



National Association of Black
Women in Construction, Inc.

OPERATIONS MANUAL

DRAFT

NABWIC, is a non-profit 501 (c)(3) organization

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This is the 2014 edition of the Operation *Committee Manual*. It is intended for use by 2013-14, 2014-15, and 2015-16 NABWIC committees.

The information in this publication is based on the NABWIC Bylaws, and Code of Policies. Please refer to those resources for exact guidelines. Changes to these documents, by the NABWIC Executive Board on override policy as stated in this publication.

This NABWIC Operations Manual is a requirement for Dr. Mitchell's class. The group members are Alex Keel, Bruce Pace, Natricia Perkins, Armanda Davis, Kim Osburn & Rose Mosley. This serves only as an initial standard operating manual. *Time was not permitted to include more information.*

WELCOME

Welcome to NABWIC!

If you are reading this manual because you are a new President or a new Member of an established chapter or because your chapter is just being organized, we would like to congratulate you on your interest.

As of December 12, 1991 chapters have been formulated and we are experiencing constant growth. The goal of the National organization is to create new chapters around the country, to offer sound principles through programs and contracts as we build strong and lasting partnerships among black women in construction and their respective communities.

Probably the greatest benefit you will receive as a chapter member will be the additional knowledge in building lasting relationships. By becoming a member, you will be taking an active part in programs, outreach and contracting opportunities. Your close association with persons of similar interests will contribute greatly to your personal and financial growth. Those who are an active part of building a chapter always seem to benefit more than the people who only attend.

Another result of your participation will be a feeling of accomplishment when you help organize a new chapter, explain the benefits of long term membership to an individual or teach an established how to use NABWIC tools and resources.

Our chapters are the cornerstone of the National association. They are led by dedicated and talented volunteers who have helped NABWIC grow throughout the years. No part of NABWIC is more important than the chapters, as they are a direct link with our membership.

For new Presidents and members, as well as for those who have been with us over the years, this manual is intended to provide basic information as to the purpose and function of NABWIC and its associated working bodies and to give helpful advice for carrying out those functions at the chapter level. We are pleased to have you as a part of the team.

Ann McNeill
Chairman

Deborah Thompson
National President

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Introduction

NABWIC Operation Manual was developed to help National Association of Black Women in Construction, Inc. (NABWIC) Chapters and committees establish goals and understand their responsibilities related to the organization.

OUR MISSION

Founded to increase the national awareness of African American Women in the construction industry. The charge of the National Association of Black Women in Construction (NABWIC) is to advocate for Black women to further opportunity for its membership. We advocate the NABWIC mission, as our core foundation is strengthened, with the building blocks of new educational, entrepreneurial, professional and social network connections.

OUR VISION

The Vision of the National Association of Black Women in Construction (NABWIC) is to build lasting strategic partnerships with first-rate organizations and individuals that will provide ground-breaking and innovative solutions for black women in construction and their respective communities.

“THE VOICE OF BLACK WOMEN IN CONSTRUCTION”

NABWIC IMAGE

NABWIC’s Image is directly related to its ability to attract new members. The chapter should highlight the specific values and benefits it provides its members, and communicate those values to prospective members. With consistent public image efforts, individuals will seek out the local chapter and be more inclined to accept invitations to join.

The membership committee should work with the public relations committee to coordinate public image efforts.

Develop a website that contains current photos and contact information, depicts the organization’s projects and goals, and includes details about meetings and events. NABWIC chapter membership committees should consider using social network sites, digital audio, streaming video, podcasts, and blogs in efforts to attract new members. To obtain help in developing these resources, consider

Code of Ethics

As a NABWIC members, one should aspire to :

1. Respect and uphold public laws that govern one's work;
2. Be honest in conducting the member's business;
3. Respect the confidentiality of information gained through one's work;
4. Act fairly
5. Take responsibility of one's conduct.

Diversity

The organization membership accurately reflect's the community in terms of profession, age, and ethnicity. Having a diverse membership will result in a wider range of experience and knowledge that will be useful for NABWIC's efforts. Membership diversity can also make it easier to attract prospective members in the organization.

Purpose and Function of NABWIC

On December 12, 1991 the vision for the National Association of Black Women In Construction "was conceived as an idea while I was thinking about the vision for my life" said Ann McNeil, founder of NABWIC. From the inception of the concept it was to be a coalition that represented the voice of Black Women in construction.

After several years gathering, working in and discussing the construction industry we were looking for a way that could bring other women working in the industry together and provide a support mechanism in the male dominated industry. On October 4, 2006, the National Association of Black Women in Construction was incorporated in Florida. In order to add other chapters, NABWIC amended its name on March 9, 2009 to National Association of Black Women in Construction, Inc. and chartered the Miami Chapter.

The women of NABWIC had the foresight to create an atmosphere where they could network and support each other professionally as well as personally. The support provided by members of NABWIC gives women additional confidence to reach for and achieve their goals. The underlying value of NABWIC has not changed much over the years. NABWIC provide women in the industry with a support system and networking opportunity. The value of NABWIC has spread and chapters are forming throughout the United States.

NABWIC realized that it needed to think of and provide for the future. Always the intent was to "go back" into junior high schools, high schools and colleges to encourage young Black girls and young Black Women to enter the construction industry as professionals, tradeswomen, architects, engineers, suppliers, contractors, subcontractors, and laborers.

With every membership, NABWIC empowers itself and provide each member services that will build lasting strategic partnerships with organizations and individuals committed to providing inventive and transformative solutions for black women and their respective communities. NABWIC exist to provide advocacy, mentorship, and professional development for its members. Each member of NABWIC has the opportunity to extend those services to all black women in construction. As a member, you and/or your company will be part of a networking force with national industry speakers motivated to change the industry.

Industry Day in Washington, DC is one of NABWIC's signature events. Industry Day provides a platform for industry professionals to share with students the opportunities available in various career fields of transportation, aviation, construction, and engineering. Industry Day differs from a traditional career fair by offering information through small seminars with dialogue exchange, rather than by exhibits or booths. NABWIC host the event with Lockheed Martin in collaboration with the TransTech Academy Partners Consortium.

NABWIC, a not-for-profit organization, has 60 members and tonight we charter its ____ the chapter. Chartering a NABWIC chapter in what the locals call the _____ area which includes the cities of _____, _____ and surrounding communities is a forward movement of the construction industry. NABWIC members are in all phases of construction including tradeswoman, Owners, Project Managers, architects, Engineers, bookkeepers, bankers, insurance and bonding agents. NABWIC provides leadership training and professional education to the women in construction to increase their overall knowledge of the industry providing value to the employers, increasing the employees esteem and in doing so providing increased worth to the employers. In addition, the networking opportunities provide a reliable resource, increased marketing and business opportunities and is going to benefit the construction businesses for which these woman work.

_____, would you name the chartering members, please and have the members come forward for the signing of the charter?

Ladies and Gentleman, you have witnessed the formal signing of the charter of the _____ Chapter of NABWIC # _____. As you can see from the many ladies who are the chartering members of this chapter that the various phases of construction are represented. Ladies, I know that you will continue the NABWIC Founders' purpose of providing a support network for woman in the construction industry by providing professional programs, educational opportunities, leadership training, mentoring, and community service.

