

REGIONAL OPERATIONS TOOLKIT



TABLE OF CONTENTS

I. PRESERVING FGI'S MISSION & LEGACY.....	3
2. REGIONAL REQUIREMENTS + PLANNING CALENDAR.....	7
3. FGI BOARD OF DIRECTORS CODE OF CONDUCT.....	9
4. REGIONAL FORMS & RESOURCES.....	16
5. BOARD MEETINGS & COMMUNICATION.....	17
6. FINANCIAL GOALS & STRATEGIES.....	20
7. PROGRAM PLANNING.....	21
8. MEMBERSHIP RECRUITMENT & ONBOARDING.....	27
9. BRANDING & MARKETING.....	33
10. SUGGESTED TOOLS.....	42
II. BOARD LEGACY & LEADERSHIP.....	43

I. PRESERVING FGI'S MISSION & LEGACY

"At FGI we believe that providing a forum for professional development and career advancement unleashes creativity, innovation and advances the business of fashion."

Maryanne Grisz
President & CEO, FGI

WE APPRECIATE YOU!

Welcome and thank you for your leadership and service to The Fashion Group International! You were chosen by your peers to lead and promote the legacy and mission of our organization to support your local industries. We realize that it is a great honor but also a great responsibility to be in your role as the "keeper of the brand" so we've created this Regional Toolkit as a modern manual for running your FGI region. It will help you work smarter, not harder, because your volunteer time is VALUABLE!

This toolkit provides an overview of FGI's mission and rules for running your region including best practices, tools and tips for success.

GOALS OF THE ORGANIZATION

To advance professionalism in fashion and its related lifestyle industries.

To provide a public forum for examination of important, contemporary issues in the business of fashion.

To present timely information regarding national and global trends that have an effect on the fashion industries.

To attain greater recognition of individual's achievements in the business of fashion and lifestyle related industries.

To encourage individuals to seek career opportunities in fashion and related industries, and to advance the careers of our members in these fields.

To offer programs and connections which provide an opportunity for networking and collaboration, to further the professional, social and personal development of our members.

About FGI

Founded in 1928, The Fashion Group International is a global, membership organization of professionals in fashion and related industries providing resources and education for career advancement while creating a forum for discussion and connection across all industries such as fashion, beauty, home, retail, textiles, designers, publishers, marketers, brands, content creators and more.

The FGI mission is to provide our member network with a forum for discussion and connection across all sectors through programming focused on the industry's most current and crucial topics, recognition of emerging talent and trends at the zeitgeist of innovation. To open access to industry leaders by offering a platform of resources for business development and career advancement at all levels. We believe that providing a forum for professional development and career advancement unleashes creativity, innovation and advances the business of fashion.

At our core and from its inception, the organization accepts members from all races, genders, nationalities, ages, economic backgrounds, geographic locations or political affiliations, who qualify as working professionals in the industry.

We strive to offer programming to meet the needs of the membership, as related to: Career development, meaningful connections, cultural acknowledgement in line with our Inclusion mission.

We are proud to have regional FGI groups all over the world to support this mission. Our regional groups provide forums for the business of fashion in their cities and as they relate to the global industry. They support their local members in the advancements of their careers and are the voice of the fashion business community in their regions.

Honoring Our History While We Bridge To The Future

It all began in 1928 when 17 women, gathered by Edna Woolman Chase, Editor-in-Chief of Vogue, met for lunch in a modest midtown New York restaurant. They had three things in common: Each held a job of consequence in the business of fashion, each held all the others in high regard and together they held a belief that fashion needed a forum, a stage, or a force to express and enhance a widening awareness of the American fashion business and of women's roles in that business.

The Fashion Group®, conceived at an informal luncheon in 1928 became an organization in 1930, with a place, a purpose, by-laws, officers and women eager to be members. Their first office space was donated by Louis Fairchild in his Women's Wear Daily building on East 12th Street. The second office space was at 572 Madison Avenue, donated by Harper's Bazaar. Then in 1934, from the minutes of the Board meeting of October 18: Discussion as to how to meet the rent of the contemplated space in 30 Rockefeller Center included a Fashion Group party using talent within the membership lampooning fashion, to be known as The Fashion Follies™. Today, The Fashion Group® offers membership to both men and women. Some of those Founding and Charter members were: Elizabeth Arden, Margaret Case, Eleanor Roosevelt, Helena Rubinstein, Julia Coburn, Lilly Dache, Jessica Daves, Nan Duskin, Edith Head, Eleanor LeMaire, Claire McCardell, Clare Potter, Virginia Pope, Dorothy Shaver, Adele Simpson, Carmel Snow & Miss Tobé.

