

New York Handmade Collective Team Handbook

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Team Overview

Who We Are

The NY Handmade Collective (hereafter NYHC) is a 501(c)6 nonprofit composed of handmade artisans who live and/or work in the Metro New York area; and are devoted to promoting individual and group business success in the handmade arena.

Our mailing address is PO Box 23853, Brooklyn, NY 11202, and our general email is info@nyhandmadecollective.org.

Mission

The NY Handmade Collective, formerly the Etsy NY Street Team, is a vibrant, nonprofit group of regional artisans committed to educating the community and developing the potential of its members through mentorship, market opportunities, and small business development. By focusing on selling events, clarifying the creative process, and the promotion of quality handmade goods, NY Handmade Collective broadens individual possibility while bringing people together, expanding the circle of community in our wider world.

What Membership Means

As an NYHC member you become part of a supportive network of volunteers run by an executive board that is elected every two years by its members. Our goal is to help one another achieve our business aims through larger team organization. We expect all of our team members to promote team events, special promotions, and other members in whatever way they can: their own blogs, product reviews and links to the team's site, as well as reposting far and wide on all appropriate social platforms.

We also expect our members to treat each other in a cordial and professional way at all times. Because each member may not have the same business goals and experience levels, we all need to be respectful of those whose goals may not necessarily align with ours.

It is also important to recognize that the NYHC team is a volunteer organization. Volunteers bring their own special skills to the team to help the whole collective realize bigger opportunities. Because we have grown as an organization in recent years and have become a very visible brand, it is essential that we all remember when we are acting as representatives of the team, as well as help the team run smoothly and abide by its rules.

It is mandatory for all team members to accept their invitation to the NYHC Circle Community, and fill out the Team Member Directory. Please look for a post with instructions on how to add your information to the Directory.

Community Values

Values are basic and fundamental beliefs that guide our attitudes and actions. In the NYHC, we strive for all members to:

Give as much as you take.

All members are committed to our mission. As a collective, members volunteer their time to work for the benefit of the group. This only works if people are able to balance what they take with what they give. It can be as simple as not only asking questions, but also sharing your own knowledge with others.

Pay it forward.

No matter what stage your business is in, you have something to contribute to the team. Even if you started your business yesterday, remember that where you are today is where another member will be in the future. Someone can always learn from your perspective and experience.

Focus on openness and honesty.

We're a diverse group with varied backgrounds, experiences and points of view. We're open to new ideas, and treat others with honesty and respect. We strive to go beyond sharing surface level knowledge and opinions by reflecting on and digging into the nitty gritty of why we use a specific strategy or hold certain opinions.

Embrace an abundance mindset.

As a collective, we're not in competition with one another. Instead, we believe in the power of collaboration to create more opportunities for all. We help others succeed alongside our own success.

Benefits

Working cooperatively, we can grow our businesses and get access to venues and opportunities many of us would not otherwise have access to. Having a network of 200+ members to support you is a tremendous business asset that helps each of us learn, grow and succeed.

The benefits of team membership include:

- Access to our team's Circle Community to share ideas, information, resources and advice.
- Access to team meetings and team selling events.
- The ability to tag items with the NYHC team tag “NY Handmade Collective” resulting in product promotion as well as access to scouts, retailers and others who may be using this tag to search.
- Access to ongoing team vending spots at markets around the city.
- Eligibility to vend at team-organized events (Cavalcades,Grand Bazaar, etc.).
- Eligibility to vend at pop-up shops such as Celebrate Brooklyn.
- Exposure through the team website and directory listings.
- Ability to be included in various team-run promotions.
- Access to the immense experience of our very helpful and open team.
- Access to special workshops and educational opportunities.

Responsibilities

This group depends on everyone's participation.

VOLUNTEERING IS THE LIFEBLOOD OF OUR TEAM. We cannot stress enough the importance of volunteering for responsibilities within the group. Ways to participate include:

- Serving on committees as lead or participating on a task-level basis for our events and/or all of our outreach platforms.
- Promoting a team event by taking professional, press-level team photos, posting about events, creating features on our blog, posting on our social media platforms (or yours!);
- Promote the group to your customers in persona and online whenever you can; join group-run workshops (or teach one!).
- Post overheard opportunities, resources and advice to the team Google Group.

Everyone has different needs, abilities and time constraints that will affect their level of participation; those who volunteer more will discover more opportunities to expand their business network and prospects.

WHEN YOU DO STEP UP, KEEP YOUR COMMITMENTS. If you sign up for a team event or task, others depend on you. Be sure to show up, be on time and do your share.

Team Membership, Executive Board Committee & Other Leads

Membership Deadlines

NYHC accepts new members on a biannual basis, in February and August. There are three main prerequisites to joining:

1. You must reside in the New York Tri-State area (New York, New Jersey, Connecticut - or within 1.5 hours of New York City).
2. You must have an active shop on an e-commerce platform, Etsy or another handmade marketplace platform, with 5 or more of your own handmade items available for purchase. (reseller, supply, vintage, or buyer-only accounts do not qualify for membership). Your shop must be active (not in vacation mode) for at least 6 months of each calendar year in order to remain in good standing on the team.
3. You must attend a New Members Meeting to meet the membership director and are encouraged to ask questions.

Please note that attendance at the New Member Meeting does not guarantee acceptance to the Team.

To apply for membership, interested applicants contact info@nyhandmadecollective.org with their shop URL.

We review each application and we reserve the right to accept or reject any applicant. We do not judge applicants based on race, color, religion, gender, sexual orientation, gender identity or expression, age, national origin, marital or family status, citizenship, disability, veteran status or record of arrest and conviction.