Duties of Board of Directors

Powers and Duties of Board of Directors: The National powers of the Association shall be vested in, and exercised by, and the property of the corporation shall be managed and controlled by the Board of Directors which shall consist of 30 Directors, ten of whom shall be elected annually at the regular annual meeting of members. Each Director shall office for a three year term until the annual meeting at which his or her respective successor, except ad is herein otherwise provided or filling vacancies. All Directors shall be members of the Association and shall be chosen by secret ballot at the regular annual meeting of members by a majority of the members voting either in person, by proxy, by mail ballot, or e-mail ballot.

Duties of Officers

The Officers of the Association shall be Chair, President, Vice President, Secretary and Treasurer. There may be such other officers with powers and duties consistent with these Bylaws as may be appointed from time to time by the Board of Directors. One person may hold two or more offices except the offices of the President and Secretary.

NABWIC will seek legal recommendations from NABWIC legal members or outside legal counsel as needed.

Lisa Colon Heron
Email: LCHeron@smithcurrie.com

National Annual Meeting

Annual Meeting/Conferences: NABWIC could create events that support its holistic model with sessions that provide tips on the spirit, business, finances, civic/charitable opportunities, the family and health. During this event, there could be celebrations of New Charters, recognition and extraordinary giveaways (generated from relations with “Major” name vendors/retailers who are looking to market to the Association).

Annual Meeting Committee: The committee will meet to formulate agendas, locations, fees, budget and sponsorship for the annual event. The committee will submit proposal package to National for approval.

Committee Role and Responsibilities

The role of the membership committee is to develop and implement an action plan for membership development. To be effective, NABWIC needs members. The organization’s ability to serve the community, support black women and girls, and develop leaders capable of serving NABWIC beyond the organizational level is directly related to the size and strength of its membership base.

The responsibilities of the membership committee, summarized below, are explained more fully in this chapter:

- Develop committee goals to achieve membership goals for the coming year.
- Educate and train NABWIC members about the importance of recruitment and retention of members.
- Conduct classification surveys to ensure that members’ occupations and businesses reflect current business and community needs.
- Develop a membership action plan to improve member satisfaction that involves surveying members and initiating changes in response to their feedback to ensure that NABWIC remains relevant to its members.
- Work with the public relations committee to create a positive organization image that is attractive to prospective and current members.

As you read more about these responsibilities, think about your committee goals, what your action plan will be, and what resources you will need for your year.

However, all committee members are individually committing to:

- Upholding the values and objectives of the NABWIC organization

- Giving adequate time and energy to the duties of a NABWIC committee member
- Acting with integrity and avoiding or declaring personal conflicts of interest.
- Trying to attend all meetings
- Become familiar with the history, current agenda and other members of the committee

As NABWIC committee members, decisions will be made collectively by members and the board of directors in the member's absence. Board of directors are responsible for acting in the best interests of the organization and that their role is carried out effectively. Individual members should demonstrate selflessness, integrity, objectivity, accountability, openness, honesty and leadership. Board of directors of NABWIC members should have access to relevant information to support them in carrying out their responsibilities. This clarity should commence during the recruitment process, with provision of:

A written role description, confirmation of the commitment required and confirmation of the legal status of committee members along with their personal liability. It is important to have a training and development strategy in place for the board of director's committee members, ensuring that they remain sufficiently well-informed and skilled to manage the organization effectively. The NABWIC committee should have an appropriate support system in place, which may involve the chairperson or another committee member acting as a point of contact for specific areas. It is a good practice to have written role descriptions for NABWIC committee members and provide induction training. NAWIC committee members will have an important communication role; communication with funding bodies, statutory agencies, and voluntary organizations with a range of external organizations such as funding bodies, statutory agencies, or other organizations.

The club president is an ex officio member of all club membership committee's

Welcome Members!

A Message from the Membership Department

Welcome to the National Association of Black Women in Construction, Inc. We value your support and interest in our organization.

As a valued member, access to the Members-Only section allows you to read or download the latest edition of our newsletter. You can also take advantage of Member Directory that we make available.

We encourage you to update your contact information to make sure that you stay connected!

We are always here if you need us. Feel free to direct questions about your NABWIC membership to us at membership@nabwic.org

NABWIC Membership Department

Membership Development

Developing NABWIC's membership requires identifying and attracting potential members and keeping current members. New members bring fresh ideas and new energy to an organization. Current members are crucial to continuing NABWIC's good works.

To recruit new members, the membership committee sets goals, develops a plan for achieving them, and communicates with NABWIC members in order to implement the plan. Although the committee leads the NABWIC's recruiting efforts, recruiting is a responsibility of each member. The membership committee should encourage all members to ask friends, family, business associates, and other community members to join.

Retention efforts should be a priority for the membership committee. Conduct NABWIC and member assessments regularly to determine NABWIC's strengths and weaknesses. Ensuring that members are informed, involved, and recognized for their contributions will increase member satisfaction. Monitoring trends in project participation and engagement, length of membership, fellowship activity, and contributions to the annual retreat can reveal concerns that may need to be addressed.

The process for developing a NABWIC member often includes the following stages:

- Identify
- Introduce
- Invite
- Induct
- Inform and Orient
- Involve
- Educate

Identify. Identify members of your community who are a good fit for NABWIC. Careful selection of members will increase your NABWIC's retention rate and reinforce positive attitudes toward new-member Induction.

Subcommittees

Introduce. Introduce prospective members to NABWIC by describing what we do, our successes and our programs. Develop a program that provides prospective members with an overview of:

- NABWIC's history and a description of its primary or signature projects and activities
- The benefits and value of membership in NABWIC and the various opportunities to get involved in activities.

A prospective member who has been introduced to NABWIC by enthusiastic members and who is well informed in these areas before joining and one who is more likely to become an involved and active member.

The committee should compile an organization profile that can be presented to visitors. Consider also providing the *Prospective Member Information Kit*.

Invite. Invite prospective members to join with a visit from both a general member and a member from the membership committee. When extending the invitation, you should know the interests and expertise of the prospective member in order to point out activities and projects that would be of interest to them. If the candidate meets qualifications for membership, your committee should submit the membership application to the NABWIC Membership Chairwoman.

Induct. Induct new members in a dignified and meaningful way. Invite family members to attend the induction ceremony. During the ceremony, ask new members to talk briefly about themselves. Ensure that all NABWIC members personally introduce themselves to each new member.

Membership committee should provide a new member with the following items:

- Welcome Letter
- Organization information
- Organization name badge
- Rose
- Certificate

Conduct the

Communicate with the chapter marketing committee to ensure that the new member and sponsors are recognized on website and other communications.

Inform and orient. Inform new members about NABWIC by focusing on the following areas:

- Opportunities for service and involvement
- The benefits of being a member of the organization
- The organization's history and impact on the community

Involve. Ensure that all new members are involved in projects, committees, activities, fundraisers, board meetings, general meetings, and social activities.

Consider these suggestions for involving new members:

- Assign new members to a committee or give them a role at chapter meetings.
- Encourage new members to experience NABWIC by attending the annual retreat.

Educate. Members who feel informed and involved are more likely to remain actively engaged in programs, projects, and initiatives. Chapters should also regularly communicate news from Executive Board to their members. Consider the following activities:

- Regular chapter meetings to discuss which activities members want to continue and which they want to change
- Encourage participation in Blog Talk

Use your NABWIC websites, social media sites, meetings and emails, and chapter newsletters to share information from your region.