The New York Public Library in New York City has acquired and catalogued most of the Archives.

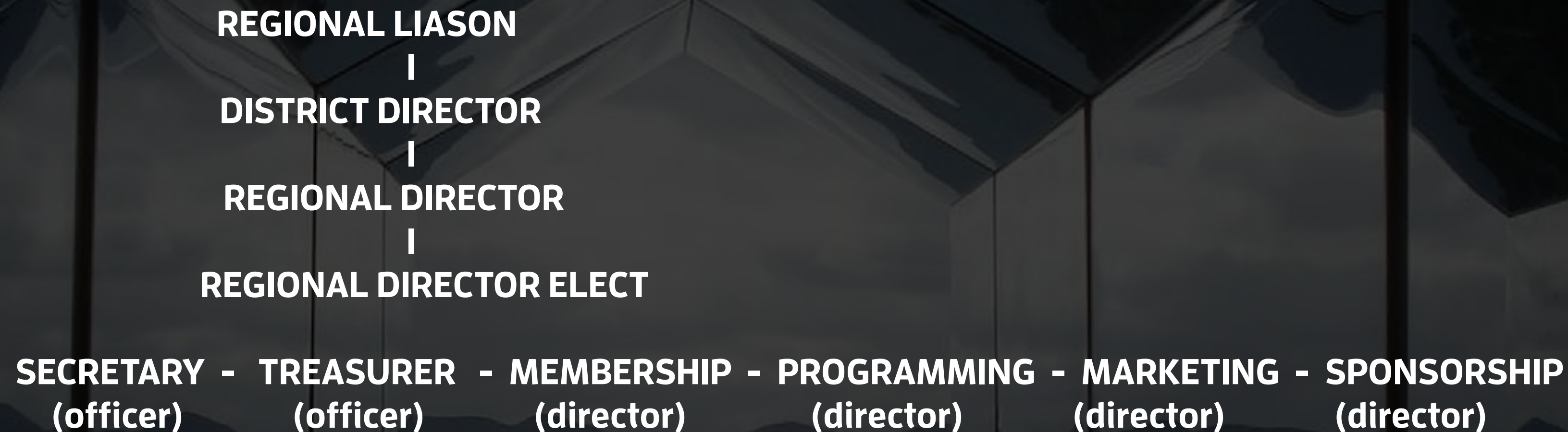
"As we move forward, we will abide by our mission, continue to help our members – you – become more effective in your careers; to present timely business intelligence; to celebrate the achievements of the best and the brightest and to recognize and encourage the emerging talents who represent the future of all the design related industries."

-Margaret Hayes
Former President and CEO, FGI

Representing FGI as a Region

As we highlight the beautiful origin of how FGI began, it is important to be purposeful in the make-up of our boards of directors and our membership so we can know, highlight and celebrate the diversity we represent and be inclusive in the programming we provide for our members. FGI is committed to moving our industry forward through solidarity, compassion and mindful action.

FGI Regional Board Org Chart Structure:



REQUIRED COMMITTEES: Nominating / OPTIONAL COMMITTEES: Programming, Membership, Public Relations, Historian

Please form your board with the above board positions and do not create your own board titles. For instance the board member overseeing your social media falls under the "Marketing" position and would not have a separate title of "Social Media." The additional committees are optional based on your needs/capacity except for Nominating which is required.

Every board member, especially the Regional Director, should read the Red Book (FGI Policies and Procedures Manual) and highlight key elements that relate to their position. This Regional Toolkit is complimentary to the Red Book and will reference the Red Book as well as offer modern interpretations and resources to fulfill the requirements.

FGI BOARD OF DIRECTORS CODE OF CONDUCT

POLICY BRIEF & PURPOSE At Fashion Group International Inc. (FGI), our code of conduct policy outlines our expectations regarding our FGI Board of Directors. FGI promotes freedom of expression and open communication. All FGI Board Members should avoid offending or participating in serious disputes within their communities. As leaders of FGI, we expect them to foster a well-organized, respectful and collaborative environment.

SCOPE This policy applies to all Board members of FGI.

COMPLIANCE WITH LAW Members of the FGI Board of Directors must protect our organization's legality. They should comply with all environmental, safety and fair dealing laws. We expect everyone to be ethical and responsible when dealing with their region's finances, internal and outside services, communications, partnerships and public image.

