

Women in Manufacturing® Association

# **Chapter Policies & Operational Guidelines**

# Table of Contents

Glossary of Links.....	4
About Women in Manufacturing (WiM) Association .....	5
WiM Mission Statement.....	5
About WiM Chapters .....	5
Roles & Responsibilities of WiM and Chapters .....	5
Chapter Leadership Team Overview.....	6
Term Lengths for Chapter Leaders .....	7
Operational Recommendations for Chapter Leadership Teams .....	7
Chapter Leadership Roles & Responsibilities .....	10
Chair.....	10
Vice Chair.....	10
Secretary .....	11
Treasurer.....	11
Events Director.....	12
Marketing Director .....	12
Membership Director.....	12
Sponsorship Director.....	13
Past-Chair .....	13
Chapter Financials Overview .....	13
Monthly Financial Reporting.....	14
Chase ONE Cards & Platforms for Chapters .....	14
Chase ONE Card Reconciliation and Payment Process.....	14
Example 30/25 Reconciliation Cycle for Chase ONE Cards .....	14
Credit Card Transaction Fees .....	15
Reimbursements .....	15
Request a Check for Payment .....	15
Chapter Fundraising & Related Activities.....	15
Grant Funding for WiM Chapters .....	15
Fundraising for External Organizations or Non-Profits.....	16
Fundraising for the WiM Education Foundation (WiMEF) .....	16
Grant Funding For the WiMEF .....	16
Raffles, Bingo, Auctions & Other Gambling Laws .....	16
Scholarships.....	17

Chapter Sponsorships.....	17
Policies for Sponsor Deliverables.....	17
Chapter Events.....	18
Overview & Process for New Chapter Events.....	18
Chapter Event Planning.....	18
Suggested Event Pricing.....	19
Joint Chapter Events.....	19
Late Registrations for Chapter Events.....	19
Promoting External Events as WiM Chapter Events.....	19
Chapter Event Refund Policy.....	20
Non-Solicitation Policy.....	20
Alcohol at Chapter Events.....	20
Chapter Events & SUMMIT.....	20
Chapter Event Naming & Branding.....	21
Chapter Marketing.....	21
Swag, Signage & Collateral.....	22
Communications to Members from Chapters.....	22
WiM Brand Guidelines.....	23
Logo Usage.....	23
Brand Fonts.....	24
Brand Colors.....	24
Chapter Social Media Policy.....	24
Social Media Platform Creation & Access.....	25
Social Media Content.....	25
Contacting the WiM National Team.....	27

## Glossary of Links

Chapter Resource Hub	<a href="https://www.womeninmanufacturing.org/chapter-resources">https://www.womeninmanufacturing.org/chapter-resources</a>
Chapter Leader Community Chats	<a href="https://www.womeninmanufacturing.org/chapter-leader-community-chats-registration">https://www.womeninmanufacturing.org/chapter-leader-community-chats-registration</a>
Chapter Leader Expectations Agreement	<a href="https://womeninmfg.wufoo.com/forms/chapter-leader-expectations-acknowledgement-form/">https://womeninmfg.wufoo.com/forms/chapter-leader-expectations-acknowledgement-form/</a>
Chase ONE Cardholder Request Form	<a href="https://womeninmfg.wufoo.com/forms/chapter-chase-cardholder-request-form/">https://womeninmfg.wufoo.com/forms/chapter-chase-cardholder-request-form/</a>
Chase.com Log-in Request	<a href="https://womeninmfg.wufoo.com/forms/chapter-chasecom-login-request/">https://womeninmfg.wufoo.com/forms/chapter-chasecom-login-request/</a>
Reimbursement Request Form	<a href="https://womeninmfg.wufoo.com/forms/chapter-reimbursement-form/">https://womeninmfg.wufoo.com/forms/chapter-reimbursement-form/</a>
Check Request Form	<a href="https://womeninmfg.wufoo.com/forms/chapter-check-request/">https://womeninmfg.wufoo.com/forms/chapter-check-request/</a>
Fundraising Approval Form – External Organizations	<a href="https://womeninmfg.wufoo.com/forms/chapter-external-fundraising-proposal-form/">https://womeninmfg.wufoo.com/forms/chapter-external-fundraising-proposal-form/</a>
Fundraising Approval Form – WiMEF	<a href="https://womeninmfg.wufoo.com/forms/chapter-wimef-fundraising-approval-form/">https://womeninmfg.wufoo.com/forms/chapter-wimef-fundraising-approval-form/</a>
WiMEF Chapter Donation Pages	<a href="https://www.wimef.org/products/wim-chapter-donations">https://www.wimef.org/products/wim-chapter-donations</a>
Sponsorship Request Form	<a href="https://womeninmfg.wufoo.com/forms/chapter-sponsorship-request/">https://womeninmfg.wufoo.com/forms/chapter-sponsorship-request/</a>
Event Information Form	<a href="https://womeninmfg.wufoo.com/forms/chapter-event-information-form/">https://womeninmfg.wufoo.com/forms/chapter-event-information-form/</a>
Event Feedback Survey	<a href="https://womeninmfg.wufoo.com/forms/wim-chapter-event-feedback-survey/">https://womeninmfg.wufoo.com/forms/wim-chapter-event-feedback-survey/</a>
Non-Solicitation Policy	<a href="https://assets.noviams.com/novi-file-uploads/wim/Non-Solicitation_Policy.pdf">https://assets.noviams.com/novi-file-uploads/wim/Non-Solicitation_Policy.pdf</a>
Social Media Policy & Acknowledgement Form	<a href="https://womeninmfg.wufoo.com/forms/chapter-social-media-policy-acknowledgment/">https://womeninmfg.wufoo.com/forms/chapter-social-media-policy-acknowledgment/</a>

# **About Women in Manufacturing (WiM) Association**

## **WiM Mission Statement**

Women in Manufacturing® (WiM) Association is a national organization dedicated year-round to supporting, promoting and inspiring women who are pursuing or have chosen a career in the manufacturing industry and supporting manufacturing companies in their efforts to recruit, retain and advance women in their workforce.

WiM is classified as a 501(c)(6) – a nonprofit “commercially oriented” organization. WiM is NOT a 501(c)(3) “charitable” organization and as such donations and contributions to WiM are not tax deductible.

WiM membership for individuals and companies is recognized at the national level and members can affiliate with any WiM Chapter.

WiM supports five distinct categories of membership: Corporate, Professional Plus, Professional, Student and Retired.

WiM members represent industries as diverse as the manufacturing sector – from aerospace and automotive to medical devices and construction. WiM welcomes individuals from every job function – from the shop floor to the C-Suite. Both men and women are welcome to join WiM.

