



# Toolkit for Councils

**Updated:** April 30, 2019 by NWiR Councils Committee

# Table of Contents

<b>Table of Contents</b>	<b>2</b>
<b>NWIR Council Toolkit</b>	<b>3</b>
<b>Introduction to NWIR</b>	<b>3</b>
<b>Pillars of NWIR</b>	<b>4</b>
<b>Purpose of Local Councils</b>	<b>5</b>
<b>Let's Get Started</b>	<b>6</b>
<b>Council Support</b>	<b>11</b>
<b>Request for New Council Application</b>	<b>12</b>
<b>Council Leadership Form</b>	<b>13</b>
<b>Council Board Job Descriptions</b>	<b>14</b>
<b>Request for Funding or Reimbursement</b>	<b>17</b>

## 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](http://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, Lee Lipniskis, [llipniskis@coredoes.com](mailto:llipniskis@coredoes.com) or Vice-Chair, Karen Edwards, [karen@casimirgroupllc.com](mailto:karen@casimirgroupllc.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 Ellen Thorp at [info@nationalwomeninroofing.org](mailto:info@nationalwomeninroofing.org) to review and answer any remaining questions.

## STEP 2 - Submit a new council application

Fill out the [Request for New Council Application](#) and email to NWIR [ellen@nationalwomeninroofing.org](mailto:ellen@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. All council leaders: third Friday of every month at 1:30 p.m. Eastern time.
2. New and developing Councils: 2nd Tuesday of each month at 3 p.m. Eastern time and on the 4th Friday of each month at 4 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 ask the NWIR executive director 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 [job descriptions](#) 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.



**Smart Tip:** Many councils find success hosting a casual meeting that can be at a place of work, someone's home or at a casual restaurant.



**Smart Tip:** Bring your computers and get on LinkedIn and Facebook to start connecting. Use NWIR's Assoc. Management System to see members in your area.



**Smart Tip:** Visit the Councils Resources section of the NWIR website to see many different examples of what other councils are doing.

## 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



**Smart Tip:** Start with regular bi-monthly meetings to keep the communication flowing and jump start the Council.

focus on first, second, etc. Set up meetings/events/gatherings to put these into motion.

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 Community Chair will need to visit the [Resources for Councils](#) page for access to the Google Drive along with other resources and contact Ellen Thorp ([ellen@nationalwomeninroofing.org](mailto:ellen@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 [ellen@nationalwomeninroofing.org](mailto:ellen@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 \$60 per individual annually), your local council receives 50 percent of those dues.

Please encourage your members to join as soon as possible (Only \$60 for the year, and the membership belongs to the individual). Dues and membership can be handled online at [www.nationalwomeninroofing.org](http://www.nationalwomeninroofing.org).

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 [Request Form](#) in this toolkit and also located [on the Resources for Councils page on the NWIR website](#).

## Sponsorships

Council leadership may solicit silver sponsorships (information can be found on the NWIR website on the [sponsorship page](#)) or smaller sponsorships as they see fit. The most successful councils make a list of potential sponsors and then contact them to determine their interest. Some councils have one sponsor per meeting and that sponsor covers the costs of the meeting; other councils prefer to have 3-4 sponsors per meeting and those sponsors share the cost.

Keep the Executive Director apprised of your sponsorships and contact Jennifer Stone, NWIR Chair at [Jennifer.Stone@jm.com](mailto:Jennifer.Stone@jm.com) if you wish to solicit Silver (or other high level) sponsorships.

## 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)

- Will there be a sponsor?



**Smart Tip:** 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.

- Get updated member list from Executive Director to email invites
- Decide budget
- Location
- Date and time
- Type of event
- Will there be a speaker?