RESPECT AND PROFESSIONALISM Members of the FGI Board of Directors should respect their colleagues. FGI will not allow any kind of discriminatory behavior, harassment or victimization. Members of the FGI Board of Directors must show integrity and professionalism in the workplace as well as externally when interfacing with others as a representative of FGI.

CONFLICTS OF INTEREST Members of The FGI Board of Directors may not accept gifts from clients, sponsors, companies providing services to FGI or companies trying to provide services to FGI. Board members may not be paid for services to FGI. If a board member has a firm that can provide special skills, the board must get competitive bids from similar companies.

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FGI BOARD OF DIRECTORS CODE OF CONDUCT

DUTIES AND AUTHORITY Members of the FGI Board of Directors should fulfill their duties with integrity and respect toward, FGI members, each other, stakeholders and the community at large. People in leadership positions must not abuse their authority. Each board member must fulfill their specific roles on the board (i.e., membership, programming, social media, etc.). If duties are not fulfilled, the Regional Director can move a Board member to another position or ask them to step down from the board. Board members are to support the Programming of the group by buying and/or selling tickets to their events.

COLLABORATION The FGI Board of Directors are expected to be friendly and collaborative. They should not disrupt the workplace or the environment in which they conduct business on behalf of FGI nor should they present obstacles to the work or emotional well-being of their colleagues.

COMMUNICATION Members of the FGI Board of Directors must be open to communication with their FGI colleagues and team members and respond in a timely, professional manner.

POLICIES Members of the FGI Board of Directors should be aware of FGI's company policies and must read and follow the by-laws set forth and available at fgi.org, for easy reference to members of FGI.

DISCIPLINARY ACTIONS FGI reserves the right to take disciplinary action against members of the FGI Board of Directors who repeatedly or intentionally fail to follow our code of conduct. Disciplinary actions will vary depending on the scope and nature of the violation. If necessary, FGI may take legal action in cases of corruption, theft, embezzlement or other unlawful behavior.

REGIONAL REQUIREMENTS + PLANNING CALENDAR

Many regions choose to go above and beyond the minimum requirements set forth by FGI headquarters which is amazing but we want to make sure you know what's mandatory so you can decide if/how much you want to do more than that.

Every region must:

- Have at least 40 members (Red Book page 1)
- Have a board of officers/directors with 7 - 17 members containing at least a Regional Director, Regional Director Elect, Secretary, and Treasurer. Only Executive Members are allowed to serve on the board. (Regional-By Laws)
- Have a nominating committee of 3-7 members including a Nominating Chair to help recruit new candidates for future board officer/director roles. The Nominating Chair cannot be a current board member." (Red Book pages 9-11 and appendix)
- Regional board meetings should be held monthly, preferably the same day and time each month. (Red Book pages 12-13)
- Attend the Annual Regional Directors Conference. Usually the Regional Director attends plus 1-2 other board members such as the Regional Director Elect, the Programming Chair, Membership Chair, etc. (Red Book page 8)
- Hold at least 5 programs/events annually in your region. (Red Book page 1)
 - 2 trend events using the FGI Global Communique' Fashion Presentation (Spring and Fall)
 - 2 other Special Programs - such as business panels (Spring and Fall)
 - 1 Annual Meeting and Board of Directors/Officers vote held between Dec. 1 and Jan. 31.
(Forms and instructions can be found in the Red Book Appendix and)
- Submit quarterly Programming Reports (Red Book page 2)
 - Tentative Calendar of Programs & Events 2 times a year to your District Director with proposed events for the upcoming 6 months as well as Program Reports 2 times a year covering the results of your previous 6 months of events

You're more than welcome to hold more events than the 5 required but we always emphasize quality over quantity as well as promoting the FGI NY events and other regional events, especially if they are available to attend virtually. Promoting other regions' events to your region is an amazing member benefit and shows the value of our FGI global network.

Planning Calendar

The next two pages go over a monthly guide to help keep you on track. Working ahead in your lighter months is always helpful!

