



Preamble for SWAN Bradford: an organization comprised of female business owners, entrepreneurs, or self-employed professionals within the Bradford, Ontario area who meet on a monthly basis for the purpose of networking, supporting, encouraging, and promoting each other and our respective businesses, participating as a group within the community at various events, and to fundraise yearly for a local charity to benefit those in need within our community.

### **Roles and Responsibilities within SWAN Bradford (Elected):**

#### **The Leadership Team**

- This team is comprised of the following roles: President, Vice President, and Secretary Treasurer. The admin team as a whole will have the following duties, with each specific role having their own duties as further outlined within this charter.
  - The term of each of these roles will be for a time length of 1 calendar year (voting process outlined in SWAN's Rules & Processes)
  - There must be at least 1 leadership team member in each committee used per year.
  - Each leadership team member must be in a minimum of 1 committee each (unless not enough committees exist to have 1 per committee).
  - Each leadership member is responsible for submitting a monthly report to the other members of the leadership team to make sure all members are up-to-date, and to ensure all points are contributed to the SWAN group / Facebook page / newsletter (as applicable).
  - Two members of the leadership team are required to sign off on any financial withdrawals from the SWAN bank account.

#### **President**

- Shall be the formal representative of SWAN Bradford to all media and third-party organizations
- Shall lead / facilitate the monthly meetings and provide updates on all upcoming events and new business topics to the group.
- Shall be responsible for posting and advertising each monthly meeting on the Facebook pages and creating the monthly meeting events
- Shall hold 1 of 2 bank cards for the SWAN bank account.

## Vice President

- Shall support / assist the roles of the President and Secretary Treasurer as needed, including but not limited to receiving membership payments & issuing receipts, or leading monthly meetings.
- Shall keep minutes of the meetings for future use in newsletters, advertising, and record keeping. Bullet point notes covering the meeting are due to the other members of the leadership team within 72 hours of meeting end.

## Secretary Treasurer

- Shall be responsible for all banking transactions for the group, and hold 1 of 2 bank cards.
  - Shall open each new calendar year with an update as to the current standing of the SWAN bank account
  - Is also responsible for regularly updating the group on the accounts balance & transactions.
- Shall be responsible for bringing the physical SWAN binder to all of the monthly meetings, as well as keeping it and the digital copies of records up to date in a timely manner (digital updating should occur within 72 hours of meeting close)
- Shall be responsible for maintaining all lists, both physical and digital, as they pertain to membership, inventory, and accounting, and notifying parties as needed for membership renewals or inventory re-ordering a minimum of 1 month before due.
- Shall receive and review any / all requests for monies from committees as needed for events, fundraisers, advertising, etc to make sure they are well explained and legitimate, and present them to the leadership team for voting.

## **Roles and Responsibilities within SWAN Bradford (Non-Elected):**

These roles are not-required to run SWAN Bradford, but each elected leadership team can choose whether or not they would like to open these positions up for their calendar year(s). Anyone interested in these roles, when advertised, should put their name in as an interested party prior to the first meeting of the calendar year.

## Member Services Chair

- Shall oversee the various committees to make sure they're staying on track and keeping them accountable for the execution of their various tasks and duties.
- Shall present monthly updates to the Leadership team on where each committee currently sits in their tasks, if they need assistance, and / or follow up with the Secretary Treasurer on request for monies.
  - Updates should occur at least 48 hours prior to the start of each months meeting

## Media Relations Chair

- Shall assist the President and Vice President in promoting the group via social media and other traditional media outlets (Bradford Today, Snapd, Bradford Topic, etc).
  - While the President / Vice President are the figureheads of SWAN for interviews and events, this person helps notify the media of upcoming SWAN events and fundraisers, and handles correspondence as needed.

## Committees

Committees, much like non-elected roles within SWAN, are optional support systems that the Leadership team can choose to utilize as needed, depending on size of membership at time of each calendar year start. Each committee should ideally have between 2 and 5 members.

### Social Media Committee

- Responsible for creating online posts about upcoming events and engaging content to keep social media in frequent use. Content **MUST** be relevant to SWAN in some way.
- Responsible for sharing member news and accomplishments as shared with the group, as well as recognizing outstanding members and make notice of their achievements.

### Community Outreach Committee

- Attends Grand Openings and seeks out new businesses in town to welcome them, and inform them about SWAN Bradford.
- Share news of upcoming business openings, or businesses of note to Social Media committee (or representative, as applicable) in a timely manner.

### Welcoming Committee

- Role is to arrive slightly early to meetings to receive and educate new visitors / prospective members to SWAN to make them feel comfortable, explain about our organization, and ensure they receive a guest / new member packet.
- Ensure guests fill out the guest paperwork from Secretary Treasurer.
- Be a point of contact with guest for future questions regarding SWAN or membership.

### Events Committee

- Brainstorm, present, and organize vendor shows, charitable events, fundraisers, etc for SWAN each year.
- Confirm SWAN attendance throughout the community (IE: arrange for us to have a table at the farmers market, attend community social events, look for opportunities for SWAN to get out and be seen / network).
- Provide monthly updates to group of any upcoming community events for SWAN to be at, as well as arrange meet-ups.

## **Meetings**

SWAN Bradford holds monthly meetings from the months of January through November, for 2 hours on the 3<sup>rd</sup> Tuesday of the month at a predetermined centralized location or presenting business. Location of the meeting will always be announced a minimum of 3 weeks prior to the next meeting.

## **Amendments**

This Charter can be amended at any time by leadership teams. It is recommended major changes undergo a group vote, with a minimum of 5 voters present, and majority vote.