Encourage members to visit www.nabwic.org and to connect with NABWIC's social media pages to stay current on events and resources.

(content, go to www.rotary.org)

Membership Committee Chair

To prepare for your term as committee chair, learn what will be expected of you and your committee by NABWIC's board of directors and members. There are several things you should do before you take office to prepare for your role. In addition to attending the annual retreat and strategic planning meeting, you should participate in activities of your chapter.

- Meet with the outgoing committee chair
- Review your organization's bylaws to become familiar with procedures and

regulations

- Review the strategic plan and develop annual goals to support it
- Select and prepare your committee members with the president elect
- Create subcommittees as needed (identifying new members, retention, new-member orientation, and mentoring)
- Develop a communication plan for the year
- Determine what additional responsibilities or duties are needed for your committee

Good preparation will lead to a productive year. Once you take office, you will have the following major responsibilities:

- Manage your committee's budget.
- Work with other committees in each chapter.
- Plan and conduct regular committee meetings and activities.
- Monitor progress toward your committee goals, and report committee activities and progress to NABWIC president, board of directors, and full organization.

Your Committee

Work with the president-elect to select committee members to fill vacancies and conduct planning meetings before the start of the year. For continuity, committee members should be appointed for three years. When selecting new members, consider the following characteristics:

- Professional experience in recruiting, marketing, or sales
- Thorough knowledge of NABWIC
- Outgoing and sociable personality

Once your committee is formed, it is your responsibility to prepare members for the coming NABWIC year. Determine how to use the skills and interests of your members and delegate tasks accordingly. You can prepare committee members by:

- Informing them of the committee's ongoing activities and plans related to the club's strategic plan
- Pairing new committee members with more experienced ones
- Encouraging communication with counterparts in other chapters using the
- Monthly membership directory update
- Sharing the resources available to your committee
- Giving members a list of district activities and meetings

Goal Setting

As the Membership committee chair, you are responsible for ensuring that it sets and achieves its annual goals to support NABWIC's strategic plan. You'll have an opportunity to work on goal setting with your president-elect and other incoming leaders at the annual retreat.

Effective goals. Be sure that the annual goals reflect committee capabilities and NABWIC interests. Goals should be shared, measurable, challenging, achievable, and time specific.

All incoming

Action plan. Work with chapter leaders and committee members to develop an action plan that outlines the steps needed to achieve each goal. The following steps can help:

- Establish a time frame for each step.
- Determine who is responsible for implementing each step.
- Establish the criteria for measuring progress and success for each step.
- Consider the resources available and needed from the organization to support the goal.
- Decide how you will evaluate success in attaining your goals, and whether baseline data is needed.

Motivation. Part of your responsibility is keeping your committee members motivated. Common motivators include:

- Assurance that the goal will be beneficial
- Belief that the goal is achievable and will be successful
- Opportunities for fellowship and networking
- Assignments that use each member's expertise
- Recognition of efforts and time spent working toward committee goals.

Using these motivating factors can help maintain member commitment to NABWIC and encourage continued participation in activities.

Budget

The Budget Committee is chaired by the Treasurer and includes the Financial Secretary and President. The role of the finance committee is primarily to provide financial oversight for the organization. Typical task areas for small and mid-sized groups include budgeting and financial planning, financial reporting, and the creation and monitoring of internal controls and accountability policies. An outline of responsibilities appears below.

Budgeting and Financial Planning

1. Develop an annual operating budget with members.
2. Approve the budget within the finance committee.
3. Monitor adherence to the budget by all department chairs.
4. Set long-range financial goals along with funding strategies to achieve them.
5. Develop multi-year operating budgets that integrate strategic plan objectives and initiatives.
6. Present all financial goals and proposals to the member body for approval.

The NABWIC finance committee will have the option to engage in an annualized budgeting process in cooperation with the staff administrative leader and president.

In addition to developing an annual budget, the financial committee should also set long-term financial goals. These goals might include, for example, the creation of a working capital or cash reserve fund and the creation of a fund for maintaining or replacing equipment. If the organization has a strategic plan, the finance committee will work with the staff to determine the financial implications of the plan and will plot them into a multi-year organizational budget that will financially support the implementation of the strategies.

Reporting

1. Develop useful and readable report formats with members.
2. Work with staff to develop a list of desired reports noting the level of detail, frequency, deadlines, and recipients of these reports.
3. Work with staff to understand the implications of the reports.
4. Present the financial reports to the full board.

The finance committee will provide highly contextual reports clearly communicating the organization's financial and cash position, its adherence to the budget, its allocation of resources toward the accomplishment of its mission, and its support of any donor-imposed restrictions on contributions. Having a predetermined list of reporting expectations permits members to allocate enough time to produce accurate, high quality reports and not be caught off guard by ad hoc requests. In addition, these reports should help to focus the member's discussion about expected outcomes and potential strategies for overcoming setbacks or changes in the financial environment.

Internal Controls and Accountability Policies

1. Protect the organization's assets by creating, approving, and updating policies.
2. Document all policies and procedures for financial transactions in the manual. Manual should be reviewed and updated annually.
3. Ensure approved financial policies and procedures are being followed.

Although the designated appointee on the financial committee carries a fiduciary responsibility for the organization, the finance committee serves a leadership role in this area, making sure appropriate internal control procedures for all financial transactions are documented in the manual and followed by members. The committee will also play a role in determining and updating bank account signatures as well as ensuring they meet all legal and governmental filing deadlines.

The Finance committee will ensure compliance and developing other policies that further serve to protect the organization and manage its exposure to risk. These include establishing policies surrounding:

- Personnel policies

- Executive compensation packages (in the absence of a separate human resources committee)
- Long-term contracts or leases
- Loans or lines of credit
- Internet use and computer security
- Capital purchases
- Disposition of donated stock
- Insurance requirements and reviews
- Record retention
- Gift acceptance

Covering Audits and Investments

Depending on many factors including – the size of the membership, the size of the budget, the magnitude and complexity of existing financial assets – the finance committee may be called upon to perform the roles of the audit committee and the investment committee. The basic audit and investment committees responsibilities include:

Audit Committee

1. Recruit and select the auditor.
2. Review the draft audit.
3. Present the audit report to the full board of members (if the auditor does not do this).
4. Review the recommendation letter from the auditor and ensure follow up on any issues mentioned.

Investment Committee

1. Draft an investment policy detailing the objectives of the investment portfolio, guidelines on the asset allocation of the portfolio based on a predetermined level of risk tolerance, authorizations for executing transactions, disposition of earned income, etc.
2. Follow all provisions of the policy.
3. Review the policy at least annually and update if necessary.
4. Hire and evaluate investment managers or advisors, if budget allows.

If the NABWIC organization does not have enough cash to support a full-blown investment portfolio, it

will manage its cash to optimize earned revenue. If an organization has excess operating cash, the finance committee, with the member's administrative leader's input, may consider drafting guidelines for putting the excess cash in low-risk, short-term vehicles. These should be designed to maximize earned revenue from existing cash without interfering with operating cash flow needs, i.e., purchasing short-term CDs with staggered maturity dates, or establishing a sweep account arrangement wherein excess cash is swept into a higher-yield vehicle each night.

