National Women in Roofing

Toolkit for Councils

Updated: *October 22, 2020 by NWiR Councils Committee; February 1, 2021 by the Executive Director*

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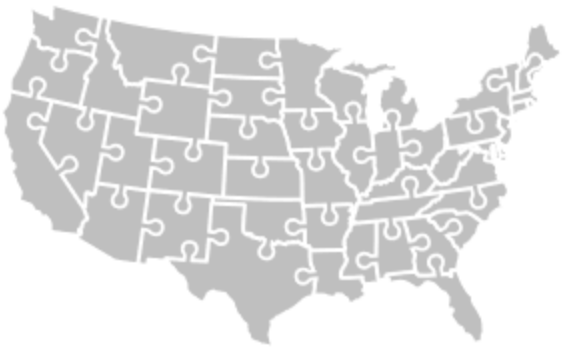
NWIR Council Toolkit

This toolkit is a step-by-step guide on how to start a council in your local area. A passion for the roofing industry and in advancing the role of women is a must! The logistics for starting a NWIR local council are quite easy, but it is a process that requires commitment. It requires the work of dedicated roofing professionals who agree with NWIR's mission and who want to take a proactive role in advancing women and supporting the pillars on which the national organization is based.

Introduction to NWIR

National Women in Roofing (NWIR) is a volunteer-based organization that supports and advances the careers of women roofing professionals. We provide networking, mentoring, education and recruitment opportunities from the rooftop to the boardroom, for the young professional at the start of her career to the seasoned manager in the executive suite. Through our commitment to connect and empower women in roofing, we contribute to the overall betterment and professionalism of the roofing industry.

Our focus is on connecting and empowering women so that their training and leadership skills can help drive the overall betterment and professionalism of the roofing industry. Our membership also includes and welcomes men who support the inclusion of women in the roofing industry. Working together, we are bringing the industry to a new level of excellence by supporting and promoting the contributions of women as an essential component to the future of roofing.



We have NWIR Councils located across the country affiliated with roofing contractor associations, roof consultants, manufacturers, distributors and anywhere that women want to network and grow. We encourage you to start a local or state Council in your area with full support at the national level.

Pillars of NWIR

NWIR is guided by a strong framework of bylaws, processes and procedures that are designed to ensure implementation of the following pillars:

Mentoring
Mentor and empower women in the roofing industry to achieve excellence in their chosen careers.

Education
Create high-quality learning programs and experiences for men and women to build successful businesses and careers in roofing.

Networking
Provide opportunities to interact with women in the roofing industry, creating strong, long-lasting and supportive networks.

Recruiting
Reach beyond traditional recruitment strategies to attract and hire women who will bring diverse backgrounds, talents and experiences to the roofing industry.



Purpose of Local Councils

When NWIR first formed, our events were limited to national and regional trade shows. It became clear that there was a need to establish a way for women to connect on a more local level, who might not otherwise be able to travel to these larger events.
Local councils serve as a venue for members to get together more regularly to exchange ideas, network, attend educational events, and develop relationships to advance women within the roofing profession. Local councils can regularly meet to provide programming or activities that directly impact the future of women in roofing. In addition, local councils are aware of and sensitive to the needs that are unique to every community. For these reasons, the creation of councils makes sense and provides value to all women roofing professionals.
Most importantly, we, as women, must empower one another by working together, fostering relationships, leading by example, offering encouragement and support, and sharing what works for us.

"There is no tool for development more effective than the empowerment of women."
– Kofi Annan





South Florida Council



Northern NJ Council



Dallas Fort Worth Council

Let's Get Started

Visit www.nationalwomeninroofing.org and look at the councils page to see if we have a council close to you or in your state. The Council chair's contact information will be listed and you can contact them directly. If there isn't a council close to you, you can start one in your city. Some larger metropolitan areas can support two councils. For initial questions contact the Councils Chair Christine Mockenhaupt, Christine.Mockenhaupt@srsdistribution.com or Vice-Chair, Mary Beth Reed, marybeth.reed@gaf.com

STEP 1 - Read the Toolkit

Review this Toolkit in its entirety. Taking the time to review this will help with the process and answer a lot of questions that you may think of along the way. After you read the toolkit, you may contact Mary Beth or Christine to answer any remaining questions.