WiM officially launched the Women in Manufacturing Education Foundation (WiMEF) in September of 2016. WiMEF is a 501(c)(3) charitable organization. WiM Chapters are not formally affiliated with the WiMEF's 501(c)(3) via tax ID.

## **About WiM Chapters**

WiM Chapters exist to support, promote and inspire members and women in manufacturing on the local level. Chapters and local events are some of WiM's highest rated member benefits. WiM Chapters exist to:

- Generate local awareness of WiM's mission, events and exclusive membership benefits.
- Carry out WiM initiatives to further support, promote and inspire women in manufacturing.
- Deliver local access to networking, education, inspiration and resources.
- Increase membership and involvement in WiM from their region and connected organizations.

## **Roles & Responsibilities of WiM and Chapters**

WiM National supports chapters by:

- Providing chapters with operational guidelines and recommendations for local governance of leadership teams.
- Supporting chapter marketing and promotions, as well as facilitating online registration for chapter events and programs.
- Managing the finances and all financial reporting for WiM Chapters, including a required annual IRS audit and monthly financials.
- Delivering training to local leaders and year-round support in leader recruitment.
- Maintaining approval & control of WiM trademark.
- Managing all member data and providing chapters with member rosters.
- Maintain and update content in the [Chapter Resource Hub](#).

- Facilitating virtual [Community Chats for Chapter Leaders](#).

WiM Chapters are responsible for:

- Maintaining a Chapter Leadership Team comprised of at minimum a Chair, Vice Chair, Secretary, Treasurer, Marketing Director, Events Director, and Sponsorship Director.
- Creating events and local programs that are engaging and promote WiM’s mission to support, promote and inspire women in the manufacturing industry.
- Generating at least \$250.00 in donations per fiscal year to benefit the WiM Education Foundation (WiMEF).
- Providing monthly chapter expense reporting to WiM National in a timely manner.
- Sharing final attendee lists for all chapter-hosted events with WiM National.
- Adhering to all policies outlined in the [Chapter Leader Expectations Agreement](#) and in this document.

## **Chapter Leadership Team Overview**

The team of members that volunteers to represent a WiM Chapter should be referred to as the Leadership Team for that chapter in all instances, including communications with WiM members, external communications, and in communications published by WiM National or the chapter.

The hierarchy of WiM Chapter Leadership Teams should be structured as follows:



A WiM Chapter Leadership Team must consist of, at minimum:

- Chair
- Vice Chair
- Secretary
- Treasurer
- Events Director
- Marketing Director
- Membership Director
- Sponsorship Director

Additional roles can include, but are not limited to:

- Community Engagement Director
- Regional or Company Member At-Large
- Committee Volunteers

Responsibilities of Chapter Leadership Team roles may be combined or consolidated as needed by the chapter.

Additional requirements for WiM Chapter Leadership Teams include:

- All members of the Chapter Leadership Team must remain current members of the Women in Manufacturing Association (WiM).
- At least one half of the Executive Committee and Functional Directors (see above) of the Chapter Leadership Team must work directly for a manufacturing company.
- Chapter leaders must reside or do business in the state or region that their chapter serves and represents.
- At the beginning of each fiscal year (April), individual leaders must complete WiM's [Chapter Leader Expectations Agreement](#), which outlines the key expectations and requirements for chapter leaders.

## **Term Lengths for Chapter Leaders**

Recommendations for term length and succession by role are outlined as follows:

- WiM recommends that the Chair serve for a term of two (2) years, or until their successor is duly elected and qualified.
- It is recommended that the outgoing Chair assumes the position of Past Chair and serves for a period of one (1) year.
- The Vice Chair is recommended to succeed to the office of Chair after their initial term, so long as they have opted-in to succeed the Chair and they are duly elected via a majority vote by the other current members of their Leadership Team.
- The baseline expected term for anyone who is considering the chapter Chair position is three (3) years: Chair for two (2) years and Past Chair for one (1) year.
- It is not required that an individual serve as Vice Chair to be considered for the role of Chair. However, if an individual begins their leadership tenure as Vice Chair, then their baseline expected term is five (5) years: Vice Chair for two (2) years, Chair for two (2) years, and Past Chair for one (1) year.
- In the event of the disability of the Chair, the Vice Chair shall become acting Chair and assume all the responsibilities of the Chair, until the Leadership Team can conduct a vote to either affirm the Vice Chair's succession to the role of Chair or to nominate new Chair candidates.
- If there is no Vice Chair in the event of the disability of the Chair, succession shall proceed to the Treasurer, then Secretary. Further restructuring of the Chapter Leadership Team will be managed on a case-by-case basis, with support from WiM National as needed.
- WiM recommends that the Secretary and Treasurer serve for a term of two (2) years, or until their successors are duly elected. At the end of each term, leaders can serve an additional term, so long as they have opted-in for service and they are duly elected via a majority vote by the other current members of their Leadership Team.
- WiM recommends that Functional Directors (*Events, Marketing, Sponsorship, etc.*) serve for a term of at least one (1) year. At the end of each term, Functional Directors can opt-in to serve additional terms, so long as they are duly elected via a majority vote by the other current members of the Chapter Leadership Team.

## **Operational Recommendations for Chapter Leadership Teams**

The Chapter Leadership Team are encouraged meet monthly, convening at least ten (10) times per calendar year.

- Chapter Leadership Team meetings can take place in-person or virtually, via phone or online meeting platform.

- Reasonable accommodation should be made to ensure all chapter Leaders are able to attend or participate in as many Chapter Leadership Team meetings as possible.
- Chapter Leaders should reference Appendix A-Table 1, which provides WiM’s involvement expectations for Chapter Leadership Team meetings, chapter-hosted events, and other participation requirements by role.
- Once confirmed by the Chapter Leadership Team, if the agreed upon meeting requirements from Appendix A-Table 1 are not met by an individual leader, the other members of the Chapter Leadership Team may vote to remove that individual from their leadership role, unless advanced notice or previously agreed upon accommodations have been made.
- The Secretary should be responsible for tracking chapter leader attendance at chapter-hosted events and Chapter Leadership Team meetings and should report delinquent attendance to the Chair.

