

HER Period Dignity

- Chapter & Ambassador Guidelines -

ABOUT HER

Our Mission: HER increases menstrual hygiene accessibility for menstruators through providing sustainable period products, education, healthcare, and employment.

CHAPTER AGREEMENT:

- All HER chapters are affiliated and under the HER umbrella. All chapters can be referred to as the following:
 - HER [school/organization/city/country affiliated with]
 - HER at [school/organization/city/country affiliated with]
 - HER @ [school/organization/city/country affiliated with]
- Each HER Chapter can create its own HER Instagram account, to post news, events, and activities online. **Please name your handle @herperioddignity.school/country/city name (ex. herperioddignity.ris / herperioddignity.dubai)**
- HER logo, colors, and font specifications must be used in all promotional materials
- Chapter leaders are considered part of the HER core team and will be featured on our website.
- Chapter members can apply (through the chapter leaders) to be featured as a HER ambassadors on our website.
- You can access HER logos for social media handles [here](#) (please change school name to your school)

Please refrain from:

- Using the HER logo, images, or products owned by HER for any activities, assignment, or campaign unrelated to the organization
- Using the HER logo, images, or products for commercial purposes

SUGGESTED EXECUTIVE ROLES & RESPONSIBILITIES:

1. Fundraising Lead
 - a. Oversees all fundraising efforts for the chapter
 - b. Sends funds raised to main HER organization; manages deposits and withdrawals
 - c. Generate new fundraising ideas; create fundraising plan for the year
 - d. Update fundraising efforts on the HER website and main social media platforms
2. Distribution Lead
 - a. Oversees all distribution efforts of the chapter
 - b. Reach out to existing clubs, organizations, and NGOs your organization has affiliations with to establish partnerships and report back to HER core team.
 - c. Coordinates service trips to HER period distribution centers with other chapter members

- d. Lead volunteered-based product testing and feedback for HER reusable and sugarcane pads
 - e. Support HER's period stigma research amongst female adolescence through encourage chapter members to participate
3. Advocacy Lead
- a. Oversees all advocacy efforts of the chapter
 - b. Writes articles related to period poverty, menstrual hygiene, and women's issues (i.e. abortions, FGM, gender equality) to post on HER's blog, social media, and partner newspaper
 - c. Organize a pop-up HER Menstruation Museum to decrease period stigma and increase period literacy

MEMBER BENEFITS:

- Leadership training by professional mentors in the sustainability, period poverty, advocacy, and sex-education fields
- Become part of a network of period-passionate youths
- Make meaningful, lasting impact on the lives of women and girls

As chapter leaders, you are not only representing HER as an organization, but also everything we value and fight for: Health. Equity. And Respect. For all women and girls. Please submit your full name, image, and signed pdf of the agreement form via this [google form](#).

By signing, I confirm that I have read and agreed to all the terms and agreements listed in this document.

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CONTACT:

Website: www.herperioddignity.co
Instagram: [@herperioddignity](https://www.instagram.com/herperioddignity)
Facebook: HER Period Dignity
Email: herperioddignity@gmail.com