STEP 2 - Submit a new council application

Fill out the Request for New Council Application and email to NWIR councils@nationalwomeninroofing.org to begin the process. The application will be reviewed with the Council Committee and after approval you are officially a Council-in-Development.

STEP 3 - Attend a conference call

Plan to attend a Councils Conference call. This is an opportunity for you to talk to other developing councils, to talk to NWIR leadership and get answers to your questions.

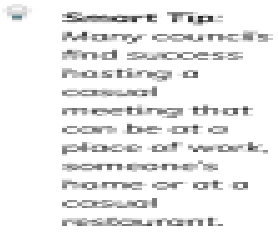
1. Formal all council leaders: first Tuesday of every month at 3:00 p.m. Eastern time.
2. Informal for councils with questions or who want to talk to the chairs or executive director: every Tuesday at 3:00 p.m. Eastern time.

Smart Tip: Once your council is established, invitations to the calls will be sent to you.

STEP 4 - Find like-minded individuals

Identify two or three people who share your enthusiasm (your Leadership Launch Group) to assist you in the creation of the local council.

STEP 5 - Schedule your launch meeting



Schedule your first meeting with your Leadership Launch Group to review the Toolkit and work on the items in this step.

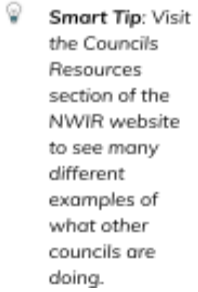
During this launch meeting, you'll want to brainstorm to identify people you each know who are involved directly with the roofing industry. This could include co-workers, contractors, distributors, vendors and service providers. Before your first meeting, be sure to review the member list (accessed from the Resources for Council Leaders page) for a list of current and potential members in your area.



Your goal with this exercise is to gauge their interest in membership in NWIR and if they are interested in being a part of your local council.

Once you've established the interest of others in your area, you'll want to plan your second meeting with the larger group where you can see who is interested in Chair and Committee positions. Refer to the general descriptions of board positions in this toolkit for position responsibilities.

Choose a person to manage communicating to the interested persons the details for the next meeting. This could be as simple as an email or you could design a flyer to be sent out to your contact list. Be sure to be in communication with the national office so they can share the details of your event on NWIR's social media and remember to add the event to your local council's page on the NWIR website.



STEP 6 - Schedule your second meeting

It's time for your second meeting! Your goals should be:

1. **Determine who wants to be a Chair and a Committee member and choose roles.** You can have a vote if more than one person wants a role. Refer to the general descriptions of board positions
2. **Establish goals for your local council.** What do you want to accomplish for your first year? Start working on



your Council culture and which pillars you all want to focus on first, second, etc. Set up meetings/events/gatherings to put these into motion. Most councils find it helpful to establish a meeting schedule (the 3rd Thursday of every month) but then rotate between lunch and after work meetings. Many councils also find it helpful to alternate between substantive events (a speaker or education session or mentoring circles) and networking events over lunch at the local Panera or after work drinks.

3. **Take photos.** NWIR is always looking for photos to share on NWIR social media sites and the national website

4. **Secure access to the NWIR shared drive and get access to update your webpage.** The Communications Chair will need to visit the Resources for Councils page for access to the webpage along with other resources and contact association management (info@nationalwomeninroofing.org) to get a user account created to update your council webpage on the NWIR website.

We encourage you to share your ideas and vision with National on the monthly council calls.

STEP 7 - Submit your council leadership info

Complete the Council Leadership Form once you have determined your council leadership positions. Email the form to info@nationalwomeninroofing.org

STEP 8 - Keep track

As a board you will need to set up a system for record keeping. At a minimum you will need to track:

- Member contact information
- Expenses and funding requests from National
- New ideas for the organization
- Activities/goals as it ties into the mission
- Success related to the 4 foundation pillars
- Attendees at each event (and whether they are a member or non-member)
- Educational opportunities

- Share successes on social media using NWIR hashtags (#nwir, #nationalwomeninroofing, #womeninroofing), staying connected through LinkedIn, etc.

Local councils abide by the national organization's bylaws and act in accordance with their mission. There is no need to establish a separate set of bylaws as the NWIR bylaws also cover local councils.

