

# Women's Council of Realtors Greater Los Angeles Standing Rules

Revised as of Dec 14, 2023

Approved by Governing Board Dec 14, 2023

Noticed to Membership on Jan 4, 2024.

**By-laws** are the foundation of the Network and can only be amended by a two-thirds vote of the membership, provided that a quorum is present, with at least ten (10) days' notice to the membership. By-laws generally are amended to change local, national or state dues or initiate a name change must be approved with recorded minutes at a general membership meeting.

**Standing Rules** set operating policies relating to the Network's administration and business practices to provide continuity from year after year. It is the Local operating manual for the Network.

## **General information on Standing Rules is as follows:**

- Standing Rules cannot be used to grant or limit the rights of membership.
- A Standing Rule can be adopted by a majority vote at a Governing Board meeting.
- In the event of inconsistency between By-laws and Standing Rules, the By-laws govern.
- A Standing Rule can be amended or rescinded by a two-thirds Governing Board vote without previous notice or by a majority vote after notice of at least the preceding day.
- Changes should be noticed periodically to the membership.
- A Standing Rule remains in force until amended or rescinded. It does not bind future meetings if a majority desires to suspend it temporarily for the duration of the meeting.

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### I. **GOVERNING BOARD**

#### 1. **Governing Board Members:**

- a. The Governing Board is made up of the President, President-Elect, Treasurer, Vice President, Membership Director and Event Director.
- b. President-Elect and Treasurer are to be voted on and approved by a quorum of the membership at the elections to be held prior to August 15.
- c. Incoming President can appoint members to fill remaining Board positions (Vice-President, Membership Director and Event (Program Director). Appointments are to be noticed, in writing, to current Board for approval no later than November 15<sup>th</sup> and the positions filled prior to the Installation (held by December 15<sup>th</sup>).

- d. **Project Teams:** Incoming President (President-Elect) appoints such Project Teams as needed to conduct the business of Network.
  - e. Project Team Chair may include but are not limited to: Awards, Candidate Review, Media, Scholarships, Special Events/Fundraisers, Ways & Means, Budget/Oversight, Member of the Year, and/or needed for the best interest of the Network.
  - f. Incoming President (current President-Elect) can assign various members of the Governing Board to act as liaisons to Project Teams.
  - g. Project Team appointments are to be ratified by a majority of the Governing Board.
  - h. Project Chair (and Project Team Members) are encouraged and invited to attend the Governing Board Meetings (6) and Planning meeting (6)
2. **Network Members' Governing Board Meeting Attendance:** Any member of the Network is invited and encouraged to attend Governing Board Meetings. Regularly scheduled meetings shall be posted to the website [GLAwcr.org](http://GLAwcr.org) and yearly event calendar sent to all members no later than January 15th.
3. **Process for filling Governing Board vacancies, resignations and removal from position:**
- a. President, President-Elect & Treasurer vacancies are addressed in Greater Los Angeles Network (Greater Los Angeles Network By-laws, Article VII).
  - b. In the event of a vacancy of Membership Director or Program (Event) Director, the President shall appoint a replacement and submit the name for approval to the Governing Board, as soon as possible.
  - c. In the event of a vacancy of Secretary, the President-Elect shall appoint a replacement, and submit the name for approval to the Governing Board, as soon as possible.
  - d. Vacancies of Governing Board Appointed positions may occur as follows:
    - i. An appointed member may resign at any time by forwarding a written notice to the Governing Board. Resignation is effective immediately.
    - ii. Two (2) unexcused absences from scheduled meetings or scheduled events shall be construed as resigning from the position. The President is to notify the volunteer appointee in writing to verify resignation.
    - iii. If a volunteer appointee is deemed by the Governing Board to not be accountable to the Network Model, or her/his assigned roles:
      - a) The President and one other Board member shall schedule one or more meetings with the appointee to review Network Model and specific accountabilities and track subsequent progress. The Network shall work toward resolution as cooperative leaders whenever possible.
      - b) The Governing Board may ask for the appointee's resignation in writing if cooperation in the best interest of the organization is not established.
      - c) If the appointee does not respond within 3 Business Days, the member will be deemed to have resigned.
      - d) If the appointee disagrees with the request, then the Governing Board shall call a special session Governing Board meeting

with adequate notice or take the matter up as an agenda item during the next scheduled Governing Board Meeting.