Annual enrollment deadlines for membership:

July 31st and January 31st.

Mandatory meetings to be held in August and February

Membership Fees

NYHC collects membership fees for organizational and administrative purposes. The membership fee is $40 for one year. NYHC is a non-profit, and all revenue is put towards team-related expenditures.

Here are some of the basic costs to the team:

Monthly e-newsletter software; web hosting; social media software; bookkeeping software; accountant fees; storage; team mailbox; venue rentals for events; signage for our events (banners, sandwich boards, chalk, etc.); advertising for events including postcards, posters, print and/or web ads; hardware for events including iPad, Square chip reader, iPad stand; workshop hosts & speakers; event promotions that benefit the team including tote bags & packaging, event supplies including projectors, tables, chairs, food, pamphlets/handouts.

Pay Dues by Cash or Check (at new member meetings only)

If you are first joining the team, you will attend a mandatory new member meeting in either February or August where you will pay your $40 dues (or $20 half-year dues at the August meeting) in person. At that meeting the only payment methods accepted are cash or check made out to NY Handmade Collective.

Pay Dues by Paypal Invoice (annual membership renewal in February)

If you are a current member, you will receive a Paypal invoice close to the annual renewal date in February. If you cannot use Paypal, you can send money via Zelle (below).

Pay Dues to Chase Quickpay with Zelle

The team's bank account is at Chase, a member of the Zelle network. You do NOT need to have a Chase account to submit your payment. You may use your out-of-network bank money transfer system that is partnered with Zelle (see the list of participating banks here: https://www.zellepay.com/participating-banks-and-credit-unions). If your bank isn't listed in either, you can download the Zelle app to send and receive money from your out-of-network bank account (this will require your Visa or Mastercard debit card info): https://www.zellepay.com/go/zelle

Once you are logged into your bank's in-network money transfer system, your Zelle-partnered out-of-network bank money transfer system, or your Zelle app, click on the Send Money tab and enter the following name and email in order to send the $40 dues to the team bank account:

NY Handmade Collective
finance@nyhandmadecollective.org

Please include your name, shop name, and month/year in the memo section. For example:

Jenny Topolski, Topolski Jewelry, February 2019 dues

Please email finance@nyhandmadecollective.org with any questions.

The Executive Board Committee Overview

The Executive Board Committee is the principal agent of NYHC in exercising the management of the business and affairs of NYHC by:

- Overseeing the quality and integrity of the team and its directives
- Assessing the opportunities and risks of events, shows and other activities
- Planning and specifying team-oriented goals and strategizing to achieve those goals
- Directing resources to leverage each opportunity

The majority of the directorship positions are by election or appointment only, and are reserved for members who demonstrate extreme leadership capability. Executive Board Committee members have an outstanding record of achievement through volunteering for and organizing team-related activities and events. They are elected for their varied experience, proven commitment to the organization, ability to resolve problems free of conflict and with a degree of business acumen.

All Directors serve for a period of two years, and are up for re-appointment after that time. If a director, for any reason whatsoever, steps down from their position before the end of their term, the board can appoint an interim board member to serve for the remainder of the term.

Directors' annual dues are waived and pay reduced fees for internally organized shows such as the Cavalcade.

All Directors attend a monthly board meeting, between 1-2 hours in length.

Conflict of Interest Requirements for the Board of Directors

In compliance with the Nonprofit Revitalization Act of 2013 for the State of New York, NY Handmade Collective as a 501(c)(6) organization is required to have a Conflict of Interest Policy in place for its board of directors. A copy of the team's policy is here:

New New Inc Conflict of Interest Policy.08.01.2018

Current Executive Board Committee Meeting Minutes

NYHC Approved Board Meeting Minutes

Board Member Job Descriptions

Events Director

The Events Director oversees all of NYHC's independently run selling opportunities (e.g, Holiday Handmade Cavalcade). *These events are separate and distinct from all NYHC partner markets—where NYHC members occupy a section within a larger market. Partner markets are overseen by the Partnerships Director (e.g., Grand Bazaar, Brooklyn Pop-Up). Also separate and distinct from all internal NYHC programs such as team parties, webinars, town halls, etc, which are the purview of the Programs Director.* The Events Director can appoint, assist, and oversee leaders, or can lead events on their own. They are responsible for organizing the market (e.g., scouting market locations, finding and securing sponsors, acquiring insurance and permits, making the application and jurying, working with the Marketing team to advertise, securing appropriate entertainment, organizing any shopper enticements, rental needed for vending (tables, chairs, and tents), confirming proper vending documentation for all participating members), and coordinating the day-of (e.g., load in, decor, raffles/contests, demos, entertainment, load-out). Tasks vary based on market opportunities created or presented, but include:

- Final decision maker on all NYHC independently run markets, including Cavalcades.
- Lead themselves, or delegate and oversee leaders for NYHC independent markets.
- Scout for and negotiate lease of event locations and add them to our ongoing locations doc.
- Proactively search for opportunities and field emails that offer promising independent selling opportunities; liaising with the board to decide if they are a good fit for our team.
- Create surveys as needed to gauge team interest for any NYHC independently run markets.
- Work closely with the Treasurer/Financial Secretary regarding funding NYHC independently run markets.
- Work closely with the Marketing Director to determine a marketing strategy for NYHC independently run markets.
- Activate the handmadecavalcade@gmail.com account as needed. (It has a vacation response on when not in use.)
- Should have a working knowledge of Google Drive, Sheets, and Forms. MailChimp is also helpful, depending how active you need to be with marketing. Must be able to create and manage a budget.
- Great communication, project management, and organizational skills needed. Should be able to lead groups of people, understand how to produce in-person events, resolve conflicts and troubleshoot quickly when necessary.
- Director of Events Areas of Oversight:
    - A. Oversees all NYHC independently run markets including but not limited to Handmade Cavalcade
    - B. Oversees all communication about NYHC independently run markets

The Events Director will average 2-5 hours of Board work per regular week, with an increase in hours/workload during months when there is event planning.

