, procedures and code of conduct. SWSG Office may release an Executive Board member for any reason, at its sole discretion and would facilitate a meeting with the Executive Board member, SWSG Staff, and Campus Coach.

At the end of an Executive Board member's term, they are expected to complete end of year (or semester) tasks and support the transition of incoming and outgoing Executive Board members.

## Job Descriptions & Responsibilities

Roles and responsibilities for each chapter may vary. However, all members of SWSG Executive Boards must follow certain guidelines set forth by the SWSG National Offices. These guidelines are as follows in the areas of Communications, Fundraising and Finance, Supply and Curriculum Coordination, Mentor Experience, Diversity, Equity, and Inclusion, and Field Trip Coordination.

### Communications

SWSG College and University chapters may create social media sites to promote the program or communicate with members of the SWSG community (excluding child mentees). When creating social media accounts, including but not limited to, Facebook, Twitter, Pinterest, Instagram, and Twitter, SWSG Staff should be informed and granted access to view the sites.

The following is an outline of the SWSG social media policy guidelines and stipulations as they relate to both chapter and personal social media accounts across all social media platforms, including but not limited to Instagram, Facebook, Twitter, LinkedIn, and TikTok. Please read over the document carefully and reach out to your respective program manager with any questions.

### Chapter Social Media Accounts

A chapter social media chair is responsible for compliance with the [SWSG Social Media Manual](#). This includes using up-to-date branding and logos; language that supports SWSG's mission, vision, and core values; and, adherence to appropriate subject matter. If chapter members desire to share information or promote ideas other than SWSG program promotion, fundraising efforts, or chapter events, the Chapter Directors must receive approval from the SWSG staff PRIOR TO POSTING.

Chapters may not distribute content relating to political or religious positions or endorsements, whether personal or professional, or content relating to alcohol, drugs, or other illicit materials.

Please note, any chapter member can, in good faith, report misconduct or suspicion of misconduct without fear of retaliation.

### Mandatory Disclosure Statement

If a chapter is to post about events unrelated to SWSG, having received approval from SWSG staff, chapters must also use the following disclosure statement. This statement should be included in the post itself (photo) as well as the social copy. This applies to ALL social media platforms. Failure to include the following disclosure statement will result in required removal of the post from all public outlets.

*"The thoughts and views expressed in this statement do not necessarily reflect the official policy or position of SWSG, Inc., and should not be construed to imply that SWSG, Inc. supports or opposes any of the specific statements issued by XXX Chapter. For SWSG, Inc's official statement on these matters please visit <https://swsg.org>"*

### **Personal Social Media Accounts**

If Mentors choose to share posts on social media while representing SWSG (this would include mentoring, SWSG events, or while wearing SWSG merch), the content should comply with the code of conduct and represent SWSG mission, vision, and values. Inappropriate representation of SWSG will result in a review of membership in Strong Women, Strong Girls. A Mentor should never interact with child participants online. A Mentor should never share photos of child participants on their personal social media.

### **Confidentiality Policy**

It is against SWSG's policies for any Mentor to disclose nonpublic personal, health, or financial information about any Mentor or participant, which becomes known through their position. Names, addresses, and phone numbers of participants, families/guardians, staff, and Mentors shall not be disclosed without the permission of the participant, family/guardian, staff, and Mentors, verbally, electronically, or otherwise, except as required for safety. The privacy of all SWSG participants, families/guardians, staff, and Mentors must be respected and protected. SWSG program staff will only share information about Mentors, participants, and their families with other SWSG professional staff and School/Site personnel.

### **Conflict of Interest Policy & Procedure**

Each Mentor has an obligation to conduct business within guidelines that prohibit actual or potential conflict of interest. An actual or potential conflict of interest occurs when a Mentor is in a position to influence a decision that may result in a personal gain for themselves or for a relative as a result of their dealings, involvement or association with SWSG. For purposes of this policy, a relative is defined as any person who is related by blood, marriage, or whose relationship is similar to that of persons who are related by blood or marriage.

Any identified conflict of interest is disclosed in writing to the SWSG Office as soon as possible so that safeguards can be established to protect all parties.