Role of the Treasurer

As the chair of the finance committee, the treasurer makes sure the committee does its job. Specific duties of the treasurer include:

1. Serving as the principal liaison between the committee and the members of NABWIC or board
2. Working with the leader to set an agenda for each committee meeting,
3. Notifying members about the meeting,
4. Ensuring handouts and reports are prepared and sent to committee members in advance.

The treasurer may use an annualized committee task list for organizing the committee's work. This could take the form of a month-by-month timeline or calendar that integrates budgeting and financial planning deadlines, governmental and legal filing deadlines, internal report deadlines, dates to review and update policies and procedures, and dates of finance committee meetings and board meetings

Communication

Think about how you will communicate with the following leaders.

- **Committee members.** Committees should meet regularly and identify available resources, discuss ongoing projects and new initiatives, and develop strategies to achieve committee goals.
 - **Your chapter.** Report your committee's activities, including action plans and progress toward goals to your chapter president and board members.
 - **Other committees.** The work of one committee affects the work of another. Your committee should work with the following chapter committees:
 - marketing committee (to elevate the image of your chapter in the community, making it more attractive to potential members and building pride among current members) and sponsorship committee:
1. Marketing will electronically generate "Thank you letter" as soon as members pay dues
 2. National Membership Chair will order badges every 30 days
 3. Membership items will be sent to new members within 30 days after full membership payment is received

We Want To Be a New Chapter!! What Do We Do Now?

Congratulations!

You have taken the first step to become a new chapter of the National Association of Black Women in Construction, Inc. (NABWIC). You have decided that you, and other women in your area in the field of construction and related industry sectors, are ready to take advantage of opportunities available in our organization.

This section of the Membership Committee handbook is designed to give you an overview on organizing a chapter in your area, the necessary documents and guidelines for a new chapter, and helpful tips on membership growth. As you go through this process, remember that NABWIC members are ready, willing and able to help you succeed. Don't hesitate to contact the NABWIC National Membership Chair or President with questions or concerns.

A few items to keep in mind:

- You will need a minimum of 5 members to charter a chapter (the more charter members you have, the greater your success as a chapter)
- You will need to schedule a pre-organizational meeting and a subsequent organizational meeting (details in later chapters)
- Determine the area your chapter will serve; the area your members will come from.
- Review the NABWIC Bylaws and Standing Rules.
- Member enthusiasm is the key to a healthy and growing chapter.

As you move forward, please know our national leadership is available to help your chapter thrive. Keep a contact list close at hand...you are not on your own.

Again, congratulations and welcome to NABWIC!!

How to Start a NABWIC Chapter

- Plan the first meeting (approximately 1 ½ to 2 hours).
 - Pick a location for the meeting
 - Invite and confirm at least six people for the meeting.
 - Confirm attendance of NABWIC National president, vice president, National membership chair or designated representative.
 - Give a copy of each of these to each guest: Agenda, National Bylaws, and History
- Hold the first meeting which shall be the pre-organization meeting (facilitated by a financial NABWIC member in Region). A financial member can be assigned by contacting the NABWIC Membership Chair.

- At the first meeting be prepared to –
 - Decide on the next group meeting date which shall be the **first organization meeting**.
 - Decide on a Chairperson. (Just because you initiate the first meeting does not mean you have to be the Chairperson. One of the other people may take on this role.)
 - Go over the enclosed NABWIC Chartering Group Registration Form and set a date to submit the completed form
 - Review the major topics of the NABWIC National Bylaws and Standard Chapter Bylaws
 - Submit a completed NABWIC Membership Form, along with membership fee, for each group member within 30 days of the pre-organizational meeting.
 - Decide on a group name (which must be on the Chartering Group Registration form).
 - Determine the territory that your chapter will cover.
 - Discuss and understand the membership dues and structure and what funds are due to the National Chapter.
 - Discuss how you shall advertise the formation of the proposed chapter and generate interest – Facebook, Twitter, LinkedIn, etc.

- Submit the completed Chartering Group Registration form with fee \$150 to the NABWIC Membership Chair within 30 day of the pre-organizational meeting. Forward Group Registration Form and NABWIC Membership Form (with fees if applicable) to:

NABWIC
PO Box 173967
Hialeah, FL 33017

First Meeting (Pre-Organizational Meeting)

Please keep in mind:

The appointed Chair facilitates this meeting and may have a standard agenda for first meeting that may be used in place of or with adjustments to this suggested agenda.

Agenda

- I. Call to order and Prayer/Meditation
- II. Introductions by everyone
- III. National Membership Chair goes over Chapter formation requirements.
 - a. NABWIC History and Founder (get from Ann McNeill)
 - b. Why join NABWIC?
 - c. NABWIC Member Code of Ethics and NABWIC Member Policies (Accountability)
 - d. Discuss the major topics of the National Bylaws and NABWIC Bylaws
- IV. Membership Chair will cover the Chartering Groups Registration Form; and the group agrees on a date to submit the form with the required fees to the National Chapter.
 1. Group will nominate and vote on temporary Chairwoman (who, among other responsibilities, will submit all needed forms and monies to National on behalf of the group), temporary Vice Chairwoman, temporary Secretary and temporary Treasurer. Each referenced member must be financial.
 2. Group will agree on deadline date everyone will submit NABWIC Membership Application and dues.
 3. Group will agree on meeting dates for the next eight weeks (i.e. Mondays, 7pm – 8pm) and advise National Membership Chair to ensure availability
- V. Set date for the next group face to face meeting which shall be the **First Organizational meeting** where the National and Chapter Bylaws are adopted.
- VI. Recommend group names and vote on name within next 30 days.
- VII. Any wrap up discussion.
- VIII. Closing Prayer/Meditation and Adjournment

First Organizational Meeting

Now this is the real thing. At the Organizational meeting you should again follow an agenda.

- The presiding officer is the temporary chair that was elected at the Pre-Organizational meeting
- Minutes of this meeting are required and will be the responsibility of the temporary secretary (see sample)
- A brief overview of NABWIC can be given by either the NABWIC National President or designated member
- With at least 5 potential members committed to joining, the business portion of the meeting can take place and include the following:

- Adopt both the NABWIC and Affiliated Chapter Bylaws
- Adopt Chapter Standing Rules to establish the amount of chapter dues, monthly meeting date, and if an initiation fee will be charged. If the offices of President-
- Elect and/or Corresponding Secretary will be held, or if more than two (2) Directors will be elected, the Standing Rules must state this also
- In accordance with the NABWIC Bylaws, elect a President, Vice President,
- Recording Secretary, Treasurer, and not less than two Directors
- Additional Directors, President-Elect and Corresponding Secretary may also be elected as per adopted Chapter Standing Rules
- Decide upon the territorial limits and a chapter name (to be approved by the NABWIC President)
 - Where feasible, the name should be the same as the principal city. If the new chapter borders on two (2) NABWIC Regions, it is the chapter's choice what region they will charter with. (It is suggested that the new chapter not use 'Greater' in its name.)
- Select a tentative chartering date six to eight weeks out, to be approved by the NABWIC President
 - This time frame is necessary to process the required papers and arrange for a NABWIC representative to be present
 - The chartering banquet must be held no later than ninety (90) days after the Organizational Meeting
 - No chartering dates shall occur fifteen (15) days prior to or fifteen (15) days after the close of the NABWIC Annual Meeting.
- Ask for volunteers to serve on the required standing committees (see list of committees included)
 - The Education Committee should start lining up speakers for monthly chapter meetings as soon as possible.
 - The newly organized chapter is encouraged to decide on a location for the next monthly chapter meeting (date as established by adopted Chapter Standing Rules) and hold that meeting even if it is before the official chartering.
 - Gather the applications of the fifteen (15) minimum members with applicable payment; copy of organizational minutes; copy of standing rules, request for chapter name and proposed chartering dates and send them to the NABWIC office for processing and appropriate approval of chapter name and chartering date and appointment of chartering officer.