Finance Director / Treasurer

The Financial Director oversees the budget and overall finances for the team. Duties include:

- Use QuickBooks Online or other bookkeeping software and have an ability to oversee accurately all of the financial details and records for the team.
- Maintain the finance@nyhandmadecollective.org email account and respond to all inquiries.
- Create monthly reports for the board, quarterly reports for the team, oversee accounts receivable and payable, and balance the books.
- Work with an accountant to file taxes, or understand how to do them yourself.
- Go to the bank with the current Executive Director/President to get your own debit card for the team account. You will be required to provide your personal info to Chase, such as social security number, address, etc. You will become a legal agent of the bank account and the team's registered non-profit. If you choose to continue using PayPal for the team, you will also need to provide these personal details there.
- Write, mail, deposit checks, manage Paypal and Zelle, and be responsible for team cash transactions (petty cash at events, cash payments, etc.).
- Familiarize yourself with the regular charges to the account (website, Eventbrite, mail chimp, etc.), plan a budget, and/or overview the one left to you.
- Keep the financial statements up to date and ensure that our expenditures are within the annual event budgets.
- Be the point person for fundraising, grant making institutions and sponsors.
- Help event leads manage their budgets.
- Organize collection of current and new member dues twice a year (with membership director) and keep accurate records of these payments.
- Invoice/collect vendor fees for all events produced by the team (Celebrate Brooklyn, Holiday Handmade Cavalcade, etc.)
- Director of Finance Areas of Oversight:
    - A. Outside Team Accountant
    - B. Billing/Workshop or event fees/ Dues
    - C. Handle Team Profit/Loss report, annual budget and all other financial and tax documents

The Treasurer/Financial Secretary position will average 2 hours of Board work per week, with an increase in hours during periods of event planning.

Marketing Director

The Marketing Director oversees the social media, website, press, and other marketing efforts.

- **Marketing Strategy & Visibility**
    - Develop the overall marketing strategy for the team, including content creation and social media.
    - Stay up-to-date with team needs, trends, platforms, and new features/enhancements.

- **Marketing & Content Oversight**
    - Work with volunteers to create & schedule social media (shop handmade, new members) Instagram, Facebook, Pinterest, YouTube, and the blog.
    - Coordinate with the Partnership Director where marketing and social media work overlap.
    - Give final approval for design and graphic work used to represent the team.
    - Respond promptly to and inform the board about outside marketing opportunities and inquiries.

- **Nice to Have**
    - Create member gift guides
    - Website design / updates
    - Press outreach
    - Youtube / short form content
    - Spearhead refresh + redesign of logo and brand guidelines

- **Areas of Oversight:**
    - Social Media
    - Youtube
    - Blog
    - Website
    - Press

Membership Director

The Membership Director oversees member administration and new member recruiting.

- **Member Administration**
  - Each cohort, add new members to official member list (google sheet) and Circle
  - Process membership changes after renewals (member years run Mar 1 - Feb 28/29)
- **Recruiting New Members**
  - Respond to membership inquiries
  - Communicate member requirements
  - Lead new member recruiting and onboard new cohorts
- **Nice to Have**
  - Typically, we accept applications twice a year (January and July)
  - Keep running list of prospective applicants
  - Offer NYHC Access Program sponsored spots
  - Ask members to volunteer as onboarding buddies to help welcome new members
  - Member Retention: focusing on keeping the members we have can help lessen the work of recruiting

Outside of the monthly board meeting, this position requires between 2-8+ hours per week, with 10+ hours per week around recruiting and member administration tasks.

Operations Director

Oversee all of the general goings-on of the team. It is critical that you understand the rules of the team and all of our events, rotations, point systems, etc. Be sure to read the team docs and know who on the team does what.

- Quarterly check of team documents to ensure that they are up to date, updating information and listings where needed (i.e. NYHC Team Guide Handbook , Team Volunteer Points Administration
- Check the team email account (info@nyhandmadecollective.org) several times per week. Respond to all general inquiries, and forward other emails to the appropriate director. (i.e. events-related emails to the Events Director, or marketing-related emails to the Marketing Director, respectively, for handling. Leave membership inquiries as “unread” for the Membership Director to handle and file. Modify, file and delete other incoming emails as necessary.
- Moderate Circle daily. Tag people to respond or respond yourself for all posts and comments. Make sure everyone is using the forum properly.
- Oversee Circle teams (Content Creators and Circle Champions)
    - Circle content creator team is focused on knowledge sharing - getting relevant external information shared on Circle (e.g., application links, grants/residencies, webinars/workshops, business resources) Content Creators
    - Circle champions is focused on relationship building - setup rituals so members can gather in a safe space to build relationships and community, and Increase member engagement and retention (e.g., monthly discussion posts) Community Champions
- Make sure the Member List is up to date on the team website after each new round of new members join bi-annually.
- Keep all team-centered documents on Team Google Docs. When a leader makes any document, immediately ask them to transfer ownership to the team Google Workspace so you can then organize it and keep everything easily accessible. So much has been lost over the years because people quit the team without moving team docs over.
- Manage the Conflict of Interest Policy for the Board of Directors; ensure compliance with any changes to the law; ensure new board members receive and acknowledge policy prior to formally joining the board.
- Create and implement team procedures and oversee the documentation of team processes.
- Excellent organizational and writing skills with great attention to detail necessary.
- Must be familiar with Google Drive, Google Sheets and Docs, Dropbox and Mailchimp