### **Reference & Contact**

If you have questions or wish to report social media misconduct, please contact your local program manager. All questions or concerns will remain internal to SWSG but may be escalated to SWSG management.

[SWSG Social Media Manual](#)

### **Common Role Descriptions**

Communications/Social Media Coordinator: Creates strong internal/external communications and promotes awareness for the Chapter and the organization. Communications may include the design and publication of chapter newsletters, designing and implementing chapter publications, and maintaining the chapter's social media presence.

Chapter Directors: Support social media strategy and ensure that the content complies with SWSG Guidelines.

## **Fundraising and Finance**

Chapter funds may be spent on **printing, transportation, food, and supplies** for either the chapter members or program sites. This may also include event materials, speakers for chapter events, branded merchandise, and gifts for chapter members or program sites. Chapter funds may not be spent on alcohol, tobacco, other illicit substances, personal items, or anything not directly pertaining to chapter and program participants.

Those assuming responsibility or oversight of any SWSG monies within SWSG Chapters are accountable to SWSG for those funds. All adults handling money must be registered volunteers of SWSG and have a valid full background check on file.

Chapters must be fiscally responsible for all income for their chapter and strictly adhere to the financial policies outlined by the University or college and by SWSG, including providing budget records to the SWSG Office.

**SWSG Chapters are not authorized to open a bank account outside of the identified holder of chapter funds established by the department of the university or college partner. SWSG may, at its discretion, gain access to SWSG Chapter records to audit accounts when deemed necessary. Chapters are not permitted to maintain funds in cash.**

## **Fundraising events**

Chapters may conduct fundraisers to support the direct costs associated with SWSG programming, including, but not limited to, the purchase of mentoring session supplies and snacks, chapter events, and the cost of transportation for chapter members to SWSG mentoring or SWSG-held events. SWSG Chapters or SWSG at large are to be the sole beneficiary of any proceeds made from campus fundraisers using the SWSG brand and not other organizations.

Due to security concerns around the processing of chapter funds, Venmo is not permitted as a means of accepting funds during chapter events. SWSG will provide chapters with an alternate method of accepting funds via credit card / electronically.

## **Budgeting**

**Chapters create and manage budgets for each program year.** Chapter Directors have the responsibility to review the Chapter's financial books to ensure accuracy in accounting. They should work with the Executive Board Treasurer to develop and manage the chapter budget. It is strongly recommended that each chapter use an Excel spreadsheet to document and monitor all financial transactions. The Treasurer or Finance Chair must ensure that accurate records of income and expenditures are maintained regularly and shared with appropriate parties at the start and end of each semester (Chapter Directors, E-Board, Campus Coach, and SWSG staff).

Chapter Directors and Treasurers will review chapter budgets with their Program Managers on a semesterly and annual basis. See below for the full timeline.

## **Budget Creation**

Each chapter can create their own budget template, or use one provided by the College Chapter or SWSG. If a chapter has a previously created template, this must be shared with your Program Manager at the beginning of the program year. If the chapter does not have a previously

created template, SWSG will assist the Chapter Directors or Finance Coordinator/Treasurer in creating one. Budgets should include:

- Income
  - Create a separate line item for each type of income category (for example: SWSG chapter grants, chapter fundraising revenue, etc.)
  - Include columns for Projected Revenue and Actual Revenue
  - Include column for Difference between Projected and Actual Revenue
- Expenses
  - Create a separate line item for each expense category (for example: printing costs, supplies, food, travel, chapter events, meetings, etc.)
  - Include columns for Projected Expenses and Actual Expenses
  - Include a column for Difference between Projected and Actual Expenses

**Suggestion:** *Divide the expenses in each category by the event/reason for the expense. For example, when you track “Travel Expenses,” track travel expenses for weekly mentoring and travel expenses from field trip buses separately.*

### **Budget Management**

Chapter Directors and related Executive Board members will ensure that all income and expenses are being regularly updated into the budget template. SWSG recommends that the Finance Coordinator/Treasurer schedules a weekly time to update expenses each week or as transactions occur.