- e) Vacant Project Team positions may occur as follows:
  - 1) An appointed Project Team Chair may resign at any time by forwarding a written notice to the Governing Board. Resignation is effective immediately.
  - 2) Three (3) unexcused absences from scheduled meetings or events shall be construed as resigning from the position.
  - 3) In the event of a vacancy of a Project Team Chair, the President is to appoint a replacement, if needed, with notice to the Governing Board.
  - 4) In the event of a vacancy of a Project Team Member, the Chair may appoint a replacement, if needed, with notice to the President and President-Elect or assigned Governing Board Liaison.

#### **4. Minutes/Reports are required for the following:**

- a. Each Governing Board meeting.
- b. General Election meetings.
- c. Changes in dues and Network name changes for which Membership Approval of By-laws is required.
- d. Project Committee Chair Team meetings.
- e. All positions are highly encouraged to submit position specific brief written report to the President at least seven (5) business days prior to the scheduled board meeting. This helps the meeting run more smoothly and reports will be attached to the minutes for transparency to the membership and each other.

#### **5. Officer Qualifications and Expectations:**

- a. Eligibility Can Be Based Upon Two or More of the Following Factors:
  - i. Member in good standing for at least 6 months prior to appointment and application.
  - ii. Attended 50% of the Network events in the last year.
  - iii. Attended 25 % of the Governing Board meetings in the last year.
  - iv. Governing Board or Candidate Review Project Team has the right to waive these requirements as needed when in the best interest of the Greater Los Angeles Network.
  - v. A signed Consent to Serve and signed job description is required for all those applying to be an Officer/Governing Board Member or a Project Team Chair.

## **II. MEETINGS**

### **1. Governing Board meetings:**

- a. Shall be held a minimum of four (6) times per year during normal business hours.

- b. The meeting schedule is to be determined at the Strategic Business Planning Retreat, with the date, time and location determined by the President with input from the leadership team.
  - c. All meetings shall be posted to the website (as soon as possible), and a calendar of meetings and events shall be sent to the membership (as soon as possible) but no later than January 15th.
  - d. President as Chair should strive to maintain an open impartial forum when discussing issues within the Governing Board meeting. If there is a tie in verbal voting on a motion made by the Governing Board, then the President as Chair may break the tie.
2. **Governing Board Voting by email:** In the event of an **emergency** the Governing Board shall be permitted to vote by email for **urgent items that are time sensitive and cannot wait for the next Governing Board Meeting** with the following parameters:
- a. Proper notice should be given to all Governing Board members in advance of the vote, at least 24 hours in advance.
  - b. A written email reply of Yes or No is requested from all Governing Board Members.
  - c. The vote must be a majority vote of at least 3 voting Governing Board Members. The President shall receive an email response from at least 3 Board Members.
  - d. An ignored email response is considered abstaining from the vote.
  - e. The email string and communication and board votes shall be attached to the next Governing Board Meeting Minutes for complete transparency.
3. **Any changes to the original schedule:** ALL members are to be notified of any changes in the schedule at least 30 days in advance, when possible. The network President should be notified of any absences from the Governing Board and/or Project Team Chairs seven (7) business days prior to any scheduled meeting or event, exemptions may be given for unforeseen circumstances.
- a. Written reports of Project Teams/Officers/Treasurer are required to be submitted to the Governing Board seven (5) business days prior to the scheduled meeting.
  - b. President-Elect shall send out current financials provided to him/her by the Treasurer, along with the minutes of the previous Governing Board Meeting, all submitted written reports, and the Meeting Agenda at least (3) Business Days in advance of the upcoming Governing Board meeting. It is each person's responsibility to review and print out all necessary documents (if needed) prior to the meeting and to be prepared.
4. **New Member Orientation** is held a minimum of once a year, twice per year is preferred.
5. **Network Meetings/Industry Events:**
- a. Governing Board determines the best venue to accommodate membership in terms of access, costs, accommodations, speaker presentation and professionalism of venue.