- Director of Operations Areas of Oversight:
    - A. Points Administrator
    - B. Market Review Form Lead
    - C. Ecommerce Handmade by You Compliance Process
    - D. MailChimp Administrator
    - E. Daily check of NYHC Team email (info@nyhandmadecollective.org)
    - F. Daily check of Circle
    - G. Manages team documents on Google drive; ensures large files such as videos and photos are moved to Dropbox
    - H. G Suite administrator (for NYHC board emails)
    - I. Physical Storage Lead

The Operations Director will average 4-6 hours of Board work per week, with an increase in hours/workload during months where there is event planning.

Partnerships Director

The Partnerships Director is in charge of establishing and nurturing relationships between the NY Handmade Collective and outside organizations. This position will proactively pursue mutually beneficial relationships—with the goal of increasing member benefits and opportunities. Recognizing the limits of our all-volunteer organization, partnerships will enable us to do more because we can share the workload with another organization's staff and/or volunteers.

**Organizations the NYHC might partner with include established markets (e.g., Grand Bazaar, BRIC Celebrate Brooklyn!), maker spaces (e.g., MakerSpace NYC), retail consignment or pop-ups (e.g., West Elm or Brooklyn Women's Exchange), and mission-aligned nonprofits (e.g., Made in NYC).*

**The Partnerships Director can appoint, assist, and oversee others to be the NYHC point person for specific relationships, or can handle everything themselves.*

Tasks vary based on partnership opportunities created or presented, but include:

- Final decision maker on maintaining current and pursuing new partnerships, with consultation with the Events Director (for selling-related partnerships) and the Membership Director (for benefit-related partnerships).
- Lead and coordinate smaller market-within-a-market member selling events (e.g., Grand Bazaar). If opportunities permit, recruiting and overseeing a volunteer leader for partner markets once established.
- Recruit and oversee a volunteer leader for larger market-within-an-event member selling opportunities (e.g., BRIC Celebrate Brooklyn!).
- Research and approach organizations that would benefit our members, pitching the benefits to working with us—customized to the target organization *(e.g., reliable and quality vendors, a single point of contact for all vendors, a loyal audience of shoppers)*
- Take meetings with, and engage in written communication to negotiate the mutually beneficial terms between organizations.
- In coordination with the Marketing Director (or webmaster), create and maintain a partnerships page on the team website.
- Monitor the partnerships@nyhandmadecollective.org inbox for emails that offer promising partnership opportunities around the city and work with the board to decide if they are a good fit for our team.
- Create Google Surveys as needed to gauge team interest for any partnerships.
- Work closely with the Treasurer/Financial Secretary regarding funding partnership events.
- Work closely with the Marketing Director to determine a marketing strategy for all partnership events.
- Oversee inviting partners to conduct a workshop / webinar for our members.

- Partnerships Director Areas of Oversight:
    - A. Current and new partnership organizations
    - B. Ensuring our partners see value in continuing to work with us
    - C. Ensuring our members see value in continuing the partnership / receive the promised benefits
    - D. All partnership market events including, but not limited to, Celebrate Brooklyn Lead
    - E. All partnership mini market-within-a-market selling opportunities including, but not limited to, leading Grand Bazaar

The Partnerships Director will average 1-4 hours of Board work per regular week, with an increase in hours/workload during periods when there is planning for a specific partnership event/market.

Programs Director

The Programs Director is in charge of all internal events. They can appoint, assist, and oversee leaders, or can lead them on their own. They are also responsible for scouting locations for in-person programming, and MCing virtual zoom programming. Tasks vary based on internal programming opportunities created or presented, but include:

- Final decision maker on all internal programming, including town halls, webinars, workshops, parties, networking, photo shoots (product and lifestyle), legal clinics, storefront critiques.
- Lead themselves or delegate and oversee volunteers for individual internal programming.
- Scout for and negotiate affordable and suitable internal programming locations
- Proactively search for internal programming opportunities and field emails that offer promising internal programming opportunities around the city and work with the board to decide if they are a good fit for us.
- Create Google Surveys as needed to gauge team interest for topics and/or timing for internal programming.
- Work closely with the Treasurer/Financial Secretary regarding funding internal events.
- Communicate internal programs to members on Circle and coordinate on external tools when needed (e.g., zoom)
- Aim for monthly, quarterly, biannual, and annual programming
- Should have a working knowledge of Circle, Zoom, Google Drive, Sheets, and Forms, external tools (e.g., eventbrite, lu.ma, matcha). Must be able to create and manage a budget.
- Great project management and organizational skills needed. Should be able to communicate with all members, (if desired) oversee multiple volunteers, and understand how to produce internal programming. Helpful if comfortable with troubleshooting quickly when necessary.
- Director of Events Areas of Oversight:
    - A. Oversees all internal programming including but not limited to town halls, webinars, workshops, parties, networking, photo shoots, legal clinics, wholesale trade show passes
    - B. Free passes to walk floor of wholesale shows (NY Now, Shoppe Object)
    - C. Workshops Creators/Coordinators
    - D. Webinars (panels, member presentations, external experts)
    - E. Legal Clinics
    - F. Storefront Critiques Leads
    - G. Member networking (speed, online, in-person)
    - H. Photo shoots
    - I. Parties and celebrations
    - J. Wellness / stress management

The Programs Director will average 2-5 hours of Board work per non-planning (regular) week, with an increase in hours/workload during months where there is a program to plan or produce.