### **Budget Reporting and Approval**

- **At the beginning of each semester (September/January),** the Chapter Director or appropriate Executive Board member will meet with their Program Manager to discuss a budget that lists projected (or anticipated) expenditures and income.
- **At the end of each semester (January/April),** the Chapter Directors and Treasurer will meet with their Program Manager to review the final/updated budget and determine how much money remains from the original SWSG chapter grant.
- **At the end of the academic year (April),** Chapter Directors and the Treasurer will meet with their Program Manager to discuss the budget, including budget versus actual revenue and expenses.

### **Chapter Grants**

- SWSG will grant each chapter funds on a semesterly basis based on the number of sites and girls each chapter serves. Grants will be split by semester based on the budgeted expenses for each semester. Grants may be used for:
  - Mentor travel to mentoring or SWSG events
  - Field trips, including supplies and travel
  - Mentoring supplies
  - Chapter events

- Chapter Directors and Treasurers are responsible for ensuring enough funds remain for planned expenses, such as spring field trips.
- SWSG may also grant chapters funds for a specific objective or initiative as identified by the SWSG office.
- In January and April, Program Managers will check in with Chapter Directors and/or the Treasurer to review how much money remains of their SWSG-provided grant.
- Travel Funds
  - This amount will include a uniform amount that each college receives for mentoring travel-related expenses and funds for the field trip buses.
  - If chapters overspend their allotted semester funds for mentoring-related travel, the rest of the funds should be saved for field trip bus expenses. Chapters should **ONLY** spend these extra funds if another strategy is in place to cover the cost for field trip busses.

### Depositing Chapter Funds

When a chapter receives funds from the SWSG Office or from a fundraiser the following protocols for safety and appropriate handling of funds.

- Direct deposit is **ALWAYS** preferred. If direct deposit is available at the college or university, this will be how the funds are disbursed from the SWSG Office.
- If funds are disbursed by SWSG in the form of a check, the check deposit **must ALWAYS be received and supervised by a Campus Coach**. The Program Manager or Campus Coach will accompany the Chapter Directors to deposit funds (if applicable). The SWSG Office will never give the check directly to the Chapter Directors or other chapter members.
- If checks or cash are received from a chapter fundraiser, the Program Manager and/or Campus Coach will supervise the Chapter Director to deposit the funds. **Chapters may NOT hold funds in cash.**
- Chapter Directors, Campus Coaches, and Program Managers must all sign this [Acknowledgment Form](#) when funds are disbursed.

### Reimbursements

If your chapter provides reimbursements for any expenses incurred by Mentors, Advocates, and Executive Board members, this process is mandated by the college or university. Please see your Campus Coach for specific information at your college or university.

### Tax Exemption

In order to remain in line with legal requirements for our 501c3 nonprofit status, chapters are not allowed to use the SWSG tax exemption status and or certificate for the purpose of purchasing goods and or products. Contact SWSG staff if there are extenuating circumstances that require 501c3 status to proceed.

### Common Role Descriptions:



Treasurer/Finance Coordinator: Manages the Chapter's finances: managing the chapter's budget, coordinating Mentor reimbursements, and working with the Fundraising Coordinator to ensure that the Chapter has the financial means needed to implement high-quality programming.

Fundraising Coordinator: Ensures that the Chapter has the financial resources needed to implement high-quality programming. The Fundraising Coordinator will work with the Finance Coordinator to create a fundraising goal each semester and will coordinate fundraising efforts to achieve that goal.

Chapter Directors: Helps create and implement strategic fundraising and spending initiatives. They are responsible for the success and integrity of the chapter's finances.

## Supply and Curriculum Coordination

Each chapter may have members responsible for managing records, supplies, and snacks for mentoring sessions or chapter use. They may be called Secretaries, Supply Managers, Cohorts, Cohort Coordinators, and other titles. These members must allocate supplies responsibly, only to SWSG chapter members and child participants. Inappropriate allocation of supplies can result in consequences on a chapter level, campus level, and even legal action.

### Common Role Descriptions:

Secretary: Organizes and coordinates important documents; this includes meeting minutes and clearances

Cohort/Supply Manager: Coordinates preparing supplies for a group of sites each week; the number of cohorts or supply managers will vary based on the number of sites

Curriculum/Site Coordinator: Ensures seamless communication about the curriculum, programming, Mentors, events, and sites. The coordinator facilitates information sharing about programming, troubleshooting, and brainstorming.