**APPENDIX A**

Table 1: Chapter Leader Involvement Expectations*					
Position	Chapter Leadership Team Meeting Attendance	Chapter-Hosted Events Attendance**	Chapter Community Chats with WiM National Attendance***	Progression of Leadership	Recommended Term Length
Chair	100%	100%**	4 per calendar year	After term moves to Past Chair for 1 year	2 years
Vice Chair	100%	100%**	4 per calendar year	After term moves to Chair	2 years
Secretary	90%	50%**	4 per calendar year		2 years
Treasurer	90%	50%**	4 per calendar year		2 years
Functional Directors	80%	50%**	4 per calendar year		1-2 years
Committee Volunteers	50%	As needed	4 per calendar year		1-2 years
<p>*These are the minimum expectations recommended by WiM National. Chapters are permitted to adjust involvement expectations for their team if those adjustments are agreed upon by all members of the Chapter Leadership Team.</p> <p>**This recommendation is based on the WiM National requirement that each chapter hosts at least four (4) events per calendar year, or approximately one (1) event per quarter. If a chapter hosts more</p>					

than four (4) events in a calendar year, these requirements may be adjusted, but must be agreed upon by all members of the Chapter Leadership Team.

\*\*\*Attendance during at least four (4) Community Chats with WiM National each calendar year is the minimum requirement for all members of the Chapter Leadership Team and cannot be decreased or adjusted. WiM National will track the attendance of individual leaders. Each chapter should have at least one leader present at all Community Chats.

# Chapter Leadership Roles & Responsibilities

## Chair

The Chair shall be the primary leader of the local chapter organization. The Chair is responsible for fulfilling the following duties:

- Act as the primary contact between the chapter and WiM National. This means if WiM National receives or has a request for the chapter, the Chair will be the organization's primary point of contact.
- As requested by WiM National, act as the primary spokesperson for the chapter in any media coverage.
- Ensure the chapter is creating events that engage members and forward WiM's mission to support, promote and inspire women who have chosen a career in the manufacturing industry.
- Be present at all meetings of their Chapter Leadership Team (*subject to change based on emergency circumstances or previously agreed upon accommodations/adjustments.*)
- Be present at all chapter-hosted events (*subject to change based on emergency circumstances or previously agreed upon accommodations/adjustments.*)
- Establish and enforce accountability of other chapter leaders and support them to execute their responsibilities.
- Before each Chapter Leadership Team meeting, collaborate with the Vice Chair and Secretary to develop and finalize the meeting agenda.
- If needed, support the Sponsorship Director by participating in sponsorship sales conversations on behalf of the chapter.
- If needed, support the Events Director in identifying key program partners, speakers, and event venues.
- If needed, support the Membership Director by helping to identify and engage members, as well as local manufacturers' who are not yet WiM members.
- With support from WiM National, lead the facilitation of Chapter Leadership Team recruitment efforts or elections.
- Ensure all new leaders receive necessary onboarding information from other leaders and are connected with WiM National.
- If the chapter has Co-Chairs, or two individuals serving as Chair, then the above requirements should be divided between Co-Chairs.

## Vice Chair

The Vice Chair is the secondary leader of the chapter organization. The Vice Chair is responsible for fulfilling the following duties:

- Act as the secondary contact between the chapter and WiM National. This means if WiM National receives or has a request for the chapter, the Vice Chair will be the organization's second point of contact.
- As requested by WiM National, act as a secondary spokesperson for the chapter in any media coverage.
- Support the Chair to ensure the chapter is creating events that engage members and forward WiM's mission to support, promote and inspire women who have chosen a career in the manufacturing industry.
- Be present at all meetings of their Chapter Leadership Team (*subject to change based on emergency circumstances or previously agreed upon accommodations/adjustments.*)

- Be present at all chapter-hosted events (*subject to change based on emergency circumstances or previously agreed upon accommodations/adjustments.*)
- Support the Chair to establish and enforce accountability of other chapter leaders and support them to execute their responsibilities.
- Before each Chapter Leadership Team meeting, collaborate with the Chair and Secretary to develop and finalize the meeting agenda.
- If needed, support the Sponsorship Director by participating in sales conversations on behalf of the chapter.
- If needed, support the Events Director in identifying key program partners, speakers, and event venues.
- If needed, support the Membership Director by helping to identify and engage local manufacturers' who are not yet WiM members.
- Support the Chair to ensure all new chapter leaders receive necessary onboarding information from other leaders and are connected with WiM National.

## **Secretary**

The Secretary is the primary record-keeper for the chapter organization and should record the minutes of all meetings of the Chapter Leadership Team. Duties of the Secretary include:

- Collaborate with other leaders to determine Chapter Leadership Team meeting schedule based on collective availability or preferences. Create, send, and maintain calendar invites for all Chapter Leadership Team meetings.
- Collaborate with Chair and or Vice Chair to develop agendas for Chapter Leadership Team meetings.
- Send agenda and meeting reminders to all leaders ahead of Chapter Leadership Team meetings.
- Act as note-taker during all Chapter Leadership Team meetings, including keeping attendance records.
- Share meeting minutes with all leaders and WiM National ([chapters@womeninmfg.org](mailto:chapters@womeninmfg.org)) after each Chapter Leadership Team meeting.
- Maintain Chapter Leadership Team roster, including current contact information for all leaders. Submit updates, additions, and deletions to WiM National as applicable ([chapters@womeninmfg.org](mailto:chapters@womeninmfg.org)).
- If there is no Membership Director or Committee, report on data or updates from the chapter's membership roster.
- If there is no Events Director, Events Committee, or general event leader, coordinate and execute email delivery of pre-event reminder emails and post-event feedback surveys to registered attendees.
- If there is no Events Director, Events Committee, or general event leader, collaborate with other leaders to set-up and staff the "Welcome & Check-In" area at chapter-hosted events.

## **Treasurer**

The Treasurer shall keep record of all financial transactions for the chapter organization. Duties of the Treasurer include:

- On a monthly basis, Collect expense receipts and individual expense reports from other members of the Chapter Leadership Team. Once compiled, submit chapter's monthly expense report and all related expense receipts to WiM National ([chapters@womeninmfg.org](mailto:chapters@womeninmfg.org)) before the 15<sup>th</sup> of each month.

- Receive and review for accuracy a monthly transfer file from WiM National. The transfer file will document and itemize all registration fees and other revenue transferred to the chapter for a given month.
- Maintain historical chapter financial records, including archive of expense reports, copies of expense related receipts, and transfer files from WiM National.
- Coordinate with the Sponsorship Director to ensure all sponsor payments are received in a timely manner and before sponsored events or programs (*if necessary/required for event.*)
- Report on the financial performance and status of the chapter during Chapter Leadership Team meetings.