- b. Guest Attendance: REALTORS® may attend 3 events at non-member price. After the third meeting they are to be to join as a member.
  - c. Non-member attendance costs for events/meetings are to be at least \$10.00 more than the member costs.
  - d. Timed agendas and scripts should be used at Industry Events for efficiency, correct pronunciations of names, and flow which adds to the overall professionalism of the event.
  - e. The Network will allow 3-5 minutes' speaking time for State or National Officers and Special Guests, who attend a Network meeting and have made arrangements with the President, in advance.
  - f. Cell phones and electronic devices are encouraged to be turned off, silenced or on vibrate mode during all meetings and events.
6. **Election meetings:** shall be held no later than August 15th each year and may be in conjunction with a regular meeting. The August 15th date allows the Network to accommodate and encourage attendance at the Fall State meeting by the newly elected Governing Board Members and assists State Leadership transitions. This allows adequate time to prepare for the Strategic Business Planning Retreat which should be held no later than November 15<sup>th</sup> (see #8. below).
- a. The Governing Board shall consult the By-laws in reference to the election procedures pre-election processes.
7. **Installation:** Shall be held no later than December 15th each year; it can be a fundraiser event or held in conjunction with a meeting. The Outgoing President and Incoming President will work together to make arrangements for the installation ceremony/fundraiser/event. A smooth transition is important for leaders, members, strategic partners and the community. If funds allow at the end of the 4<sup>th</sup> quarter and the Governing Board feels it is appropriate and per budget, members and strategic partners will be given one free ticket to the end of the year event, as a member and partner benefit.
- a. Outgoing President provides the following and is reimbursed per budget:
    - i. A Women's Council of Realtors® Greater Los Angeles name badge and our gavel, shall be presented and passed to the incoming President.
    - ii. Personal gifts for outgoing Officers and Project Committee Chair Team, as budget allows.
    - iii. Gifts for other dignitaries, as budget allows.
    - iv. President's Award Plaque or other memento.
  - b. Incoming President provides the following and is reimbursed per budget:
    - i. A personal gift for the Outgoing President, Presentation of a Plaque or other appropriate memento.
    - ii. Member of the Year Plaque or other memento.
    - iii. A gift to Installation Officers and/or Master of Ceremonies.
    - iv. Women's Council of Realtors® Greater Los Angeles name badges shall be provided for President-Elect, Treasurer, Vice-President, Membership Director and Event Director.
    - v. Women's Council of Realtors® Greater Los Angeles name badges provided for Project Team Chairs, if budget allows.

## **8. Strategic Business Planning Meeting (Formally called Planning Retreat):**

- a. There shall be a Strategic Business Planning Meeting (SBPM) scheduled in October or November to plan with the incoming team the next year's annual calendar, membership goals, schedule and plans for all meetings and events and speakers for the upcoming calendar year.
- b. This business planning meeting should be scheduled in a business type setting, and location that would be seen as agreeable to all members.
- c. The Meeting should be no less than 4-6 hours, 6 hours is preferred.
- d. This meeting should be held after the California State Fall meeting but prior to November 15th. All Members shall be invited to this meeting. President is to advise their District Vice President or Governor of the date, time and location of this meeting, as a State Representative will facilitate this meeting.
- e. This event will define the structure and costs to be included in the annual budget for the following year.
- f. A sponsor for this event is encouraged and may provide breakfast, lunch and beverages, and other items the Incoming President deems appropriate.
- g. All members are invited to attend, and involvement is encouraged.
- h. Outside of the (SBPM) and at the discretion of the incoming President and with help from outgoing President, the incoming President will schedule a meeting including the outgoing Governing Board and Project Team Leaders and incoming Governing Board and Project Team Leaders. This is the time to pass on pertinent Network information (i.e. passwords, keys to PO Box, bank account signatures appointments, binders, electronic storage information) and to establish consistency, transparency and a smooth transition from year to year.