The NABWIC National President and National Membership Chair should continue to communicate and attend meetings of the newly chartered chapter. The support and information they can provide will further strengthen the vitality of the group. They should:

- Provide samples of newsletters, budgets, and speakers
- Introduce new members to the NABWIC national board members and let them know about their support.
- Be sure that the new chapter officers and committee chairs obtain handbooks and can access the NABWIC website for information.

The newly chartered chapter should be able to ask for guidance without hesitation. They are now part of a whole network of women in the construction industry that can help enhance their success!

Prepare for Chartering

Only financial members can be identified as Charter Members

- ❖ Each Charter member confirms to the Chairwoman that after submitting their NABWIC membership application and required fee they received a *NABWIC certificate, Rose, and name badge*
- ❖ Each Charter member shall confirm their adherence to the NABWIC Member Code of Ethics by reciting it, as noted below.
- ❖ Each Charter member shall agree to abide by the NABWIC Member Policies as noted below

NABWIC Member CODE OF ETHICS

- I will always contribute to the harmonious supportive atmosphere of NABWIC and my chapter,
- I am committed to growth and goals of NABWIC as well as my fellow members' success.
- I will always behave ethically toward my chapter members and the other members of NABWIC.
- I will maintain absolute confidentiality with respect to the disclosures made by NABWIC members.
- I will make conscientious effort to attend and participate in NABWIC events and meetings.

NABWIC MEMBER POLICIES

- Prior to the submission of an application, potential members may attend meetings.
- Membership within NABWIC occurs once all admission requirements have been met, and with the unanimous vote by Membership Committee accepts membership; with the provision that the Chair may overturn a membership vote to accept a member at their discretion.
- Membership dues are to be paid annually on or before January 1st of each year. New members must pay dues with Member Application.
- Member dues are pro-rated when joining mid-year.
- Only active, non-provisional members can be elected to serve on committees, receive member discounts, and appear in the membership directory.
- Members are expected to arrive at meetings or NABWIC events in a timely manner and to remain for the duration.

Charter Chairperson Registration Form

Name _____ Middle _____ Last Name _____

Address _____ Apt/Suite # _____

City _____ State _____ Zip _____

Home Phone _____ Cell Phone _____ Office Phone _____

Email Address _____ Alt Email _____

Do you own your own business ___ Yes ___ No

Are you planning to start your own business? ___ Yes ___ No

What is the name of your business? _____

Years in business _____

Purpose of business _____

Web Address _____

Select Membership Type Method of Payment

How did you hear about NABWIC? _____

Have you ever attended a NABWIC event? ___ Yes ___ No If yes when and what event? _____

Are you a member of a NABWIC Group? ___ Yes ___ No (If yes, please provide Group info below)

Group Name _____ Group Leader _____

Please enclose Minutes from 1st meeting.

CHARTERING GROUP INFORMATION (THERE MUST BE AT LEAST FIVE (5) FINANCIAL MEMBERS TO CHARTER)

1. NAME _____ EMAIL _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP CODE _____
 BUSINESS NAME _____
 BUSINESS ADDRESS _____
 CITY _____ STATE _____ ZIP CODE _____
2. NAME _____ EMAIL _____ ADDRESS _____
 CITY _____ STATE _____ ZIP CODE _____
 BUSINESS NAME _____
 BUSINESS ADDRESS _____
 CITY _____ STATE _____ ZIP CODE _____
3. NAME _____ EMAIL _____ ADDRESS _____
 CITY _____ STATE _____ ZIP CODE _____
 BUSINESS NAME _____
 BUSINESS ADDRESS _____
 CITY _____ STATE _____ ZIP CODE _____
4. NAME _____ EMAIL _____ ADDRESS _____
 CITY _____ STATE _____ ZIP CODE _____
 BUSINESS NAME _____
 BUSINESS ADDRESS _____
 CITY _____ STATE _____ ZIP CODE _____
5. NAME _____ EMAIL _____ ADDRESS _____
 CITY _____ STATE _____ ZIP CODE _____
 BUSINESS NAME _____
 BUSINESS ADDRESS _____
 CITY _____ STATE _____ ZIP CODE _____

If others, please add on separate sheet.

GROUP AGREEMENT: On behalf of the proposed group members listed herein I confirm that we have agreed to adhere to the bylaws, rules, regulations and policies of National Association of Black Women in Construction (NABWIC). This agreement shall survive any termination or dissolution of Chapter.

Group Leader Signature: _____ Date: _____

Please make all checks payable NABWIC
Mail form and payment to: NABWIC and mail to: NABWIC, Inc. PO Box 173967 Hialeah, FL 33017

INTERNAL USE ONLY		
DATE RCVD:	MEMBERSHIP CHAIR APPROVAL	PAYMENT PROCESSED
PRESIDENT APPROVAL	CONSTANT CONTACT	CHARTER APPROVED



National Association of Black
Women in Construction, Inc.

APRIL 9, 2014 – APRIL 8, 2015
MEMBERSHIP APPLICATION

___ **NEW MEMBER**

___ **RENEW MEMBERSHIP**

SECTION I – GENERAL INFORMATION

Name: _____
Last First Middle Nick
Name

Company: _____ **Title:** _____

Corporate Address: _____
City State Zip Code

Contact Information: _____
Office Cellphone e-mail address alternate
email address

SECTION II – MEMBERSHIP (check only one)

NABWIC’s Fiscal Year is October 1 through September 30. **All renewals are due Oct. 1** of each year. You will receive a renewal notification prior to October 1st.

Membership Level	Annual Membership Dues
<input type="checkbox"/> Affiliate	\$ 100.00 (membership not affiliated with a NABWIC chapter).
<input type="checkbox"/> Student	\$ 35.00
<input type="checkbox"/> Individual	\$ 200.00
<input type="checkbox"/> Small Corporate up to \$5 Million in sales	\$ 2,500.00
<input type="checkbox"/> Medium Corporate up to \$25 Million in sales	\$ 5,000.00
<input type="checkbox"/> Large Corporate above \$25 Million in sales	\$ 10,000.00

SECTION III – CORPORATE MEMBERSHIP (check one)

Company Type

- General Contractor/Construction Manager
- Trade Contractor: _____ (type)
- Professional Service Provider
- Architect
- Interior Designer
- Supplier: _____ (type)
- Vendor: _____ (type)
- Other: _____ (type)

Year Company Incorporated _____ **Corporate Website:** _____

NABWIC MEMBERSHIP APPLICATION – PO Box 173967 – Hialeah, FL 33017

What Is Next?