JANUARY

- Newly elected regional board members take office and go through onboarding/training (Regional Director to lead with the help of outgoing/current board members and District Director). Existing board members are also re-sent all board training materials as a refresher. Regional Director please summarize these training documents and regional requirements at January board meeting so that all board members are on the same page and inspired/empowered by the FGI mission and guidelines. The FGI By-Laws and Officer Duties forms (in the Regional Toolkit Forms folder) need to be signed and sent back to FGI NY by February 1. Please send them all back in one PDF packet (like the original) and not as individual files.
- Copies of the Red Book/Regional Group Policies and Procedures Manual (with Appendix) and the Regional Toolkit are to be distributed at January Board meeting for review and adoption, together with copies of FGI By-Laws & Officer Duties document (US Regional Groups only).
- Regional Director in consultation with Regional Director-Elect if any, begin consideration of nominees for Regional Nominating Committee Chairs if your region hasn't done so yet (option to also do this as you're prepping your slate the year before). The Nominating Chair cannot be a current board member.
- US Regional Director and/or secretary to contact your state's Secretary of State and perform corporate status check to assure maintenance of the Regional Corporation in your state for your local FGI Region. See Forms and reach out to your District Director with any questions.
- Regional Programming Report (Recap of previous six months July -Dec) due by January 30 to your District Director who will submit to FGI Headquarters. (The FGI Regional Programming Report form can be found in the Regional Toolkit Forms folder)
- Regional Directors set up monthly touchbases with your District Directors. They're there to help make your region successful and support you!

Planning Calendar

FEBRUARY

- The FGI By-Laws and Officer Duties forms (in the Regional Toolkit Forms folder) need to be signed and sent back to FGI NY by February 1. Please send them all back in one PDF packet (like the original) and not as individual files.
- Regional Director presents nominees for new Regional Nominating Chair to Regional Board for approval at the February Board meeting. The Regional Nominating chair will then help pick a Nominating Committee consisting of 3-7 people including the Chair. The Committee must be in place by March to present at the March board meeting for approval. Once approved, The Regional Director or Secretary will give them an orientation on the nomination process and make sure they have all of the nomination process information.
- By the February board meeting, decide which events and/or initiatives from the previous year you'd like to submit for Merit Awards and the upcoming Regional Directors Conference. Decide which category/categories you will submit entries for. The categories are membership and programming and you can apply for both if you'd like.
- Establish membership goals for the year (each Board member to recruit three (3) new members). Brainstorm creative ideas for attracting new members.
- Make sure that your new Regional Director and/or Treasurer are added to your bank account and any previous people are taken off. Many banks require all parties to be present. It is VERY IMPORTANT that you do this at the start of the term.
- Discuss attendance and budget for the upcoming Regional Directors Conference in New York (dates, hotel info and conference pricing will be sent out early in the year for you to plan into). The conference is open to Regional Board members only.
- Make sure that your regional webpage on fgi.org is updated with all of your new board information, upcoming events, etc. It is extremely important to keep these webpages up to date to show the quality and consistency of FGI programming as well as the credibility of each region.

Planning Calendar

MARCH

- Regional Group Annual Financial Report & Verification, and Request for Inclusion in the FGI IRS Group Exemption Letter, if applicable, due to FGI HQ by March 5. These forms are on pages 53 and 54 of the Red Book Appendix and can also be found in the Regional Toolkit Forms file.
- Finalize attendance for the Regional Directors Conference in New York and make sure you're on track to submit all requested information including Merit Awards entries by the deadlines sent each year from FGI HQ.

APRIL

- The Regional Nomination committee will start to meet separately from board meetings to develop a list of potential future board candidates and are asked to have a slate of candidates finalized by July to present to the board. The candidate outreach process also includes sending a letter to your regional members asking for candidates for open positions. The letter template can be found in the Red Book Appendix and in the Regional Toolkit Forms folder. The Regional Director/Board should review the letter before it is sent out (preferably in April).
- Make sure that your regional webpage on fgi.org is updated with all of your upcoming events, etc. It is extremely important to keep these webpages up to date to show the quality and consistency of FGI programming as well as the credibility of each region.

MAY

- Whichever board member attends the Annual Regional Directors Conference should prepare typed notes and a presentation to present at the next board meeting in order to record and pass along the information, updates, insight and ideas they gained from the conference. This is very important and is crucial to the synergy and success of your region.
- Regional Nominating Committees continue to meet during the month of May. On top of the candidate suggestions you receive from the letter you sent to your members, also strategically reach out to members that the committee and the board have identified as top candidates. Finalize the slate for Board approval at the July meeting.