## **III. BUDGET AND FINANCIAL MATTERS**

### **1. Budget:**

- a. The annual budget will be prepared by the incoming President, incoming President-Elect, current Treasurer and incoming Treasurer.
- b. Is to be completed by December 1st of each year.
- c. Current year's actual budget will be considered for comparison purposes.
- d. The upcoming fiscal year Budget shall be approved by the Governing Board prior to the installation meeting and made available to the membership at the installation meeting.
- e. Separate line item budgets are to be prepared for each major event and/or fundraiser based on projected income and expenses for each event.
- f. The Greater Los Angeles Network may choose to line item between \$150.00-\$500.00 per year, if the budget allows, in support the California State Council or National Council and their requests for financial support of events, Installations, or marketing requests. The local network traditionally has contributed \$150.00 per year in opportunity drawing tickets from the California State Network at the Spring Meeting. These purchased opportunity drawing tickets may be held in the name of Greater Los Angeles Network or given to members as a benefit or prizes at events. Additionally, The Greater Los Angeles Network has traditionally contributed \$100.00

per year for State spotlight gift prize. This opportunity allows a brief presentation highlighting the Greater Los Angeles at a State Conference.

- g. Liability insurance requirements and Directors and Officers indemnity insurance shall be included in the budget.

## 2. **Financials:**

- a. A Profit and Loss Budget Comparison Statement of income and expenses budgeted versus actual is to be monitored and presented at Governing Board meetings. Adjustments identified at the meetings shall be made prior to the next Governing Board meeting.
- b. Copies of current bank statements are to be included and kept in a permanent file by the Treasurer.
- c. A financial Oversight Project Team or Finance & Budget Chair may be appointed by the incoming President-Elect to assist Treasurer in reviewing expenditures and how they fit within the budget.
- d. An Annual audit is to be completed in the fourth quarter of each fiscal year and results and recommendations presented in the final Governing Board meeting of the year.
- e. Audit Project Team to consist of a total of 3 members including the President-Elect as Chair, and two (2) non-Governing Board members in good standing including one Past President.
- f. President, President-Elect, and Treasurer shall have signature authority on the checking account.
- g. Two signature(s) are required on a check for any amount over \$100.
- h. Each year, in December and prior to the first Governing Board meeting of the year, the signatory members on the checking account shall make arrangements to change over the checking account to the new officers. This will require a copy of the minutes of the election meeting showing duly elected officers.
- i. Reimbursement for expenses are considered approved if included in the budget subject to receipt of expense report and receipts.
- j. All expenses must be submitted within 45 days after they are incurred (but no later than the end of the year, whichever is earlier) to the Governing Board and approved prior to reimbursement.
- k. Any expenses over budget must be approved by the Governing Board prior to reimbursement.

## 3. **Income:**

- a. Cash receipts, checks and credit card receipts for all Network Meetings/Events are to be verified by at least two people witnessed by signature.
- b. Deposits are to be made directly by the Treasurer or member assigned to this task with the verification of funds filed for audit purposes.
- c. Deposits are to be made within 10 days after the event or network meeting
- d. Direct deposits from online services used for registration purposes are to be confirmed for every Network Meeting/Event.
- e. Event Report is to include the following information:
  - i. Registration cash received.
  - ii. Drawing cash received.

- iii. Donations received.
- iv. Credit Card charges and fees.
- v. Online Registration and fees.
- vi. Number of Members in attendance
- vii. Number of non-members in attendance.
- viii. Number of New Members signups.
- ix. Number of New Strategic Partners.
- x. Any cash expenses paid out of funds received are to be included/noted on report with signature of person authorizing expense and line item indicating where to charge the cost.

#### 4. **Expenses:**

- a. Expenses are paid only as budget and cash flow allows.
- b. Speakers, who provide value to the members and contribute to their business skills, shall be given preference and adequately budgeted.
- c. Expenses are to be submitted with accompanying receipts to the treasurer and forwarded to the President or President-Elect for approval along with the reimbursement check for signature. President's expenses are to be approved by the Treasurer or Vice-President when President-Elect is not available. President-Elect's expenses are to be approved by the President or Treasurer when President is not available.
- d. President, President-Elect and Treasurer shall have signature authority on the checking account. Vice-President can be added to account in cases of extended absence by one of the signatories.
- e. Expenses can be reimbursed by line item up to the amount in the budget. Any expenses over budget must be approved by the Governing Board and a motion made and recorded in the minutes for audit purposes; in addition, a separate motion form may be completed as back-up file for Audit.
- f. Expenses are to be reimbursed within 10 business days of submission unless Governing board approval is needed. Receipts must be attached to all Expense forms.
- g. Expenses submitted 45 days or more after the expense was incurred will not be reimbursed without Governing Board approval.
- h. No funds are to be advanced prior to the expense without Governing Board approval.
- i. Any prepaid expenses including those charged on a Network credit or debit card (such as registration, airfare, hotel reservations for a State or National event) if not used and cannot be refunded, then the member for which the charge was incurred is to reimburse the network. The reimbursement shall happen within 45 days of the non-usage date or the date in which the schedule conflict is known, whichever date is earlier.