1. APPROVAL

- a. Upon receipt of all required documents and fees, NABWIC Membership Chair will submit Group Bylaws to Legal for sufficiency. Legal shall submit interpretation within 30 days.
- b. After receiving approval from Legal, Membership Chair is prepared to send letter congratulating Chapter and prepare Chapter for Chartering.
- c. When permission to charter a new chapter is granted by the NABWIC Membership Chair, President, Vice President or Board of Directors (chapter relinquished less than 5 years),
- d. The chartering chapter will receive a seed money check from the NABWIC Office. The amount is determined by the current number of members in the Chapter.
- e. Chapter President will coordinate with Membership Chair and President Chartering ceremony.

2. CHARTERING EXPENSES

NABWIC will pay Charter expenses where the Charter Ceremony takes place. Each member shall pay her own expenses.

3. AFTER CHARTERING, THE CHARTERED CHAPTER SHALL:

- a. Ensure that a copy of the Official Charter is mailed to the NABWIC Office PO Box 173967, Hialeah, FL 33017
- b. Continue to solicit new members.
- c. Offer your assistance to the new Board of Directors, explaining their duties and responsibilities as officers and directors.
- d. Invite members from the new chapter to attend chapter and Board meetings.
- e. Encourage new chapter members to attend conference(s). Explain the usual format, proper attire, time schedule, etc. Advise them of all upcoming regional and national events, i.e., conferences, Annual Retreat and Strategy Meeting, etc.

CONGRATULATIONS!!!

This is the big night!

The Chartering ceremony will be the first introduction to NABWIC for many in attendance, including industry employers. It is important that the best possible first impression be made.

The following may prove helpful:

- The room should be large enough to allow ample space to move about during the social hour.
- Name Tags should be provided for all in attendance and guest book provided. Use different colored name tags for the chartering members.
- Be sure to greet everyone and enjoy your accomplishments.
- Your Chapter name has been approved, you have received the chartering kit from the NABWIC Officer, your invitations have been sent out, RSVP's have been received, you have been in communication with the NABWIC Director and NABWIC Chartering Officer and you are ready to go.

A couple of things to remember:

- Coordinate with the NABWIC President and Membership Chair on your choice of the installation ceremony;
- Make certain that as many of the chartering members are in attendance;
- Remember to bring the Charter to the meeting;
- Have your agenda printed;
- Have someone at the door with the RSVP list checking people in;
- Have fun.

A sample agenda and sample Chartering Officer Ceremony is attached for your use.

SAMPLE

National Association of Black Women In Construction

Chapter # _____

Chapter Chartering Installation of Officers and Directors

Date: _____

AGENDA

Call to Order Sponsoring Chapter President

Inspiration and Pledges

Welcome Sponsoring Chapter President

Dinner??

Chapter Chartering

Ceremony NABWIC Chartering Officer

Installation of Officers and Directors Region _____ Director _____

Gavel Presentation Sponsoring Chapter President

Chapter President's Comments

_____, Chapter # _____

Adjourn

NABWIC has received the request for charter, the required documentation for chartering and incorporation, applications of the chartering members and the chapter name of _____ has been approved.

As an Officer of the National Association of Black Women in Construction and the Chartering Officer, I declare the _____ Chapter of NABWIC # _____ duly chartered. Congratulations.

NABWIC Director, _____ as the Director of Region _____ in which this chapter resides, please install the Officers of the _____ Chapter of NABWIC # _____.

What Else Do We Need to Know?

1. When permission to charter a new chapter is granted by the NABWIC National President or Board of Directors, a kit from the NABWIC Office will be sent to the sponsoring chapter. The kit will contain:

- Current NABWIC Manual (if needed)
- Membership Applications
- Value Brochures
- Stationary

2. Once a date has been set for the chartering, the NABWIC Office will mail these items to the chartering chapter president:

- President's Pin
- Gavel
- NABWIC Manual
- Official Charter and Seal
- Committee Handbooks

3. CHARTERING EXPENSES PAID BY CHARTERING CHAPTER

NABWIC chartering chapter will pay banquet dinner costs in the city where the new chapter is located. The NABWIC National President Director and appointed NABWIC Officer shall pay her own expenses.

- Telephone, postage and cost of reproducing materials
- Invitations to the chartering, if used
- Other costs associated with the chartering, including gifts if presented

The chartering chapter will receive a seed money check from the NABWIC Office compliments of the NABWIC Board of Directors. The amount is determined by the current NABWIC budget.

4. AFTER CHARTERING, THE CHAPTER SHALL:

- See that a copy of the Official Chapter Charter is mailed to the NABWIC Office
- Work closely with a chapter closest to it to ensure its success, to assist members in setting up a budget, establishing design and format of a newsletter, getting speakers, initiating ways & means ideas, beginning a chapter roster, etc. It is recommended that monthly phone calls be made to answer any questions they may have, as well as to see how the new chapter is functioning.
- Continue to solicit new members.
- Work with a chapter closest to it to obtain assistance for your new Board of Directors and to explain their duties and responsibilities as officers and directors.
- Invite members from the closest chapter to attend your chapter and Board meetings.
- Encourage new chapter members to attend conference(s). Explain the usual format, proper attire, time schedule, etc.

5. AFTER CHARTERING, THE NEW CHAPTER SHALL

- Send a copy of the chapter newsletter to the NABWIC National President and to the chapter president nearest you.
- For the first year only, it is recommended that copies of Regular Meeting Minutes and the monthly Board of Directors' Meeting be sent to the NABWIC National President.

NABWIC Marketing Plan

Wanda Easton

Gwendolyn Edwards

Clarence Glenn

Robbin Goodine

Bernice Mathai

Marketing Committee

Professor: Dr. Revonna Mitchell

10/15/2013

NABWIC Marketing Strategy

1.0 Executive Summary:

On December 12, 1991 the vision for National Association of Black Women in Construction (NABWIC) was conceived as an idea by the founder, Mrs. Ann McNeill. The intent is to go back into junior high schools, high schools and colleges to encourage young black girls and young black women to become construction professionals, trades women, architects, engineers, suppliers, contractors, subcontractors and laborers.

Mission:

NABWIC was founded to increase the national awareness of African American women in the construction industry. The charge of the National Association of Black Women in Construction (NABWIC) is to advocate for Black women to further opportunity for its membership. We advance the NABWIC mission, as our core foundation is strengthened, with the building blocks of new educational, entrepreneurial, professional and social network connections.

Vision:

The vision of the National Association of Black Women in Construction (NABWIC) is to build lasting strategic partnerships with first-rate organizations and individuals that will provide ground breaking and innovative solutions for black women in construction and their respective communities.

2.0 Situation Analysis

The National Association of Black Women in Construction (NABWIC) is a national nonprofit organization offering a service to a distinct market. NABWICs potential customers include young African American girls, young women, and underrepresented minorities from urban areas. This population can be found in junior high schools, high schools, and colleges in the target areas.

Market research suggests that based on the service delivery areas and targeted potential customers, NABWIC has great potential growth ability. The sustainable competitive advantage for NABWIC would be to increase its “Members in Action” membership to fifty. To be effective in its initiative, NABWIC needs to experience growth in both partner and sponsor development. Anticipating the difficulty of engaging participants from low income communities, NABWIC has to implement innovative strategies to educate, motivate, and inspire targeted population. NABWIC competition is service oriented nonprofits with community centered initiatives.