Recording Secretary

Duties of the Board Recording Secretary include:

- Write the team's internal and external newsletters. Collect local market vendor info for the monthly local vendor email blasts. Create and schedule the newsletter with MailChimp.
- Write intros to weekly Circle email digests.
- Take official minutes at all of board and team meetings and post them to team Google Docs.
- Write summaries of town halls and post them and the recording to Circle.
- Setup and manage recurring board meeting in zoom
- Serve as meeting facilitator and historian to make sure issues and deadlines don't fall through the cracks.
- Manage between meetings director communication to make sure issues and deadlines don't fall through the cracks (email, slack, circle)
- Gather signatures and store the Conflict of Interest Policy for the Board of Directors.
- Assist with special projects as needed.
- Help organize team Google Drive with the Operations Director.
- Help with other Board special projects as needed.
- Good writing, organizing and communication skills necessary.
- Recording Secretary Areas of Oversight:
    - A. Scheduling Board meetings
    - B. Creating agenda
    - C. Writing minutes for all meetings
    - D. Sending/Assisting with internal and external newsletters
    - E. Meeting facilitator
    - F. Task historian and follow up

The Secretary position will average 2-5 hours of Board work per week, with an increase in hours during periods of event planning.

Junior Board Member

An opportunity for team members to contribute fresh perspectives, assist in decision-making, and engage in strategic initiatives that support our organization.

Duties of Junior Board members include:

- Assist in board administration; shaping policies and programs that benefit the team.
- Provide insights and recommendations on initiatives that support artisan development.
- Collaborate with senior board members on various projects on an ongoing, or ad-hoc basis

This role is ideal for individuals looking to gain leadership experience while making a meaningful impact on the handmade craft industry.

Junior Board Members' time commitment averages 1-4 hours of Board work per week, with an increase in hours depending on which projects you are involved in for the month.

Executive Director / President

This position is elected from within the board of directors, and is concurrent with your normal tasks.

- Liaison with external organizations where needed (i.e. Etsy, BRiC)
- Make final decisions for the team, and ensure that board members complete deliverables.
- Team signatory on most contracts, and bank account/taxes with Treasurer/Financial Secretary
- Serve as team mediator, and help facilitate meetings or calls between any team members having conflicts that they cannot solve on their own.

Executive Director Areas of Oversight:

- Liaison to External Organizations
- Team Entity/Legal Docs
- Budget and Tax Return (with treasurer)
- Bank account (with treasurer)
- Overall support to the Team's Board of Directors
- Conflict Mediator for entire NYHC team as needed

This position requires about 1-4 hours per week of work in addition to the workload of the other board position being held.

Current Executive Board Committee

- President/Executive Director: Coleen Phoenixx / Rising Phoenixx
- Operations Director: Coleen Phoenixx / Rising Phoenixx
- Secretary: Deidra McNish-Brown / D's Delights
- Finance Director/Treasurer: Kim Suttell /
- Events Director: [OPEN POSITION]
- Marketing Director: Lina Del Plato / Lina Del Plato Designs
- Membership Director: Rachel Soares / Ye Old Stamping Grounds
- Partnership Director: HanaKyle Moranz / Vessels by HanaKyle
- Programs Director: Olivia Michel / ByGrace Expressions
- Junior Board Member: Audrie King / Joyce & Rose
- Junior Board Member: Lissa Bowman / Curious Forest Couture

III. The Point System

Overview

The NYHC point system is the team's way of rewarding our members for their time, effort, and dedication.

Members who have earned higher point totals, and are in good standing can benefit from:

- More consideration for team events.
- First choice of vending dates for events
- First rights to be considered for team promotional exposure as well as other business opportunities.
- More visibility at NYHC-run events
- More posts, logo/link opportunities, features and mentions by the team's social media, press and marketing platforms (Twitter, FB, Instagram, Newsletter, Blog, outside media contacts, etc.)
- More opportunities for professional development, such as admission to team workshops and professional assistance from participating members in the Member Artist Directory.*

Please view a more detailed list of benefits for various points levels here.

How to Earn Points

Individual tasks/limited time tasks will be assigned a point or more depending on the work involved and the skill level required (for example, writing a blog post, designing a postcard, volunteering at an event, attending a team meeting, making promotional materials, etc.). You can view a current list of tasks and point assignments here.

Ongoing positions of responsibility to the team will also earn points depending on the work involved and skill level required (weekly blogger, board member, mentor, etc.). You can view a list of current positions and point assignments here.

In order to be eligible for points, the task must help the team as a whole and be pre-approved by team leads or board members.

Points are also not generally granted to event committees and leads for the holiday market(s); instead, discounts for an event's fees are provided, depending on role and committee area assigned. However, event leads for smaller, non-holiday markets do have discretion to grant points for assistance in such things as PR, graphics and day-of volunteers.

Yearly points that have been recorded and approved are considered for the jurying of our large winter holiday market (the Cavalcade), then the points period resets.

There is no limit to the amount of points you can earn per month.