## Mentor Experience and Success

There are many roles associated with Mentor experience. This can include recruitment, Mentor bonding and success, event planning, curriculum coordination, and more. All individuals serving in roles that connect the community should be representative of SWSG's mission and values. It is important for anyone in these roles to review SWSG's Diversity, Equity, and Inclusion initiatives to ensure that the program is accessible and beneficial to all.

If these roles involve managing chapter funds, please refer to [Fundraising and Finance](#).

### Common Role Descriptions:

Events Coordinator, Mentor Bonding, Cohort: Creates a strong sense of community and connection between Mentors and across the chapter. Coordinates chapter-wide social activities to ensure that Mentors are connecting.

Outreach Coordinator: Builds connections and plans events with other campus and community organizations, supports recruitment. This title also often implies social media management.

Chapter Directors: Support overall Mentor and Advocate success

## Diversity, Equity, and Inclusion

The Diversity, Equity, and Inclusion Chair will work with the Chapter Directors, SWSG Staff, and SWSG Board members to influence, implement, and accomplish the organization's goals pertaining to diversity, equity, and inclusion. This Executive Board member will lead chapter discussions, conduct meetings, and plan events. The DE&I Chair role has several supporting documents.

### Common Role Descriptions

Diversity, Equity, and Inclusion (DEI) Coordinator: Ensures DE&I is a focus for the chapter as it relates to creating an inclusive chapter culture, implementing recruitment practices, and

furthering the knowledge of the Chapter. Works closely with Chapter Directors on carrying out strategies to implement SWSG DEI agenda.

Chapter Director: Creates and implements strategies to ensure DE&I is a focus for the chapter and SWSG as an organization.

### **Field Trip Coordination**

Field trips are an important part of SWSG, as they expose participants to new experiences, further raising their self-esteem and aspirations. A chapter may have one or more field trip coordinators who will work together to plan all aspects of field trips, including workshop development, logistics, outreach, securing supplies, and event set-up. This is an excellent opportunity for those interested in event planning, workshop and curriculum design, in-kind solicitation, and public relations. Field Trip Coordinators have their own manual.

## Resources

### Staff Support Expectations

Members of the SWSG staff are available to support each chapter by providing policies, chapter support, and help in emergencies. In addition to the roles listed in the Chapter Policies and Code of Conduct. The SWSG Offices will:

- Provide accessible staff members for support in multiple areas
- Support Chapter Directors in appointing Executive Board members
- Support Chapter Directors in resolving Mentor, Mentee, and Site Facilitator conflicts
- Offer supplemental and specific training for Chapter Directors, Executive Board members, and site leaders
- Offer small grants to University/College Chapters in return for accountability to Chapter requirements

### Resources

In addition to saving the SWSG Staff's contact information, we encourage you to save the following information:

- Campus Coach Phone Number
- Campus Police Phone Number
- National Suicide Prevention Hotline: 1-800-273-8255
- The Trevor Project (LGBTQ Suicide Hotline): 1-866-488-7386
- Childline, Pennsylvania: 1-800-932-0313
- Child-at-Risk Hotline, Massachusetts: 1-800-792-5200

**SWSG Staff**

**Pittsburgh Office**

1620 Murray Avenue, Floor 3

Pittsburgh, PA 15217

Office: 412-488-0791

**Boston Office**

89 South Street

Boston, MA 02111

## **Strong Women, Strong Girls Chapter Executive Board Memorandum of Understanding**

I, \_\_\_\_\_, have read, understand, and agree to uphold the policies, procedures, and code of conduct as outlined in this document. I am aware that violation of these policies, procedures and code of conduct can threaten my status as a member and Executive Board member of Strong Women, Strong Girls. Signing this document indicates my intent to comply with all policies and procedures as stated.

Print Name:

Chapter:

Date:

Signature:

## **Strong Women, Strong Girls Chapter Executive Board Memorandum of Understanding**

In the event that the program is being conducted virtually, this agreement may be signed digitally. Please contact your Program Manager for more information.