The National Association of Women in Construction (NAWIC) and the Associated Builders and Contractors (ABC) are the two veteran organizations in the field of construction. Both companies are established organization with at least fifty years of experience. These two organizations should serve as blue prints for NABWIC to build. NABWICs distinct niche market is its competitive edge. Serving a minority population gives NABWIC more access to federal grants. NABWIC service delivery area also gives the nonprofit an edge. There are a plethora of organizations dedicated to empowering minorities that NABWIC can form strategic alliances. A detailed assessment of forces that will support or hinder NABWIC success can be found in the SWAT analysis.

2.1 Market Summary

The National Association of Black Women in Construction (NABWIC) is a nonprofit organization with the sole purpose of advocating for African American women in construction within the Metro-Atlanta area including but not limited to Fulton, Clayton, DeKalb, Newton, Coweta, and Spalding counties. Through a structured foundation of educational and entrepreneurial building blocks, NABWIC empowers African American women to become competitive in the following fields:

- Construction
- Architecture
- Engineering
- Aviation
- Transportation

To accomplish its mission of increasing national awareness of African American women in construction, NABWIC’s marketing committee will utilize its marketing budget to employ a three phase marketing strategy consisting of three aggressive objectives. NABWIC utilizes demographic surveys as part of its market research strategy.

NABWIC niche market targets education and business and industry in low income and rural areas where much of the public and government owned facilities are in need of renovation. The target market for NABWIC is separated in the following three categories:

- Members
- Sponsors
- Youth & Young Adults

NABWIC marketing mix consists of five marketing categories:

- Branding
- Website Development
- Banner Advertising
- Social media
- Collateral

2.2 SWOT Analyses

2.3 Competition

NABWIC is an original nonprofit organization birthed through the vision of its founder. Its originality is in its service to African American young girls and women. There are many other nonprofit construction companies in existence in the Atlanta area, but they are not gender or ethnic specific. NAWIC and ABC are the two seasoned competitors in this industry. In order to bring into fruition its future goals, NABWIC will need to apply for federal government funding. NABWIC's completion includes any nonprofit organization applying for federal funding grants listed with the Catalog of Federal Domestic Assistance:

- Department of Agriculture – Women and Minorities in Science, Technology Engineering and Mathematics Field
- Department of Defense – Science, Technology, Engineering and Mathematic – K - 12 (STEM)
- Obligations (122) – Project Grants

2.4 Product Offering

NABWIC offers a structured foundation for young girls and women who are interested in construction and associated fields. Participants utilizing this platform gain access to the following from industry professionals:

- Education and Technical/Craft Training
- Hands on Training
- Scholarships
- Mentorships
- Apprenticeships
- Public Service Opportunities
- Job Opportunities
- Entrepreneurial Opportunities
- Professional and Social Network Connections
- Empowerment

2.5 Distribution

NABWIC's services will be distributed through strategic partnerships and sponsors:

- Local Construction companies
- Industry Development Sites
- Habitat for Humanity Locations
- Nonprofit Construction Sites
- YWCAs
- Technical College Campuses
- Comprehensive High School Campuses

3.0 Marketing Strategy

NABWIC will employ a three-phase strategy for accomplishing its mission of increasing the national awareness of African American women in the construction industry.

Phase I: Recruiting a nationwide network of black professionals for membership and mentorship is the first order of business. NABWIC will become the champion for these professionals as we proactively share their stories.

Phase II: Soliciting sponsorship for event support and in-kind donations for our programs to take advantage of the community investments of corporations in urban cities around the country.

Phase III: Conducting outreach programs in partnership with neighborhood organizations in urban cities to expose black females to and promote the benefits of careers in construction and related fields.

3.1 Objectives:

NABWIC members will execute the above strategies by reaching the following objectives:

1. Increase Membership: Conduct membership drive targeting African-American professional groups
2. Identify Sponsors: Recruit businesses as sponsors that are in the construction business (i.e. Home Depot, Lowes, Ace Hardware) to provide funding and in-kind donations to support our efforts.
3. Create Opportunities for Youth & Young Adults: Partner with schools and neighborhood organizations to identify junior high and high school students in urban communities.

3.2 Target Markets

Members:

- a. The Directory of African American Architects – blackarch.uc.edu
- b. National Black Chamber of Commerce – nationalbcc.org
- c. National Society of Black Engineers – nsbe.org
- d. BBB Accredited Black Electricians – <http://www.bbb.org/stlouis/accredited-business-directory/electricians/black-mo>
- e. Black-Owned Construction Firms – <http://www.blackenterprise.com/tag/black-owned-construction-firms/>
- f. National Conference of Black Mayors – ncbm.org
- g. Black Realtors – <http://www.blackenterprise.com/tag/real-estate/>

Sponsors:

- a. Home Depot Community Impact Grants – Up to \$5000
- b. Home Depot Event Sponsorships – homedepotproposals.com
- c. Lowe's Charitable and Educational Foundation – lowes.com/community
- d. Ace Hardware – <http://www.acehardware.com/corp/annrep2005/index.jsp?page=giving>

Youth & Young Adults:

- a. Partner to create after school programming for Boys & Girl's Clubs, YWCAs, and Salvation Army
- b. Establish a scholarship fund for high school students
- c. Form Habitat for Humanity partnerships
- d. Establish internships for students at Historically Black Colleges (HBICs)
- e. Partner with trade schools to conduct tours and recruiting
- f. Develop mentor program with NABWIC member companies

3.3 Positioning

NABWIC is the voice for black women in construction. We are advocates. We are promoters. We are building up women from adolescence to maturity.

3.4 Strategies

Product: NABWIC Connections

Pricing: Membership Price:

Individual	\$200.00
Affiliate	\$100.00
Government Employee	\$100.00
Student	\$35.00
Small Corporation	\$2500.00 (up to 5 Mil in sales).
Large Corporation	\$10 K (up to 25 Mil in sales).

Distribution: Website, banners, social media, brochures, mail.

Marketing Communication:

Internet and radio

3.5 Marketing Mix

Branding:

Update branding to reflect a more corporate and national focus for national influence.

Website Development:

Redesign the website to reflect new branding, and include content designed for all three focuses: 1) Members, 2) Sponsors, & 3) Youth.

Utilize a content marketing approach to establish NABWIC as the experts and resource for the development of women in the construction industry.

Add a lead capture mechanism by providing a Free Report on market trends and opportunities for African-Americans.

Include member profiles to share their stories and successes as examples to follow.

Show more interaction between members and youth in gallery photos.

Allocate prominent placements for sponsor recognition, including banner ad placement for the promotion of NABWIC and partner programs and events.

Banner Advertising:

Create banner creative for primary use on NABWIC website, and provide them to partners to promote joint events and programs.

Social Media:

Establish a Hootsuite.com account to schedule and manage social media content.

Facebook – <https://www.facebook.com/pages/Nabwic/300955849942959>

Launch targeted campaigns before every major event. Provide a discount on paid events in exchange.

Twitter – <https://twitter.com/NABWICtweets>

Start conversations around member successes, opportunities and NABWIC events.

LinkedIn – <http://www.linkedin.com/in/annmcneillmasterbuilder>

Blog-talk Radio – <http://www.blogtalkradio.com/nabwic>

Collateral:

Letter head, Business Cards, Envelopes, Note Cards

Brochures, Postcards, Binders

3.6 Marketing Research

Utilize Survey Monkey to conduct demographic surveys of black professionals through social media.

Publish findings through blog with member features to promote the benefits of careers in construction and their impact on individuals and communities.