## **Events Director**

- Director the creation of a calendar of events for the chapter, collaborating with fellow leaders on the schedule, locations and content of programs.
- Research and engage with speakers, presenters, panelists, and experts who can facilitate chapter events.
- Act as the primary contact for event venues, vendors, and other event-related providers.
- Ensure all event details are submitted to WiM National at least eight (8) weeks in advance of in-person events and four (4) weeks in advance of virtual events.
- Manage or delegate management of event volunteers. Ensure the event is adequately staffed, with at least two (2) chapter leaders or volunteers present at all events.
- Ensure the welcome or check-in area of all events is set-up and adequately staffed prior to the event.
- Ensure reminders and other event information is sent to registered attendees prior to the event.
- Ensure the following is completed within three (3) business days of each chapter event:
  - Send event follow-up survey to attendees.
  - Send final attendance list to WiM National ([chapters@womeninmfg.org](mailto:chapters@womeninmfg.org))
- Ensure the Marketing Director or Committee has information necessary to promote the event on social media in a timely manner.
- Report on event highlights and attendee feedback during Chapter Leadership Team meetings.

## **Marketing Director**

- Responsible for posting content to the chapter's social media accounts, typically including LinkedIn and Facebook.
- Ensure the chapter is active on social media; WiM recommends approximately 1-2 posts per week on each channel, ensuring the content is informational, educational, and/or WiM-related.
- Engage or reply to users who comment on content or users who message the chapter directly via social media.
- Director the development of a social media calendar and ensure the chapter communicates about WiM National events and programs, chapter events or milestones, and content from like-minded organizations, and news about local or regional manufacturers.
- Ensure all graphics and assets created to promote the chapter are within WiM's current brand guidelines.

## **Membership Director**

- Review chapter roster data and report on the state of membership in the chapter's state or

region. Suggested metrics to measure include growth in affiliation with the chapter, notable new individual or corporate members, geographic regions of growth, etc.

- Partner with the Sponsorship Director and/or Events Director to engage corporate member companies to support the chapter.
- Partner with the Marketing Director and/or Events Director to recognize members via the chapter's marketing activities and/or during live events.
- Send Welcome emails from the chapter to new or recently joined members who have affiliated with the chapter.
- Send WiM membership information to nonmembers affiliated with the chapter.
- Coordinate with the Marketing or Marketing Director to celebrate and recognize Corporate or individual member anniversaries or milestones, including informing members of these features and securing necessary assets or information.

## **Sponsorship Director**

- Director the development of and maintain a sponsorship menu for the chapter.
- Research and engage with local manufacturers and provider companies about chapter sponsorship opportunities.
- Coordinate and participate in chapter sponsorship sales meetings, with support from the Chair or Vice Chair as needed.
- Act as primary point of contact for all chapter sponsors; ensure all assets needed to market the sponsor's support of the chapter are secured and shared with leadership teammates and WiM National in a timely manner for promotion.
- Coordinate with the Treasurer to ensure all sponsorships are paid.

## **Past-Chair**

- Assist WiM National in the training and onboarding of incoming Chair and Vice Chair for their chapter.
- Remain available to support the Chair throughout the first year of their term, specifically in areas related to the operations of the chapter, including answering questions about processes or providing historical information about the chapter.
- As requested by the Chapter Leadership Team or WiM National, act as a representative for the chapter at local, regional, or WiM National events or in media appearances.

---

## **Chapter Financials Overview**

WiM Chapters are funded via registration fees paid by individual attendees for their local events, as well as through sponsorship from external companies or organizations. All revenue generated by chapters is initially deposited to and held by WiM National. WiM National will create a dedicated bank account for each chapter; Chapters are not permitted to open their own bank accounts.

At the beginning of each month, WiM National will transfer any revenue generated during the previous month into each chapter's Chase bank account. *WHAT THIS MEANS* – Chapter revenue is not immediately available when someone registers for an event or pays a sponsorship. Those funds will be available once they are transferred to the chapter at the beginning of the following month.

To pay for expenses related to chapter business or events, 2-3 leaders from each chapter can request a Chase ONE credit card. Alternatively, chapter leaders can pay for chapter expenses out of pocket and submit for reimbursement from their chapter's available funds.

## Monthly Financial Reporting

Each Chase ONE cardholder is required to submit an expense report to their chapter's Treasurer any month during which they generated charges to their card. Cardholders must also provide receipts for any transactions executed on their card. The Treasurer should compile all cardholder expense reports into a single file and send the file and any related receipts to [accounting@womeninmfg.org](mailto:accounting@womeninmfg.org) and [chapters@womeninmfg.org](mailto:chapters@womeninmfg.org) before the 15<sup>th</sup> of each month.

Additionally, each month WiM National will provide each chapter Treasurer with a transfer file, which itemizes all transfers to/from the chapter's account for the given month. Processing fees associated with credit card transactions (*such as when someone pays to register for a chapter event*) will be charged back to the chapter and itemized in the monthly transfer file.

## Chase ONE Cards & Platforms for Chapters

Up to 2-3 leaders from each chapter can:

- Request a Chase ONE credit card for chapter-related expenses. Each cardholder will create a log-in for PaymentNet, where they can view transactions and download statements for their Chase ONE credit card. Request a card [here](#).
- Receive an individual log-in to view the chapter's Chase bank account online. Request a log-in [here](#).

## Chase ONE Card Reconciliation and Payment Process

- Charges made to Chase ONE cards are recognized and paid on a 30/25 day cycle.
- Each credit cycle is 30-days long and each cardholder has a credit limit of \$2,000.00 for that period.
- Cardholders should contact [chapters@womeninmfg.org](mailto:chapters@womeninmfg.org) to request an increase in their monthly credit limit, providing the amount increase needed, vendor name or expense type, and due date or estimated date of payment.
- Payments for each Chase ONE card associated with a chapter will be automatically withdrawn from the chapter's Chase bank account 25 days after the credit cycle ends.
- If the 25th day falls on a weekend or a public holiday, the payment will be withdrawn the following Monday or Tuesday.
- Payments for Chase ONE card expenses will appear as withdrawals from "JP Morgan" in the chapter's monthly transfer file from WiM National, as well as in the online view of the chapter's bank account on Chase.com.
- Payments for Chase ONE card expenses will appear on the transfer file for the month during which the payment is made, ***not*** in the transfer file for the month when the expenses occurred.

## Example 30/25 Reconciliation Cycle for Chase ONE Cards

March 1	Billing cycle begins. Each cardholder has a credit limit of \$2,000.00.
March 31	Billing cycle ends. Each cardholder should prepare an expense report and send receipts for all expenses to the Treasurer for their chapter.
April 1 – 15	Treasurer provides WiM national with compiled expense reports and receipts for all expenses.
April 25	Payment withdrawn from chapter's bank account for expenses charged March 1 – 31.
Before the end of April	WiM national provides the chapter with their March transfer file, showing all revenue transferred to/from the chapter in March.
Before the end of May	WiM national provides the chapter with their April transfer file, showing all revenue transferred to/from the chapter in April. This file will also include the April 25 payment(s) for March 1 – 31 expenses will appear on the chapter's April transfer.