Although not limited to the following, members can earn points by helping with tasks such as:

- Attending an all team meeting
- Volunteering to lead a workshop and share your knowledge and skills
- Designing professional team graphics when a call goes out
- Assisting with the team tables at team events on the days when you are not vending
- Helping with team paperwork at the request of the executive committee
- Heading up a recurring team maintenance task (newsletter, event spreadsheet, running points doc, etc.)
- Answering our Social Marketing Leads' calls to help promote in a systematic way through your own social networking media for specific team events
- Donating items to team event goodie bags and charity baskets
- Heading a group such as Twitter, Pinterest, Facebook, Blog etc.
- Being a regular poster for the above groups
- Taking part in leadership tasks and responsibilities that are year-round (i.e. running seasonal, long running event rotations or pop up events).
- Assuming a directorship position on NYHC Executive Board
- Offering professional assistance for qualified high-points team members through the Member Artist Directory.*

In short, activities you partake in that will help the team run smoothly and promote will be considered for points. Please visit the Google forum regularly as there are always opportunities to earn team points.

Please view more details on offering or receiving professional assistance via the Member Artist Directory here.

How to Get Your Points Recorded

- Please keep in mind that only *completed* tasks that have been pre-approved will earn you point(s).
- To have your points recorded, each member is to fill out a "Request for Points" at the end of each month at the following link: https://forms.gle/whxQDEaLSmb9MfLr5
- A running list of points can be accessed here: Points Summary September 2021 - August 2022
- If you perform an activity for the team every month (mentorship, points administrator, etc.) your points will be automatically recorded here: Monthly Auto Points (ongoing) - NY Handmade Collective

If you have any questions, please email the current Points Administrator. Feedback is encouraged.

Current Leads w/ Points Assignments

Full descriptions of points-earning opportunities: Open Positions - Points-earning Opportunities

Marketing

Gift Guide Creator		2 pts per guide
Meet the Member		1 pt per feature
Importance of Handmade	Stephanie Maslow - Metalicious	1 pt per post
Shop Handmade	Lina Del Plato - LDP Designs	1 pt per post
Trend Guides	Joanna Baker - Joanna Baker Designs	2 pts per guide
Social Media Scheduling		2 pts per month
Webmaster	Open	
Public Profile Manager	Joanne Simmons - Silversculptor	2 pts per month
Blog Manager	Amie Colosa - Chin Up Prints	1 pt per scheduled post
Website Events/Calendar	Open	
MailChimp Administrator	Open	
Newsletter Creator	Open	
Event Emails	Wendy Walters - Positively Dog Street	1 pt per email
Engagement	Open	3 pts per month
General Content		.5 pts per post
Video Content		

Operations

Points Administrator		1.7 pt per month
Artist Directory	Open	
Professional Assistance Program	Open	2 pts per month

Membership

Mentors		1-2 points per month

Events

Celebrate Brooklyn	Melissa Kelly - Be in the Moment	5 points per active month
Workshop Leads	Open	1 point per workshop
Social Coordinator		2-3 points per month

IV. NYHC Resources - For Members

Circle Community

- Effective July 2021, the NYHC has transitioned its online community from Google Groups to Circle.
- All team discussions prior to July 2021 are in the Google Group archive, located here.
- Please see the team Circle guidelines here and view the introductory video here. (These are both Google Docs shared via the team's Google Drive. In order to access them, you will need to set up a profile (see instructions below under "Setting Up Your Profile")
- If you have questions about Circle or are having trouble with it, please email NYHC Operations here.

NYHC Google Group

The Google Group listserv for NYHC includes all online discussions prior to the transition to Circle in July 2021.

Here's the link: (https://groups.google.com/forum/#!forum/nyhandmadecollective). In order to access it, you will need to follow the instructions below to set up a profile.

Setting Up Your Profile:

For New Members: Setting up your profile http://groups.google.com/group/nyhandmadecollective

- Take a few minutes to just look around on the list serv and see how it's organized. Click on the links in the right-hand sidebar, etc.
- Go to https://groups.google.com/forum/#!forum/nyhandmadecollective after accepting your invitation. In the list on the left, look for "Membership Settings." Click on this.

Important Etiquette

DO NOT change the titles of existing threads.
DO NOT post about sales or new items in your Etsy shops - those sorts of posts are more appropriate to your twitter feed, blog and facebook business page.
DO NOT post anything that is specific to just one or a few team members. If a public discussion sparks a detailed discussion between you and specific team members, take that discussion offline to private email.

Nobody wants their email box full of emails that aren't pertinent to them!

Helpful Hints:

a. If you are coming in in the middle of a thread/discussion, before you ask for more info, or for a repeat of info, **READ THE ENTIRE THREAD FROM THE BEGINNING.**
b. If you can't find it there and think it may be in a different thread, do a search (the search window is in the upper right-hand corner of the screen). Searching by date is usually best.
c. To keep information easy to find-if you are starting to discuss a new topic, start a new thread rather than starting to talk about something new in the middle of an existing thread. It will really help to keep info organized and easy to find.
d. If you would like to find a post that you put up and can't find it and can't remember the title of the thread, you can do a search for yourself in the "members" section of the listserv (link is in the right-hand sidebar), and when you click on your name, it will show your profile, which lists the last 6 or 7 places that you posted.

Flaming

Flames are angry or insulting messages on the listserve intended to insult or attack other members of the group. **Deciding that posts are inappropriate, and how that post will be handled, is at the final and sole discretion of the Executive Board Committee.**

Should a team member persist in abusing or insulting other members on the board, the Executive Committee at its discretion will do any or a combination of the following:

a. Delete the thread
b. Send the team member a warning indicating that they're at risk of losing access to the list serv
c. Ban the team member from the list serv
d. Initiate termination proceedings

Can't Access The Google Group

When you are logged in one browser, and log in to another account in that browser with a different username or password (anything, twitter, facebook) - the google group might kick you out as they are looking for that second username or password. You can restart your browser and re-log in - just be mindful of that.