Customer Analysis

Current Market Analysis

Time Frames

Resource Needs

4.0 Financials - \$12,000 budget

Branding: \$1200

Website Development: \$2500

Banner Advertising: \$1500 (Design for 16 ads)

Social Media:

Hootsuite.com – Free Account (To manage up to 100 social media accounts); Very easy to learn; can be managed by an intern

Collateral:

Identity Package – \$750 (Logotype Update, Electronic Letterhead, Business Cards, Envelopes, Note Cards PDFs)

Brochures, Postcards, Binders – \$2500 (4 Major Programs/Events per year)

Pricing based on Glassworks Dream Boutique pricing for graphic design and non-profit marketing management of 4 events per year: glassworksdream.com.

Yearly Budget- \$12,000

Budget Narrative

Cash Flow Reports

Program Budgets

Financial Statements

Financial Analysis

Audit Reports

Daily Reports

Monthly Reports

Month End Closing Procedures

Accounts Payable

Accounts Receivables Management

Financial Reporting Standards

Media Budget by Quarter

NABWIC

Medium	Q1	Q2	Q3	Q4	Total	Percent		
Website development			\$2,500	\$0	\$0	\$0	\$2,500	25.2%
Radio	363	363	363	363	1,452	14.7%		
Identity package		750	0	0	0	750	7.6%	
Branding	1,200	0	0	0	1,200	12.1%		
Direct Mail- Brochures , Postcards			625	625	625	625	2,500	25.2%
Banner Advertising	1,500	0	0	0	0	1,500	15.1%	
Social Media i.e. Hoot Suite (Free)			0	0	0	0	0	0
Other								
Total	\$6,938	\$988	\$988	\$988	\$9,902	100.0%		

Percent 70.1% 10.0% 10.0% 10.0% 100.0%

5.0 Evaluation and Controls

Normally in non-profit organizations, it is more difficult to measure the success of the marketing effort than it is to determine the success of a fundraising event, campaigns to raise capital or even donor related activities. In each of those instances, the effort put forth is directly proportional to the number and amount of donations acquired. Unfortunately, the success of a mix of marketing efforts is not as easy to capture. Nevertheless, there are several benchmarks that can be measured to try and determine how successful the marketing plan is. Examples of these benchmarks are:

- How much media attention the organization gets as a result of the media/press relations.
- Measure the number of daily hits on the organization's website including the time spent and hits on specific pages.
- The number of Facebook friends/likes or Twitter followers
- The number of clicks on the monthly newsletter articles or requests for additional copies of the annual report.

As we have already mentioned, we must not assume that the success of these initiatives automatically leads to additional revenue for the organization. This therefore means that the organizational goals have to be realistic. The marketing strategy should therefore be focused on building a stronger brand which ought to lead to an increase in web traffic, the amount of media attention, increase in the attendance of events as well as the name recognition for the organization. Ultimately, the hope is that all of the marketing and branding initiatives should lead to increased revenue for the organization. The owners should realize that this will be a steady process taking place over a period of time, as the marketing team continues to demonstrate the organization's value to the community.

5.1 Implementation Time

After completing the marketing plan, it is crucial for the organization to develop dates for executing and finalizing the marketing strategies that were selected. The dates should be based on order of priority of the projects. Whenever possible, specific people or committees should be assigned to the projects.

Project	Completion Date
Conduct survey using Survey Monkey to be completed by	October 31st
Establish a Hoot-Suite Account to be completed by	November 1st
Redesign Website to be completed by	December 31st
Create a press release template and a media kit to be completed by	February 1st
Design, write and print marketing materials to be completed by	February 1 st

5.2 Marketing Organization

If not already in place, NABWIC should aptly implement a marketing department to effectively execute the four Ps of the marketing mix. In the starting stages or if the company is still developing, several functions can be handled by one individual e.g. Public Relations, Advertising etc. However, as the organization continues to grow, the duties may be too many for one person to handle and thus, the organization must get a team of marketing specialists to handle the increased responsibilities. At such a point, NABWIC should train the existing staff so that they are able to deal with the responsibilities or hire externally. The important thing is to have the structure and roles of the marketing department clearly defined, to avoid confusion in the organization.

Recommendations

1. In order to increase its membership, it is recommended that NABWIC sponsors annual national membership drives. These drives will not only increase membership, but it will also allow NABWIC to open new chapters in different cities.
2. The second recommendation would to have a membership contest. A NABWIC member that introduces a new NABWIC member would have their name put in for a drawing. The winner could get their dues for the upcoming year reduced by half. The member that brings in the most number of new members could get a free membership for the following year.
3. Redesign the website to reflect new branding, and include content designed for all three focuses: 1) Members, 2) Sponsors, & 3) Youth. Cost \$2500
4. Create a marketing budget of \$2500 to implement the marketing plan.
5. Implement Banner Advertising: \$1500 (Design for 16 ads).
6. Work on improving sponsorship of members in related fields. See as mentioned in marketing plan.
7. Add radio advertising to get the word out about needed sponsors and membership and the added benefits.

References:

- Levy, S. J. (2012). Marketing management and marketing research. Journal Of Marketing Management, 28(1/2), 8-13. doi:10.1080/0267257X.2011.645688
- Kotler, P and Keller, K. L. (2012). Marketing Management 14th edition.

NABWIC
Strategic Plan for years 2014-2015

OUR VISION

A World Class organization that achieves great results through the active involvement & contribution of Black Women in the Construction Industry

OUR OBJECTIVES

- *We will achieve great results through education, national mentoring, training programs and scholarships
- *We will contribute to the betterment of the construction industry
- *Members and the Industry will regard NABWIC as relevant, reliable & trusted
- *We will remain financially viable and increase our profitability through efficient financial & risk management

OUR STRATEGIC PLATFORMS

Networking

Provide opportunities for black women to meet, support & network with members of the construction industry

Strategies

- Partner with other black women's organizations to cross fertilize information
- Deliver a variety of regular events
- Maximize the involvement of the construction industry in events

A Capable Organization

Achieve sustainable growth of NABWIC Strategies
Develop an annual plan to meet short, middle and long term objectives & goals
Improve Governance & business performance
Manage financials & risk to meet legislative requirements & objectives
Build capacity & resources to deliver future NABWIC strategies
Increase membership & membership benefits
Attract & retain a diverse & skilled Board, State Chapters & committees
Improve & Streamline Communications

Increase the influence of NABWIC Strategies
Proactively build capacity, resources & programs to contribute to the betterment of the construction industry including:

- Developing white papers on critical issues facing the construction industry
- Participation in industry forums & relevant committees

Training & Education

Increase the number of black women in construction & related fields continue professional development of black women in construction

Strategies

- Develop an education program
- Develop a mentoring program
- Establish strategic alliances to enhance NABWIC education & training programs

OUR GOALS

- We will recognize & support black women in the construction industry
- We will strive to foster partnerships between our chapters & other industry related organizations
- We will seek & achieve corporate partnerships & business opportunities for our members
- We will encourage & enhance educational opportunities for black women interested in construction careers
- We will establish a scholarship program for high achieving young black women who are looking to obtain a college degree in the fields of construction, engineering & transportation

We will provide community service programs such as:

- *Provide 1 house at a time
- *Providing energy efficient upgrades in homes located in low income areas
- *Provide Faith in Action
- *Provide handyman services, drivers & in home care to low income elderly residents