## Credit Card Transaction Fees

Effective June 2024, WiM National will absorb the credit card transaction fees associated chapter transactions that are under \$500 total before fees. If a transaction exceeds \$500 before fees, WiM National will charge back the credit card transactions fee to the chapter. The credit card transaction fee is approx. 3% of the total charge.

## Reimbursements

In the instance where a WiM Chapter leader pays for a chapter-related expense using their personal funds, the leader can then submit the purchase details and receipt to WiM National for reimbursement from their chapter's available funds. Reimbursement requests should be completed within 30-days of the transaction date. To request a reimbursement, complete the [Chapter Reimbursement Form](#).

## Request a Check for Payment

If a vendor requires a check to pay for a chapter expense, complete the [Chapter Check Request Form](#). Once received, WiM National will send a check to your vendor or venue for payment within five (5) business days.

## Chapter Fundraising & Related Activities

### Grant Funding for WiM Chapters

Grants are funding opportunities that include an application, a program element, a grant agreement or contract, and a reporting requirement (*program reporting and financial reporting*). With these regulations in mind, and because WiM Chapters are affiliated with WiM's IRS Tax ID, any grant funding opportunity that would benefit a WiM Chapter **must** be approved by WiM National **prior to applying**. If a chapter is approached with an opportunity for grant funding **of any kind**, contact [chapters@womeninmfg.org](mailto:chapters@womeninmfg.org). Failure to confer with WiM National **before applying** for or receiving grant funding of any kind can result in negative ramifications for the chapter and WiM, including but not limited to the IRS revoking the organization's 501-(c)(6) non-profit status.

## **Fundraising for External Organizations or Non-Profits**

WiM Chapters are permitted to co-host, cross-promote, and otherwise collaborate with external organizations whose mission aligns with WiM's mission to support, promote and inspire women who have chosen a career in manufacturing. However, before a chapter can commit to fundraising for an external organization, they must submit the details of the organization and proposed donation via the [Chapter External Fundraising Proposal Form](#) for approval. This form will be sent to WiM National and should be completed at least twelve (12) weeks ahead of the proposed event, program, or other activity.

As a 501-(c)(6) non-profit organization, WiM and its chapters exist to further our mission and to support members of the association. As such, revenue recognized by WiM and its chapters should be prioritized for purposes that directly serve our mission and members. With this in mind, WiM Chapters may not contribute or donate more than 25% of the total revenue for any event, program, or other activity to an external organization or non-profit. Additionally, donations to external organizations or non-profits cannot exceed 25% of the chapter's available funds at the time the donation is made.

## **Fundraising for the WiM Education Foundation (WiMEF)**

Each WiM Chapter is required to generate at least \$250.00 in donations per fiscal year to benefit the WiM Education Foundation (WiMEF).

Chapters are approved to utilize the following tactics to fundraise for the WiMEF:

- Donating proceeds from chapter events.
- Direct donations from the chapter itself.
- Soliciting unrestricted donations made via the chapter's unique donation page on the WiMEF website. All chapter donation pages can be found [here](#).

**Any other fundraising activity besides what is listed above**, including but not limited to grant funding opportunities, raffles, silent auctions, etc. , that would benefit the WiMEF **must** be approved by the Executive Director of the WiMEF **prior to the event or activity being scheduled**. To request approval, chapters must submit the [Chapter WiMEF Fundraising Approval Form](#) at least twelve (12) weeks before the event or activity will take place. Please note that this approval process is required, and the cooperation of our chapters is essential. As the WiMEF is an IRS recognized 501-(c)(3) non-profit organization, the organization is held to certain standards by the IRS; by extension, any entity using the WiMEF's tax filing status for fundraising or programmatic purposes needs to adhere to those standards.

## **Grant Funding For the WiMEF**

Chapters seeking grant funding for the WiMEF must submit the [Chapter WiMEF Fundraising Approval Form](#) at least twelve (12) weeks before the grant deadline.

## **Raffles, Bingo, Auctions & Other Gambling Laws**

Many states have very specific rules and regulations around how raffles, which can be considered a form of legal gambling, are facilitated and reported on by nonprofit organizations, such as WiM and our

local chapters. With these regulations in mind, WiM Chapters are not permitted to host raffles, bingo, auctions, or other activities where participants purchase tickets or entries, and the chapter benefits directly financially. Chapters seeking approval to host a raffle benefiting the WiMEF must submit the [Chapter WiMEF Fundraising Approval Form](#) at least twelve (12) weeks before the date the raffle would take place.

## Scholarships

The IRS has specific rules and reporting guidelines around 501(c)6 organizations providing student scholarships. These guidelines prohibit WiM and WiM Chapters from offering scholarships for higher education, training or external programs. WiM Chapters are permitted to provide scholarships for members to participate in WiMEF programs or events.

---

## Chapter Sponsorships

WiM Chapters are encouraged to make connections with local companies and like-minded organizations to obtain sponsorships to support chapter activities and events. Chapter sponsorships can come in the form of direct monetary support to the chapter, providing supplies or other support needed for chapter events or activities, and cross-promotion between the chapter and supporting organization.

Chapters should create and maintain a sponsorship menu that can be used to sell or share information about sponsorships for that chapter. Once a sponsorship is confirmed, a chapter leader should complete the [Chapter Sponsorship Request Form](#). Once completed, a representative from WiM National will follow-up to confirm invoicing/payment information and other details related to the sponsorship deliverables.

## Policies for Sponsor Deliverables

Approved deliverables that WiM Chapters can offer their sponsors include:

- Inclusion of the sponsor's logo on the chapter's primary webpage, events pages, and/or emails sent to market the chapter's events to WiM subscribers and members.
- Discounted or free registration to future events hosted by the chapter.
- Ability to host, speak at, or provide attendee materials/swag at an event hosted by the chapter.
- Ability to have a representative on the Chapter Leadership Team (*must meet other WiM requirements*).
- Promotion on the chapter's social media channels.

**WiM Membership or Events:** Chapters are ***not*** permitted to include individual or corporate membership to WiM, registration to WiM National events, or registration to WiMEF programs or events with sponsorship to their local chapter.

**Contact Information of WiM Members:** Chapters are ***not*** permitted to provide sponsors with the names, companies or contact information of WiM members. Chapter sponsors can ***only*** receive information for individual event registrants who proactively opt-in to their information being shared. To achieve this, chapters will be asked to indicate on all new event submissions whether a checkbox for sponsor communications opt-in should be included on the event registration.