Other Resources for Members

Market Reviews

A great spreadsheet is run for reviewing markets! This is helpful in deciding where to apply for a booth, and what to expect.

Please submit market reviews here: https://forms.gle/E3nDkfRneSjBv5UFA

And read the results here: Market Review Form (Updated Mar 2024) (Responses)

V. Team Communications and Social Media

Team Addresses

Mailing Address:	NY Handmade Collective PO Box 30048 New York, NY 10011
Email Addresses:	info@nyhandmadecollective.org marketing@nyhandmadecollective.org finance@nyhandmadecollective.org events@nyhandmadecollective.org operations@nyhandmadecollective.org

Team Website

Because the majority of our interactions are virtual, we have set up a number of venues for us to interact with one another and with our customers.

One is our website: http://nyhandmadecollective.org/

This site is our face to our customers and the hub of our official web presence. From here you can access our blog, find out about team-run events, "meet" some of our members and access our impressive library of tutorials.

Team Blog

Another way we communicate is through our blog: http://nyhandmadecollective.org/blog/

Blog team members are expected to help promote and grow the blog readership, to portray the members of NYHC in a positive light, to "report" on team events and activities, and to educate new readers about handmade crafts.

NYHC team members may request to join the blog team at any time by emailing the blog team lead. Blog Team members are encouraged to end any of their postings with links back to their Etsy shops and use their banner for cross promotion. They receive one point per blog post.

If you have any questions about the blog, contact our team blog lead.

Team Social Media

The team has a robust social media presence whose reach creates huge opportunities for team members to promote their products. There are also many opportunities to join/post or lead one of our teams. Joining a team earns points as well as allows one to sharpen one's own social media skills. The Marketing Director oversees all social media leads and creates the themes and general vision for all of our platforms. Please contact the current director with ideas or questions about any of our outreach.

Facebook:	www.facebook.com/nyhcollective
Twitter:	twitter.com/nytoycollective?lang=en
Pinterest	www.pinterest.com/nyhandmade/
Instagram	www.instagram.com/nyhcollective/?hl=en
YouTube	www.youtube.com/c/NYHandmadeCollective

Other Resources

Outside Press & Blogs

The team has several established contacts with members of the press. Please forward any team-related press to the current Marketing Director. If you have contacts, or need more information in this area, please contact the current marketing director.

VI. Participating in Markets and Rotations

Overview

NYHC is always looking for new market opportunities. In the past, the team has had many ongoing market rotations, seasonal pop ups, as well as biannual Handmade Cavalcades. New opportunities come up every year, and previously existing ones change. In addition to some general guidelines when vending with NYHC, each market has its own particular coordinator and rules. Please read through this section thoroughly before signing up or applying for a spot with any NYHC sponsored table or event.

Qualifications & Requirements

The following applies to all vendors participating in NYHC markets and rotations:

1. You must have attended at least one NYHC meeting and be a member in good standing in order to be eligible to vend at these markets (and have at least 1 point).

2. Acceptance into team events is ultimately at the discretion of the Event Lead and/or the Board Events Director. Incidents of inappropriate behavior by any team member, including but not limited to hostile and/or uncooperative behaviors, will result in a team member's inability to take part in any Team-sponsored event, or in any event under the auspices of the Team.

3. Vendors must comply with all federal, state, county and city license and permit requirements. Vendors are responsible for charging and remitting all sales and other taxes (unless a member's particular products are exempt from taxation), as well as complying with all federal, state and local laws and ordinances, including applying for and displaying a valid original New York State Certificate of Authority (nys-permits.org <http://nys-permits.org> -> Online Applications -> Taxation and Finance, Dept. of -> Certificate of Authority). This certificate is necessary to legally collect sales tax. One also, if applicable, may need a New York City Secondhand Dealer General License.

Partnerships and Team Discounts

NYHC members can take advantage of special discounts when applicable.

VII. NY Handmade Collective Code of Conduct

The NY Handmade Collective strives to be an all-inclusive organization and works tirelessly to assist each team member with channels and resources to improve their business. In order to ensure that interpersonal communication among members remains polite and professional, NYHC insists that members adhere to professional conduct whenever interacting with other team members or whenever representing the team.

Infraction Examples

While not a complete list, the following are examples of actions that will be grounds for disciplinary action or membership revocation:

- Repeatedly signing up for and committing to team vending rotations, and failing to show up
- Repeatedly signing up for team vending rotations and failure to pay the requisite vending fees
- Threatening or disrespecting another member
- Causing a disturbance at any internally - or externally - run team event
- Failure to pay membership dues in a timely matter

Any team member found engaging in any of the conduct including but not limited to the above list will have their membership suspended for a period of one year, with reinstatement pending review of the Executive Committee.

Please note that taking disciplinary action against a member is not a decision the Executive Board Committee takes lightly. Repeated failure to respect the rules is cause for membership termination.

Members not in good standing will receive two written warnings informing them of their infractions. Should the member continue to violate the guidelines, the committee will inform the member in writing of the disciplinary action that will ensue. Depending on the infraction, the member may be removed from participating in team events, have their membership suspended for one year, or be censored in a way that the Executive Board Committee deems fit for the offense.