#### 5. **Network Credit or Debit Card:**

- a. The Treasurer is responsible for the use of the credit and/or debit card and is noted in the minutes as responsible. The Treasurer will be notified in advance of **any charge for which the credit card is needed**. The Treasurer will verify funds are



within the budget and will record the transaction in the Network accounting system at the time of the charge.

- b. Charges can be used for hotel reservations, airfare and/or event fees for State and National meetings, reserving a speaker or securing local event meeting venue, and other online purchases as needed per budget.
- c. Receipts for any charges made are to be sent to the Treasurer within 24 hours with a description of charges noting which budget line the charges fall under.

## 6. Travel Guidelines:

- a. Priority for travel expenditures is given to President, then President-elect, then Event (Program) Director, Membership Director, then Treasurer, then Vice - President, then to other Members who may potentially become incoming Officers/Board Members.
  - i. Priority for the Fall State Meeting is for incoming President (not outgoing) and other incoming Officers to attend State Orientation; a budget goal is to send the entire 6 officers/Incoming Board Members to the meeting, if budget allows mid-year.
  - ii. **President-Elect is required to attend Leadership 360**
- b. Members planning travel other than those noted above are to apply to the Governing Board 60 days prior to travel dates to confirm funding.
- c. Those who travel at Network expense are expected to attend the entire meeting, unless ill or if emergency circumstances arise, which must be communicated with another board member. They may be asked to share what they learned with the membership. This sharing can increase business skills and/or Network business and operations. Should the member voluntarily leave early or choose to not attend meetings (paid by the Network) that member will be asked to reimburse the Network for all travel expenses prepaid and will not be reimbursed for expenses incurred for the days not in attendance.
- d. Travel Expenses reimbursed for State or National meetings as follows:
  - i. Airfare at coach rate: reservation made at least 30 days in advance of the event.
  - ii. Lodging/Hotel/Internet: 100% covered with double occupancy. If member decides to occupy a private room only 50% of the room cost per will be reimbursed. Not to exceed negotiated rate provided by Women's Council or C.A.R. or N.A.R.
  - iii. Cost for self-parking, shuttle, and transfer fees: 100% reimbursed. Valet parking is to be reimbursed up to the cost of self-parking unless self-parking is not available on-site, only then will valet parking be reimbursed at 100%.
  - iv. Mileage: to and from conference or airport reimbursed at prevailing IRS rate. Car-pooling should be utilized as much as possible to minimize mileage expenses.
  - v. Travel tips: reimbursed not to exceed \$10/per travel day.
  - vi. Registration: reimbursed at 100% early-bird rate, unless circumstances prohibited early registration, then full registration reimbursement will require Governing Board approval.
  - vii. State and National Installation Fees: reimbursed at 100% of cost, as budget allows.
  - viii. Personal time: No reimbursement for extended nights of hotel stay if going early or staying late after an event for personal reasons, including classes

taken for educational purposes, unless approved by the Governing Board and prior to travel.

- ix. Food Expense: Per Diem limited to up to \$50/day. If breakfast and lunch are provided by the conference, the per diem limit is reduced to \$30. Meal receipts should be provided with the request for reimbursement. No alcoholic beverages are to be reimbursed.
- x. Travel expenses are to be detailed on an Expense Report Form with appropriate receipts.