---

# Chapter Events

## Overview & Process for New Chapter Events

Chapters are empowered to plan and execute meetings and events that engage their community and amplify WiM's impact. Each WiM Chapter is required to host at least four (4) in-person or virtual events each fiscal year, recognized April 1 – March 31. All new chapter events must be submitted via the [Chapter Event Information Form](#).

The form will be sent directly to WiM National and our team will use the information provided to create the event registration page on the WiM website. WiM National will also create and send promotional emails for the event on behalf of the chapter. A draft of the initial email will be sent to the event contact, along with a schedule for the email transmissions.

### **Please Note:**

- New events will be posted to the WiM website within five (5) business days after submission.
- WiM National will schedule email campaigns with a grace period of at least (1) business days, allowing chapters time to submit changes to the promotional email before the first one is sent out.

WiM National will provide all chapter leaders with access to a report of their chapter's event registrants. Additionally, WiM National will always make event attendee lists visible on the event page, to ensure chapters can stay informed of event registrant headcount.

Following each event, the chapter should complete the following:

- Send the final attendance list and event photos to [chapters@womeninmfg.org](mailto:chapters@womeninmfg.org).
- Send all attendees the [Chapter Event Feedback Survey](#) within 48 hours of the event.
- To request an export of survey submissions for your chapter, email [chapters@womeninmfg.org](mailto:chapters@womeninmfg.org).

## Chapter Event Planning

Every event is an opportunity to promote WiM and grow our network of manufacturing professionals. When hosting an event, ask yourself the following questions and work together to assign appropriate tasks.

- When will the meeting or event be held?
  - Members likely have numerous commitments, and it is important to be conscious of their schedules and availability. It's also important to research other events in your area that might conflict, as well as avoiding dates that conflict with WiM National conferences and events.
- What will the agenda look like?
  - Having an agenda for each event or meeting will ensure that the members' time is being well utilized and value is being provided.
- Who will facilitate the meeting/event?
  - Facilitators keep the agenda on-track in accordance with the allotted time constraints.

Designate 1-2 members of your leadership team to facilitate chapter events as needed.

- Where will you host the meeting/event?
  - There are several things to consider when choosing a venue. Ease of accessibility and appropriate facilities for the activity are essential.
- Will you provide food or beverage?
  - If you have a budget for food, be sure to plan the following: what you will order, where you will order it from, who will pick-up or drop-off and where it will be placed in the room.
- What are the best ways to promote the meeting or event?
  - You should aim for high attendance and participation for every meeting and event. WiM National will promote chapter events to members and subscribers via email and in the WiM Weekly newsletter. Chapter leaders should utilize social media platforms, the chapter's affiliated member list and printed material as needed to further promote their events. Reach out to attendees of past events and ask them to invite others.

## **Suggested Event Pricing**

Chapters are encouraged to *always* charge a registration fee for their events, including a pricing differential for WiM members versus nonmembers. Charging for chapter events not only drives the value of the event itself, but also reinforces the value of WiM membership. Additionally, attendees who have invested in registering for an event are more likely to actually attend the event. When considering pricing for their events, WiM Chapters should budget to at minimum break even, based on the projected expenses for an event. For recommendations or additional guidance on event pricing, contact [chapters@womeninmfq.org](mailto:chapters@womeninmfq.org).

## **Joint Chapter Events**

WiM Chapters are permitted and encouraged to collaborate to host multi-chapter events, both in-person or virtually. In the instance that two or more chapters are co-hosting an event, please note the following:

- WiM will brand and promote co-hosted events to members and subscribers for all involved chapters.
- The total revenue from the event must be split evenly between chapters co-hosting the event.
- Joint chapter events can only be listed under one category on the WiM calendar. Chapters co-hosting an event must confirm which chapter the event can be listed under on the website calendar.

## **Late Registrations for Chapter Events**

Once registration for a chapter event has closed, late registrations must be tracked by the chapter, then communicated to WiM National after an event is complete. WiM National will add language to the webpages for all chapter events instructing members and other users to contact the chapter if they would like to register for an event where registration has closed. The chapter should follow-up to these requests and track non-registered attendees and add them to the final attendee list that will be shared with WiM National after the event. When sharing the final attendee list, the chapter should indicate if there are attendees who need to be registered and/or invoiced for attending the event. The WiM National team will register and/or invoice those individuals as needed.

## **Promoting External Events as WiM Chapter Events**

WiM Chapters are permitted and encouraged to engage with external organizations whose purpose or mission aligns with WiM's mission to support, promote and inspire women who have chosen a career in manufacturing. Chapters are generally permitted to promote events or conferences from external organizations via their LinkedIn channels.

In order to establish and maintain brand continuity and clarity, WiM Chapters are encouraged to limit the number of external events that are promoted as chapter events. If registration for an external event is occurring on an external website or domain, WiM National will only promote the event via email or on the WiM website as a chapter event if each of the following criteria are met:

- The WiM Chapter must be represented on the external website as a co-host or collaborator for the event. This must include the chapter's logo and a link back to a webpage on the WiM website.
- The event page cannot represent WiM National as a co-host for the event or include the WiM National logo without prior approval from WiM National.
- The organization collecting registration must share all registrant information with the chapter and WiM National, including at least full name, email address, and phone number.
- The event cannot conflict with a WiM National event or conference (see below, *Chapter Events & SUMMIT* and *Chapter Event Naming & Branding*.)

## **Chapter Event Refund Policy**

Cancellations for WiM Chapter events must be made in writing to [accounting@womeninmfg.org](mailto:accounting@womeninmfg.org). Registration fees are nonrefundable for cancellations received less than five (5) business days prior to the event. Participant substitutions are welcome at any time. WiM National will only notify chapters if an event cancellation request is received less than five (5) business days prior to the event, allowing the chapter to advise if a refund should be provided.

## **Non-Solicitation Policy**

WiM encourages information-sharing and relationship-building activities between members at WiM National and chapter level meetings and events, however, it does not condone overt solicitation. Please review WiM's Non-Solicitation Policy for guidelines on how to best avoid overt solicitation at WiM events.

## **Alcohol at Chapter Events**

WiM encourages chapters to host social events where members and nonmembers can network while enjoying refreshments, alcoholic or otherwise, responsibly. When hosting an event, any type of alcohol that is provided may only be handled and served by a caterer or vendor that has liquor liability coverage in place. Additionally, if alcohol will be served or available at a chapter event, the chapter must ensure that host organization abides by all alcohol related laws and regulations.