Financial information

Local councils do not form bank accounts nor collect dues, and they are not designed to collect dues or distribute money. However, if you need funding for organizing events, providing education, meeting expenses, etc. NWIR may be able to help through a one time gift of $500 that is allotted for each new Council and managed by National. When your local members join at the national level (national dues are $75 per individual annually), your local council receives $30 of those dues.

Please encourage your members to join as soon as possible (Only $75 for the year, and the membership belongs to the individual). Dues and membership can be handled online at https://nationalwomeninroofing.org/membership.

For an event to be funded, the local council meetings must meet at least two (or more) of the four pillars established by national leadership, including mentoring, education, networking and/or recruiting. Use the Funding Request Form located on the Resources for Councils page on the NWIR website.

The process for procuring funds has a few different options; the office will generally process requests in 48-72 hours.

- Complete the request for funding form and have the office send a check or electronic payment to the vendor.
- Complete the request for funding form and have the office call the vendor and give the credit card number over the phone.
- A member can pay the vendor with their personal credit card and then get reimbursed. The process to get reimbursed also starts with completing the request for funding form.

*The request for funding form is accessed through the Resources for Councils page, the password is nwircouncilsinc2016

Sponsorships

Council leadership may solicit sponsorships in several different ways:

1. Event sponsors option 1- the sponsor covers the cost of an event and pays the venue directly
2. Event sponsors option 2 - the Council charges a set fee to be a sponsor of an event or monthly meeting
   1a. The Council may permit several sponsors per event.
3. Annual sponsors - the Council may choose to set a finite number of sponsors per year and charge a price for being an "Annual" sponsor. If that Annual sponsor is $1000 then the company will also receive all the benefits of being a national Silver Sponsor. Benefits of the Silver Sponsorship are on the website.
4. The most successful councils make a list of potential sponsors and then contact them to determine their interest.

Contact the Executive Director (ellen@nationalwomeninroofing.org) if you wish to solicit Silver (or other high level) sponsorships. When you have secured a verbal or written commitment from a sponsor, complete the Invoice Request form and the office will send an invoice.

Sponsors may pay for an event or submit funds to your Council in two different ways. Council members should not accept cash from sponsors, checks should be promptly mailed to the office.

1. For events or for an annual silver sponsorship, a sponsor may send a check to the office or pay online via credit card; the funds will be attributed to your Council. Fill out the "Council Sponsor Invoice Request Form" on the Resources for Councils page to ask the office to send an invoice to the sponsor.

1a. Council leaders then access those funds using the process outlined in the Finance section above.

2. For events, a sponsor may use his/her credit card to pay the venue directly for the expenses incurred at the time of the event.

STEP 9 - Plan a membership drive event

Identify a few council members to help plan the membership drive and spread the word.

Planning the Membership Drive Event (3rd Meeting)

- Get updated member list from the Resources for Council Leaders to email invites
- Will there be a sponsor?
- Decide budget
- Location
- Date and time
- Type of event
- Will there be a speaker?
- *It should be a free event to attend, be centrally located and something that will draw people to attend. A speaker and/or fun event will yield the most people.*

Smart Tip: You can use the $500 start up funds or you can start asking your vendors to get involved and donate to this council.

Marketing materials

- Logo: Councils can adopt the national logo and are encouraged to add their city or state just underneath that logo. Be sure to use Minion Pro Bold font to write out the city. Refer to NWIR brand guidelines.
- Informational postcards/brochures - these can be requested by ordering them from the "order collateral" link on the Resources for Council Leaders page on the website. (Collateral will not have your council's logo but there is space to add it on a sticker)
- Add the meeting to your council webpage and the national calendar.
- Submit it to the newsletter and to be posted on the national social media accounts.

STEP 10 - Host your membership drive event

Take attendance, collect attendees' names, company, phone, email, city, and ask if they have an interest in serving on a committee.

Enjoy yourself!

Smart Tip: Have a location, date and time ready for your next meeting so you can announce it to the group.

Congratulations!

You and the dedicated women and men in your area are well on your way to forming a Council and have now taken the Council-in-Development to a NWIR Council.