Deliberations

Suspensions and terminations are evaluated on an individual basis, and deliberated by the Executive Board Committee following this procedure:

a. Recommendation of membership termination by a majority vote of the Executive Committee.
b. Written notice of the proposed action and reason(s) therefore to the member.
c. Opportunity for the member to respond, orally or in writing, to the charges within 15 days after notification. If requested by the member, the Executive Committee will give the member an opportunity to appear before the committee to discuss the issue. If the member chooses to appear, he or she will be notified of the date and place of the meeting.
d. Distribution of copies of the charges, and any response from the member, to the members of the team Executive Board Committee.
e. After the 15 day response time, a vote by the Executive Board Committee on the proposed termination with:

1. Reasonable notice to the Executive Committee of the agenda item.
2. A quorum present (majority).
3. Unanimous vote of those present and voting supporting termination.

f. Notification to the member of the action being taken and the right of appeal to the club within 15 days of date of notice.

g. Notification to the entire team membership of the action taken.

If the member appeals the decision of the Executive Board Committee:

a. The member has the opportunity to respond, orally or in writing, to the charges and the action taken within 15 days after notification. If requested by the member, the executive committee will give the member an opportunity to appear before the team to discuss the issue. If the member chooses to appear, he or she will be notified of the date and place of the meeting.

b. Distribution of copies of the charges, and any response from the member, to the team membership.

c. After the 15 day response time, a vote by the team membership on the proposed discipline/termination with:

1. 15 day notice to the membership of the agenda item;
2. Two-thirds of those present and voting supporting discipline/termination.

There is no appeal of the decision of the team. These procedures also apply to proceedings to not renew, or to suspend, the membership of an individual member.

It is worth noting again that any member who does not take their membership responsibilities seriously stands the chance to jeopardize the opportunities of other members, and repeated offenses are dealt with in a manner that serves the best interest of the team. Understand that NYHC is here to help its members leverage the vast amount of resources gathered on the team's behalf, and we would like to see it utilized by those who can appreciate the efforts.

Zero Tolerance/Harassment

NY Handmade Collective (NYHC) maintains and enforces a policy of zero tolerance of harassment of any kind, including harassment or usage of slurs based upon an individual's race; color; creed; religion; genetic information; national origin; sex, sexual orientation (including gender identity); ancestry; marital status, pregnancy, childbirth, or related medical conditions; age; disability; or any other category protected under federal, state, or local law ("protected class"). This policy applies to any actions taken during NYHC activities.

If a team member is aware of an incident that violates our policies, they should report to any Board member **immediately**. The team prohibits retaliation of any kind against individuals who have made good faith reports or complaints of violations of policy. The Board will maintain the confidentiality of all complaints. All allegations of harassment or retaliation will be investigated, and if appropriate, disciplinary action will be taken, up to and including termination from the team.

VIII. Important Links to Team Documents

Team Communications	
NYHC Website	http://nyhandmadecollective.org/
NYHC Circle	https://ny-handmade-collective.circle.so/feed
Member Directory	https://docs.google.com/spreadsheets/d/1sO02WHHicuG3mcpAM27_f61QBrtHkHB0mXzMOe-Mz1g/edit#gid=0
Team Points	
Monthly Points Request	https://docs.google.com/forms/d/1araxzAXiij5Ev9UZN-xDdr_-D4j8RGVZ7ta1r6XZ4h8/viewform
Automatic Points List	https://docs.google.com/spreadsheets/d/1Uo6QnGQS_GxfLadGfo1Iex7OPD7Zv5QBs3-8DpnAIAE/edit#gid=0
Running List of Points	https://docs.google.com/spreadsheets/d/1CBwaAuCy9lyrDoZVeVQsh3_tataK3tgj7VAElqqfln8/edit#gid=0
Market Reviews	
Market Reviews Form	https://docs.google.com/forms/d/1f1qE3Xwm9M7UrnV1Wrggdt57AZwppGffsq7HEMsCZ08/edit?usp=sharing
Market reviews results	https://docs.google.com/spreadsheets/d/1wHFxEwhexHIQxA5gsF5cBrTd5Azs9lnNXR_cg-1phcc/edit?usp=sharing
Google group	https://groups.google.com/forum/#!forum/nyhandmadecollective
Team Social Media	
Facebook:	www.facebook.com/nyhcollective
Twitter:	twitter.com/nytoycollective?lang=en
Pinterest	www.pinterest.com/nyhandmade/
Instagram	www.instagram.com/nyhcollective/?hl=en
YouTube	www.youtube.com/c/NYHandmadeCollective

IX. Workshop Links

The NYHC team workshops are a valuable resource and all members are welcome to register when a workshop is announced. The following link on our Google drive will take you to the workshop presentations from the last several years:

https://drive.google.com/open?id=0B_IMimAileH-RUVYdFVxbEc0bzg

Workshops include:

Etsy U: Trends

Etsy U: Holiday Prep and Trends 2020

Brainstorm: Holiday Sales

Brainstorm: Marketing and Social Media

Etsy U: Etsy Ads and Offsite Ads

Etsy U: Etsy and Google SEO

Etsy U: Social Media

Get More Website Traffic (November 2019)

Photography - Styling & Branding (May 2018)

Etsy Shop Strategies (April 2018)

Advanced Photography - Lighting (March 2018)

Photography (Sept 2017)

How to Succeed at Markets & Pop-ups (June 2017)

Photo Styling Tips & Tricks (April 2017)

How to Succeed in the Wholesale Business (May 2016)

Understanding Intellectual Property - Trademark and Copyright (April 2016)

How to Succeed at Markets (March 2016)

Improve your Etsy Shop (Jan 2016)