## **Chapter Events & SUMMIT**

To ensure maximum member participation in WiM's annual SUMMIT, specific types of WiM Chapter events **should not** be scheduled during time periods and/or in geographic locations that directly

conflict or compete with the annual conference. This policy applies to chapters events that meet any of the following criteria:

- Half day events (4+ hours in duration) (In-person or virtual)
- Full day events (In-person or virtual)
- Multi-day events (In-person or virtual)
- Events hosted by more than one WIM Chapter (In-person only)

Events that meet the above criteria **should not** be scheduled within eight (8) weeks prior-to **or** two (2) weeks following the annual SUMMIT. During this time period, chapters are permitted to host single-chapter events that are less than four (4) hours in duration, including but not limited to networking events or plant tours. This criteria applies to chapter-hosted events, as well as external events promoted by WiM Chapters.

In 2024, this policy is effective Monday, August 12, 2024 through Monday, October 21, 2024.

## Chapter Event Naming & Branding

To avoid confusion for WiM members and audiences, chapters are not permitted to use naming or branding for their events that mimic or directly copies the name or brand of a national WiM or WIMEF program or event.

The following are words and phrases that chapters should avoid when planning their events:

WORDS/PHRASES TO AVOID	ALTERNATIVE SUGGESTIONS
“Summit”	“Conference”
“Leadership Conference”	“Leadership Program”
“Moms in MFG” or “Moms in Manufacturing”	“Working Parents and Caregivers in Manufacturing”
“Empowering Women in...”	“Supporting Women in Industry”
“Management Development”	“Career Development for Manufacturing Managers”
“Leadership Institute”	“Leadership Circle” or “Leadership Group”
“Virtual Learning”	“Online Learning”

Chapters may be asked to adjust the naming and/or branding of an event in the instance that the proposed name/branding does not align with WiM’s brand guidelines or mission. This criteria applies to chapter-hosted events, as well as external events promoted by WiM Chapters. For feedback or suggestions on chapter event naming or branding, contact our team at [chapters@womeninmfg.org](mailto:chapters@womeninmfg.org).

## Chapter Marketing

The marketing and promotion of a WiM Chapter and their local events and programs is a collaborative effort between the chapter itself and WiM National. The chapter’s logo must be created and provided by WiM National. Additionally, WiM National will create and maintain a primary webpage, leadership page, and event pages for each chapter on the WiM website. Chapters are not permitted to create microsites or webpages not affiliated with the womeninmanufacturing.org domain.

WiM will share information about the chapter with prospective and current members in their area, as

well as promoting chapter events and activities to subscribers and members via email and in our WiM Weekly newsletter.

## Swag, Signage & Collateral

WiM National will provide chapters with basic marketing materials at the time the chapter is launched. Each chapter will receive the following before their launch event:

- Table runner with chapter logo.
- Podium sign with chapter logo.
- Approx. 250 pieces of printed marketing materials for membership, upcoming WiM National events and programming, etc., as available.
- Approx. 250 branded swag or giveaway items – pens, post-its, etc. as available.

Chapters are permitted to create or purchase additional marketing materials to promote their events and presence in their local community, however, marketing materials beyond what is listed above must be paid for using chapter funds. Chapters can purchase swag or collateral from any provider or vendor they prefer. If a chapter would like to create or purchase additional promotional material(s), all designs must adhere to WiM's Brand Guidelines, summarized on the proceeding pages.

## Communications to Members from Chapters

All chapter leaders will be provided access to rosters of WiM members and contacts within their chapter's region or state. Via their WiM member compass, each leader will have access to the following three reports:

1. All members or contacts in our database who have affiliated their membership with the chapter; contact information will be provided for chapter communications; When a member affiliates with a chapter, they are agreeing to having their information shared with the chapter so they can receive communications from the chapter about events and programming.
2. All members and contacts in our database located in your state; contact information will not be provided.
3. All current corporate members of WiM, including the company name and the location where the corporate membership is based.

WiM is your association. When you are recruiting, focus on why **YOU** joined WiM and why you find value in membership. Our members are our biggest cheerleaders. When speaking to a potential new member, let her/him know what your involvement in WiM has done for you.

- **Think ahead.** Take a minute to think about how WiM works for you. Which services do you utilize? How are you involved and why?
- **Become knowledgeable.** Educate yourself about what WiM has to offer. Look around the website. Become familiar with some of the offerings that you may not use but may be interesting to someone else.
- **Listen.** What is it about the prospect's experience that would impel her/him to join? Let them know that WiM can connect her/him with other professionals who share similar experiences and can give their insight on current issues for women in the workplace.

- **Invite.** Make sure to invite the prospect to a local chapter meeting or upcoming event. You have joined WiM for a good reason. Offer an opportunity to show it off and demonstrate why WiM is working for you.

## WiM Brand Guidelines

Below is a quick reference of common WiM-related terms and how they should be written in marketing and communications from chapters.

Women in Manufacturing	<ul style="list-style-type: none"> <li>• First mention should always be: Women in Manufacturing Association (WiM)</li> <li>• Second mention should be: WiM</li> <li>• If the name of the association is preceded by the word “the”, it should only be capitalized if it is at the beginning of the sentence.</li> </ul>
Women in Manufacturing Education Foundation	<ul style="list-style-type: none"> <li>• First mention should always be: Women in Manufacturing Education Foundation (WiMEF)</li> <li>• Second mention should be: WiMEF (<i>no space</i>)</li> <li>• If the name of the association is preceded by the word “the”, it should only be capitalized if it is at the beginning of the sentence.</li> <li>• The organization may also be referred to as WiM Education Foundation, assuming that “WiM” has already been established earlier in the communication</li> </ul>
Allison Grealis ( <i>pronounced “gray-lis”</i> )	<ul style="list-style-type: none"> <li>• Founder and President of the Women in Manufacturing (WiM) Association and Education Foundation, Allison Grealis</li> </ul> <p><b>OR</b></p> <ul style="list-style-type: none"> <li>• Allison Grealis, Founder and President of the Women in Manufacturing Association and Education Foundation</li> </ul>
Chapters	<ul style="list-style-type: none"> <li>• Chapter names must be written using “WiM” followed by the state, region, or city name for the chapter.</li> <li>• State or city names should be fully written out whenever possible but may be shortened or abbreviated when necessary. Shortened names should be all caps and as few characters as possible, for example “WiM Ohio” becomes “WiM OH”.</li> <li>• Chapter names can be written with “WiM” plus the location only, or can include the word “Chapter”, but it should be capitalized in these instances. For example, WiM Ohio or WiM Ohio Chapter</li> </ul>
SUMMIT	<ul style="list-style-type: none"> <li>• SUMMIT should <u>always</u> be written in all caps.</li> </ul>

## Logo Usage

- The chapter’s logo should appear on all marketing materials created by the chapter.
- The WiM National logo should not appear without the chapter logo.
- Logos may not be altered in any way – shadows, outlines, angles, stretching, and the addition of text that implies it is part of the logo is not permissible.
- Logos should not be placed over patterns.