Council Support



Ellen Breipohl Thorp, CAE, NWIR's Executive Director, ellen@nationalwomeninroofing.org or (303) 674-7275(office line)

Councils Chair Mary Beth Reed, Territory Manager - Commercial, GAF marybeth.reed@gaf.com or (954) 789-3471

Councils Chair Christine Mockenhaupt, Manager of FP&A. SRS Distribution Christine.Mockenhaupt@srsdistribution.com or 973-216-8609

Civica, Association Management (aka the office) info@natioalwomeninroofing.org

Request for New Council Application

New council application (click here)

Note to office: please fill out the Council Leader Status form to let the National office know you are a council leader.

Council Board Member Descriptions

Chair

1. Is a member of the Board
2. Serves as the Chief Volunteer of the council
3. Is a partner with the National board of Directors in achieving the organization's
4. mission
5. Chairs meetings of the Board and regular monthly/bi-monthly meetings
6. Encourages Board's role in annual planning
7. Appoints the chairpersons of committees, in consultation with other Board members.
8. Serves ex officio as a member of committees and attends their meetings when invited
9. Discusses issues confronting the organization with the National Board of Directors
10. Helps guide and mediate Board actions with respect to organizational priorities and governance concerns
11. Reviews with the National Board of Directors any issues of concern to the Board
12. Monitors financial planning and financial reports
13. Plays a leading role in fundraising activities for the council
14. Evaluates the performance of the Council in achieving its mission
15. Performs other responsibilities assigned by the Board

Vice Chair

1. Is a member of the Board
2. Performs Chair responsibilities when the Chair cannot be available (see Chair Job
3. Description)
4. Reports to the Board's Chair
5. Works closely with the Chair and other staff
6. Participates closely with the Chair to develop and implement officer transition plans
7. Performs other responsibilities as assigned by the Board

Communications Chair and Liaison to the Communications Committee

1. Is a member of the Board
2. Works to advance the chapter’s visibility and to raise awareness of the roofing industry in the business world
3. Reports to the full Board on committee's decisions/recommendations

4. Takes photos during events and submits to National
5. Submits material to the Communications Committee and association management for inclusion on the blog, newsletter, and national social media accounts
6. Updates the webpage and national calendar with council events and activities

Sponsorships Chair

1. Is a member of the Board
2. Builds and sustains valuable connections between our local chapter and local business, other creative organizations, potential sponsors, student groups, and educators
3. Works closely with the Treasurer and manages fundraising and sponsorship sources
4. Responsible for identifying, contacting, and soliciting potential cash and in-kind donors for Council events and programs
5. Reports to the full Board on committee's decisions/recommendations

Secretary

1. Is a member of the Board
2. Maintains records of the board and ensures effective management of organization's records
3. Manages minutes of board meetings
4. Manages documentation from member meetings
5. Writes recap of all meetings and sends to Community Chair
6. Ensures minutes are distributed to members shortly after each meeting

Treasurer

1. Is a member of the Board
2. Manages finances of the organization
3. Provides annual budget to the board for members' approval
4. Ensures development and board review of expenses
5. Works closely with Civica, the association management in regards to reimbursements and invoices and verifies the financial reports produced by Civica.

Membership Chair

1. Is a member of the Board
2. Works to recruit new members, maintain current members, and organize all membership data through the membership database
3. Is the direct point of contact for all members, serving to answer questions, make connections and encourage involvement
4. Helps coordinate specific events, such as regular meetings

5. Takes part in the monthly council conference call with national and reports of what has happened/coming up within the chapter

General Board Member

1. Regularly attends board meetings and important related meetings
2. Makes serious commitment to participate actively in committee work
3. Helps develop and review the goals, strategies, and action plans that define how and what the association must accomplish in order to achieve its vision
4. Volunteers for and willingly accepts assignments and completes them thoroughly and on time
5. Establish committees, task forces, and working groups as necessary, to guide and assist the association in implementing its mission
6. Stays informed about committee matters, prepares themselves well for meetings, and reviews and comments on minutes and reports
7. Gets to know other committee members and builds a collegial working relationship that contributes to consensus
8. Is an active participant in the committee's annual evaluation and planning efforts
9. Participates in fundraising for the council

Request for Funding or Reimbursement

Council funding and reimbursement form (click here)