## 7. Network Meeting Reservations:

- a. Meal costs to members and non-members are set by the Governing Board and recorded in the minutes.
- b. Reservations once made are NOT to be refunded, unless special circumstances exist. Substitution of attendees is allowed.
- c. Treasurer is responsible for billing any unpaid reservations within 10 days of the event/meeting. President may also follow up with phone calls.
- d. Members attending a function shall pay the designated fee even if not eating.
- e. Members attending a ticketed function without a reservation shall be accommodated on a space available basis only and charged an additional \$5 for at-the-door registration.
- f. Speakers receive a complimentary meal for their contribution.
- g. National and State Officers when attending, with advance notice and in official capacity shall receive complimentary admission and meal.

## 8. Courtesy Policy:

- a. In case of death or severe illness of a current Women's Council member and/or Strategic Partner, Secretary may contribute an appropriate memorial gift/donation not to exceed \$100. In the case of a family member of a current Women's Council member and/or Strategic Partner, the gift/donation is not to exceed \$50
- b. A current member in Good Standing is a member whose dues are paid in full and is on the National Roster.

## 9. Awards, Recognition, Scholarships:

- a. Network Awards:
  - i. **Member of the Year** shall be selected by a Project Team of 3-5 members. The Chair shall be the previous years' recipient. If previous years' recipient is not available to Chair, then the President-Elect shall appoint the Chair and Project Team. The Project Team shall communicate between Oct 15th and Nov 14th to vote on a Member that has given a significant contribution of their time to improving the Network over the year and/or years prior. The current President and President-Elect cannot be considered for this award. The name of the selected recipient shall be given to the President-Elect no later than November 15th. The President-Elect shall order the award, and the previous recipient may present the award, along with a summary of the contributions made by the recipient at the Installation meeting in December.

- ii. **President's Award** shall be selected by the current President and awarded to the Strategic Partner, affiliate or non-member that has made significant monetary and non-monetary contributions to the Network. The current President will order the award and present the award at the Installation meeting in December.
- b. Network Education Scholarship:
  - i. Applicants must be a National Realtor® or National Affiliate Member for at least one year and must be a member in good standing and have attended at least three (3) meetings or events in the past year, and be an active volunteer in a Project Team within the past year.
  - ii. Applications must be submitted within 30 days of course completion and accompanied by certificate/proof of completion and proof of payment.
  - iii. Network to reimburse up to the actual cost of the class not to exceed \$200.
  - iv. Reimbursements apply to:
    - a) Education courses and college courses for either provisional Broker's license required to renew a real estate license or obtain a Broker's license if given for CE credits.
    - b) Any Performance Management Networking courses.
    - c) C.A.R. or N.A.R. sponsored designations or courses.
    - d) Other courses certified and offered by Women's Council of Realtors®.
    - e) Courses taken to obtain skills to further occupational opportunities for the member.
    - f) Attendance to any District, State, or National Conference for Women's Council of Realtors.
    - g) Attendance to any C.A.R. or N.A.R. conference workshop.
  - v. Only one Education scholarship per member per year.
  - vi. The total reimbursement for all applicants shall not exceed the budgeted amount.

#### IV. **COMMUNICATION AND MARKETING**

1. **Generally, notifications are to be sent via email.**
2. **Group text messaging shall be used only on special occasions when time is of the essence. This form of group communication should be discouraged.**
3. **By-laws, Standing Rules, and Network Calendar of Events are to be posted on the appropriate websites.**
4. **Event (Program) Director shall update Network websites with photos, descriptions, and/or topics of interest for upcoming programs, and a calendar of events.**
5. **General Reporting:**
  - a. President and President-Elect: will submit best programs to State Vice - President by required date, generally mid-year (January-June Events) and at year end (July-December Events).
  - b. Vice - President: No later than November 1<sup>st</sup> or immediately following the annual election, the outgoing Vice - President shall report to the Council the names and