**Smart Tip:** NWIR can help fund this event 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 Councils](#) page on the website. (Collateral will not have your council’s logo but there is space to add it on a sticker)



### 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, Meridian Consulting and NWIR's Executive Director, [ellen@nationalwomeninroofing.org](mailto:ellen@nationalwomeninroofing.org) or 303-450-3150 (office line)

Councils Chair Lee Lipniskis, Finance Manager at Core Contractors Roofing Systems [llipniskis@coredoes.com](mailto:llipniskis@coredoes.com) or 303-295-2220

Councils Vice Chair Karen Edwards, Owner, Casimir Group, [karen@casimirgroupllc.com](mailto:karen@casimirgroupllc.com) or 717-318-0569

Chair Executive Committee Jennifer Stone, Preferred Accounts, Johns Manville [Jennifer.Stone@jm.com](mailto:Jennifer.Stone@jm.com) or 206-769-9930



# Request for New Council Application

Please fill out and send to [info@nationalwomeninroofing.org](mailto:info@nationalwomeninroofing.org).

Area Represented: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Company: \_\_\_\_\_

Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Work Number: \_\_\_\_\_

Cell Number: \_\_\_\_\_

Email address: \_\_\_\_\_

Why do you want to start a council:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# Council Leadership Form

Please fill out and send to [info@nationalwomeninroofing.org](mailto:info@nationalwomeninroofing.org)

## Officer Information

Chairman: \_\_\_\_\_

Vice Chairman: \_\_\_\_\_

Secretary: \_\_\_\_\_

Community (Communications-Website) \_\_\_\_\_

Membership \_\_\_\_\_

Treasurer  
\_\_\_\_\_

Historian \_\_\_\_\_

Other \_\_\_\_\_

# Council Board Job Descriptions

## Chairperson

1. Is a member of the Board
2. Serves as the Chief Volunteer of the organization
3. Is a partner with the National board of Directors in achieving the organization's
4. mission
5. Provides leadership to the Board of Directors and who sets policy
6. Chairs meetings of the Board and regular monthly/bi-monthly meetings
7. Encourages Board's role in strategic planning
8. Appoints the chairpersons of committees, in consultation with other Board
9. members.
10. Serves ex officio as a member of committees and attends their meetings when
11. invited
12. Discusses issues confronting the organization with the National Board of Directors
13. Helps guide and mediate Board actions with respect to organizational priorities
14. and governance concerns
15. Reviews with the National Board of Directors any issues of concern to the Board
16. Monitors financial planning and financial reports
17. Plays a leading role in fundraising activities for the council
18. Formally evaluates the performance of the council and informally evaluates the
19. effectiveness of the Board members
20. Evaluates annually the performance of the organization in achieving its mission
21. 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

## Community 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 to advance the chapter's visibility and to raise awareness of the roofing industry in the business world
4. Works closely with the Treasurer and manages fundraising and sponsorship sources
5. Responsible for identifying, contacting, and soliciting potential cash and in-kind donors for Council events and programs
6. Reports to the full Board on committee's decisions/recommendations
7. Takes photos during events and submits to National
8. Write a recap of all meetings and events to submit to National
9. Updating the Council page and the calendar on the National Website

### **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
7. Is sufficiently familiar with legal documents (articles, by-laws, IRS letters, etc.) to note applicability during meetings

### **Treasurer**

1. Is a member of the Board
2. Manages finances of the organization
3. Administers fiscal matters of the organization
4. Provides annual budget to the board for members' approval
5. Ensures development and board review of financial policies and procedures
6. Works closely with the Executive Director in regards to reimbursements

### **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

Please complete and return this for to Ellen Thorp, [ellen@nationalwomeninroofing.org](mailto:ellen@nationalwomeninroofing.org).

Purpose/Event: \_\_\_\_\_

Date of Event \_\_\_\_\_

Pillars it meets: \_\_\_\_\_

Total amount: \_\_\_\_\_ (attach receipts as pics or scans)

Do you want the NWIR office to:

- Call the vendor and make payment over the phone?
- Send a check to vendor?
- Reimburse a member?

If requesting a check, please indicate who it should be payable to and their mailing address:

Payable to: \_\_\_\_\_

Mailing address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_