- Appropriate clearance must be reserved around the logo – no less than ¼ inch.

## **Brand Fonts**

Below is a list of the fonts included in the primary branding for WiM and WiM Chapters. Chapters are permitted to incorporate alternative fonts into graphics or materials that promote their events and programs, however, all assets promoting WiM National events, programs, or membership must utilize the following fonts **only**:

- Futura PT Light
- Futura PT Light Oblique
- Futura PT Book
- Futura PT Book Oblique
- Futura PT Medium
- Futura PT Medium Oblique
- Futura PT Demi
- Futura PT Demi Oblique
- Futura PT Heavy
- Futura PT Heavy Oblique
- Futura PT Extra Bold
- Futura PT Extra Bold Oblique
- Futura PT Bold
- Futura PT Bold Oblique
- Arial

## **Brand Colors**

### **Primary Colors**



**WiM Green**  
RGB 179-188-53  
Hex #B3BC35



**WiM Blue**  
RGB 34-150-188  
Hex #2296BC



**WiM Gray**  
RGB 146-146-147  
Hex #455560

### **Secondary Colors**



RGB 198-205-87  
Hex #C7CF55



RGB 158-206-222  
Hex #36B2DB

---

## **Chapter Social Media Policy**

Women in Manufacturing® (WiM) and our local chapters use social media platforms to build relationships with individuals and corporations in the manufacturing industry. Social media allows WiM Chapters to share information about our association and our mission to support, promote and inspire women at all levels from all industries within manufacturing. Chapters are encouraged to share details about upcoming WiM events (both national and chapter events), to keep followers informed on

manufacturing industry news, and to encourage dialog between women in manufacturing at all levels. Social media's prevalence in our society will only continue to grow, so it is critical that WiM Chapters are active on social media and that the following guidelines are understood, adopted, and followed. What is shared through social media by WiM Chapters directly impacts the way in which our organization is perceived.

WiM's social media policy for chapters is outlined below and includes content recommendations, social media best practices, and restrictions on what can be shared via your chapter's social media channels. Please read this policy carefully and contact WiM National with any questions, concerns, or feedback.

## **Social Media Platform Creation & Access**

WiM Chapters are encouraged to use social media to promote themselves, WiM and the WiMEF. All chapter social media pages, including but not limited to LinkedIn, Facebook, Instagram, etc., must be created by WiM National. WiM will then provide administrative access to current members of the chapter's local leadership team.

At the time that WiM National creates a chapter LinkedIn, Facebook or Instagram account for the chapter, the following settings will be applied to the account, which should **not** be updated without prior approval from WiM National:

- Chapter logo as profile image
- Page Name (Women in Manufacturing <state name, region, or city>)
- Content or description in "About" Section
- URL and/or username

Once an account is created, members of the chapter's leadership team may be added to the account(s) as admins. To request administrative access to any chapter social media account, leaders must complete the [Chapter Social Media Policy Acknowledgment](#), indicating their review and acceptance of the terms and conditions outlined. Any microsites or social media pages that were created prior to this policy and/or without prior authorization from WiM National are subject to review when discovered and may be amended or removed. If your chapter currently has a Facebook or LinkedIn page not affiliated with WiM National, please contact [chapters@womeninmfg.org](mailto:chapters@womeninmfg.org).

## **Social Media Content**

Social media content requirements and guidelines for WiM Chapters are listed below. These requirements pertain to all social media platforms.

### **CONTENT MUST**

- Be professional, legitimate, and represent WiM, our partners, and corporate members in a positive and respectful manner.
- Respect copyright, privacy, fair use, financial disclosure, and other applicable laws.
- Be cited if reposting or borrowing from other sources.

### **CONTENT MUST NOT**

- Be threatening, profane, abusive, harassing, defamatory or obscene.
- Be unlawful, libelous, or an invasion of another's privacy.
- Endorse a particular political candidate or party.
- Content must not include children under the age of 18 years old.

Questions? Contact [chapters@womeninmfg.org](mailto:chapters@womeninmfg.org)



- Text should be revised and not simply “copied and pasted” whenever possible.
- Online images and/or stock photos should not be used without purchase or proper ownership assignment.

Chapters should tag relevant companies and WiM’s national channels in all social media posts to improve visibility. Use the “@” symbol to tag an individual or company page. WiM’s handle on all platforms is @womeninmfg.

Chapters should also utilize hashtags to ensure social media platforms index and make their posts searchable for specific hashtags used by WiM National. To broaden reach and ensure posts from your chapter appear with posts from WiM National, please refer to any hashtags in recent WiM posts, as well as the list below:

- #womeninmanufacturing
- #womeninmfg
- #wim
- #manufacturing

No company logo should be used on social media without express written consent of an appropriate company representative. If an event should take place on-location (*a company’s facility, headquarters, etc.*), all participants must refrain from taking any photos without obtaining direct consent from a host representative.

---

## **Contacting the WiM National Team**

### **[chapters@womeninmfg.org](mailto:chapters@womeninmfg.org)**

- Updates for event pages, event emails or any chapter webpage.
- Requests or questions related to event registrant lists or member rosters.
- Adding or removing leaders from a Chapter Leadership Team.
- Requests or questions related to new chapter development.

### **[gmoore@womeninmfg.org](mailto:gmoore@womeninmfg.org)**

- Questions about WiMEF programs or events.
- WiMEF fundraising inquiries or guidelines.

### **[membership@womeninmfg.org](mailto:membership@womeninmfg.org)**

- Nonmembers inquiring about membership.
- Members who need to update their profile or access their account.
- Employees of corporate members who need to get signed up.
- Any questions about member benefits or offerings.

### **[accounting@womeninmfg.org](mailto:accounting@womeninmfg.org)**

- Sponsorship payment status.
- Reimbursement request status.
- Check request status.
- Requests for early funds transfer.
- Questions about PaymentNet or Chase.com.
- Requests to increase Chase ONE cardholder credit limits.

### **[meetings@womeninmfg.org](mailto:meetings@womeninmfg.org)**

- General WiM National event and conference information.
- Registration assistance or inquiries.
- National event sponsorship leads or inquiries.