- addresses of all Governing Board members. A copy of this report shall be sent to the Governor(s), the State Network President and the Regional Vice President (Article VI Section I (B) Central Coast Network By-laws).
- c. Vice - President : Shall review the By-laws and standing rules with the entire board at the first Governing Board Meeting of the year and as necessary throughout the year.
  - d. Voice - President : Submit annual audit report to State District Vice President or Governor once completed by President-Elect and Audit Committee. This should take place in the fourth quarter.
  - e. Treasurer: Responsible for filing taxes in a timely manner, due May 15, each year.
  - f. Treasurer: Shall submit all reports, files, checkbook and any other required documents needed for annual audit.
  - g. Events (Program) Director: Shall develop an effective marketing plan to publicize industry events, socials, fundraisers, and other meetings including new member orientations.
  - h. Events (Program) Director and/or Media Project Team: Is responsible for updating websites (LinkedIn, Facebook, Eventbrite, local website(s), blogging), along with marketing flyers, newsletters & local REALTOR® association marketing collaboration.
  - i. Electronic or cloud storage shall be developed and used to store past data and keep current financial and all Local Network documents available to Governing Board and Project Team members.
  - j. To maintain Women's Council brand image all materials, and communication used by members and leaders shall be consistent with the Brand Guidelines for Women's Council Members (document dated August 2023).
  - k. Event flyers and marketing materials should be generated 30 days prior to the event, as long as marketing will not conflict with another scheduled event. Discretion is up to Event (Program) Director with guidance from the President.
  - l. An electronic copy of the marketing flyer will be sent via email from the Event (Program) Director to the President for review, along with one (or two) other appointed Project Team or Governing Board members. This team of 3-4 will have 48 hours to review the flyer and submit suggested changes to each other. If there are no changes then the marketing flyer and marketing material will be deemed appropriate and distributed to the usual marketing channels as soon as possible.

## V. **STRATEGIC PARTNERSHIPS, SPONSORSHIPS AND COLLABORATION**

### 1. **Strategic Partner opportunities and benefits**

- a. Strategic Partner opportunities and benefits should be flexible and add business value to the partners and the Network. The Governing Board should be budget conscious, allowing thought and discussion of the needs and the value given to Strategic Partner's, as well as the financial needs of the Greater Los Angeles Network. Strategic Partnership collaboration must allow for solid financial budgeting, planning, and decision making in the best interest the local organization with consistency year after year.

### 2. **Sponsorships Opportunities**

- a. These one-time sponsorships must not conflict or compete with Strategic Partners or business relationships that have committed to annual collaboration and Network support. Sponsorship Opportunities are available for events such as lunch and learns, fundraisers, and members-only events. Room or Event Sponsorships of any single/one-time event should not be less than \$300.00 in value. The sponsor may place a stand-up banner, hand out items of value or marketing material (location determined by Board), bring a door prize valued at \$150 or more to be given away at the event and may present for up to 3 minutes in front of the group. Other sponsorship opportunities, such as table sponsorship at Bunco, can be a lesser value but will not be given speaking time.

## **REFERENCE MATERIAL, LOCAL DOCUMENTS AND WEBSITES**

### **National Documents:**

1. Affiliation Agreement (Article I Section 4. Greater Los Angeles Network Bylaws)
2. Robert's Rules of Order Newly Revised (Article XII Greater Los Angeles Network Bylaws)
3. Women's Council of Realtors® Operating Standards: Local Network
4. General Oversight and Scope of Duties for President, President Elect, Voice - President, Treasurer, Event (Program) Director, Membership Director
5. Brand Guidelines for Women's Council members dated August 2023
6. Election Procedures document
7. Election Meeting Script
8. Women's Council of Realtors® Annual Checklist

### **Local Network Sample Documents:**

9. Women's Council of Realtors® Greater Los Angeles Governing Board Meeting Agenda
10. The Women's Council of Realtors® Greater Los Angeles Governing Board Meeting Minutes
11. Women's Council of Realtors® Greater Los Angeles Industry Event Protocol Template
12. Industry Event Program Agenda
13. Women's Council of Realtors® Greater Los Angeles Budget/Financials
14. Women's Council of Realtors® Reimbursement Form
15. Women's Council of Realtors® Greater Los Angeles Expense Report Form
16. Women's Council of Realtors® Greater Los Angeles Strategic Partner Opportunities and Application form

*Websites for additional references for additional information:*

[www.wcr.org](http://www.wcr.org) National Women's Council of Realtors®

[wcrca.org](http://wcrca.org) California Women's Council of Realtors®

[GLAwcr.org](http://GLAwcr.org) Greater Los Angeles Women's Council of Realtors®