Planning Calendar

JUNE

- FGI Regional Programming Report (Regional Calendars for July-Dec) is due by June 1 to your District Director who will submit to FGI Headquarters. (The FGI Regional Programming Report form can be found in the Regional Toolkit Forms folder)

JULY

- FGI Regional Programming Report (Re-cap of Jan-June events) is due by July 30 to your District Director who will submit to FGI Headquarters. (The FGI Regional Programming Report form can be found in the Regional Toolkit Forms folder)
- Regional Nominating Committee Chair presents their Slate of Nominees for Officers and Directors at the July Board meeting for approval. If not enough nominees are approved the committee will need to find additional nominees to present to the board as soon as possible. Approved candidates are then contacted congratulate them on their nomination and ask about their willingness and/or ability to serve, if elected.
 - Please note process: The Nominating Committee Chair forwards the slate to the District Directors for review. The District Directors then send the documents to Director of Regional Services at New York Headquarters for final approval. New York Headquarters notifies the District Director of approval or concerns for discussion. If approved, the District Director notifies the Nominating Committee to send out the slate to be voted on by the Regional membership. The District Director and the Nominating Committee Chair will discuss any questions or concerns raised by New York Headquarters. If slate is not approved, the Nominating Committee will have to reconvene and repeat the process again until they have an approved slate.

AUGUST

- Regional Board approved Slate of Nominees willing to serve is due to your District Director by August 15 for review.
- Make sure that your regional webpage on fgi.org is updated with all of your upcoming events, etc. It is extremely important to keep these webpages up to date to show the quality and consistency of FGI programming as well as the credibility of each region.
- Look at your recent membership reports to see which members are up for renewal. Check in with them about renewing and see the Membership section of this toolkit for more information on renewal instructions and tips

Planning Calendar

SEPTEMBER

- Early September – District Directors submit Slates of Nominees for Regional Officers and Directors to the FGI Special Nominating Committee.
- Regional Board selects the date for their Regional Annual Members Meeting at the September Board meeting. It is urged that the Annual Meeting be held during the first or second week of December, but must be held between December 1 and the following January 31. (forms)
- Optional But Strongly Encouraged – Plan to hold a board retreat in the fall or a good time for your board. See the note about this in section 10. Board Legacy & Leadership Development.

OCTOBER

- The Special Nominating Committee of FGI completes its review of all Slates of Nominees for Regional Officers and Directors and provides its final approval to Regional Groups (unless additional information is required).
- Prepare and print Proxies, Agenda and Notice of Regional Annual Meetings of Members.

NOVEMBER

- Proxies and Notices of Regional Annual Meeting (signed by the Regional Secretary) are mailed to members thirty (30) days before the date of the Regional Annual Meeting.
- Regional Secretary appoints two Election Tellers. (current Board members and candidates are not acceptable).

Planning Calendar

DECEMBER

- Regional Programming Report due to your District Director by December 1 who will submit to FGI Headquarters. (Calendar submission for Jan-June)
- It is strongly urged that Regional Annual Meetings be held during the first or second week of December (the date of the meeting must be between December 1 and the following January 31). Election Tellers and the Regional Nominating Committee Chairs tally the votes cast.
 - Regional Secretary reports election results with a copy of the Tellers' Report containing a tally of the votes cast to both Director of Regional Services at FGI Headquarters and District Director.
- Contact your Accountant/Treasurer and commence Annual Audit of Regional Group Books and Records. Regional Group Annual Financial Report & Verification, and Request for Inclusion in the FGI IRS Group Exemption Letter, if applicable will be due to FGI HQ by March 5. These forms are on pages 53 and 54 of the Red Book Appendix and can also be found in the Regional Toolkit Forms file.
- Look at your recent membership reports to see which members are up for renewal. Check in with them about renewing and see the Membership section of this toolkit for more information on renewal instructions and tips.
- Board members who are rotating out of positions are asked to PLEASE help train and onboard your replacements. When it's time to "pass the baton" onto the next person taking over your role it's very important that you take the time and effort to make the turnover and training process thorough for the next person to set them and the future of your region up for success (especially for new Regional Directors.).

REGIONAL FORMS & RESOURCES



- FGI Headquarters is working to centralize all of the forms and instructions that you'll need throughout the year. While your District Director and the Regional Services Manager will still be checking in with you and sending reminders, you can find many of the forms and resources that you'll need in this online folder: [Regional Forms W/ Instructions & Best Practices](#)

BOARD MEETINGS & COMMUNICATION

Your monthly board meetings and communication are crucial to the success of your region and your fun/fulfilment as a board! With all of the housekeeping, opportunities, training, recruiting, planning, etc., that have to be done it's easy to feel overwhelmed because the sky is always the limit with how far you can take your region. Just remember to find a balance between each of these areas. As volunteers, there is only so much you can do, so focus on the basics first!

Board Meetings

- Regional board meeting should be held each month, preferably the same day and time each month and all dates set in January. Send automatic calendar invites and/or texts for board meeting and regional event reminder to your board to get on everyone's calendars.
- At each board meeting a treasury, membership, marketing and programming progress report should be given.
- Regional Directors should check in with their board members individually in between meetings to check in on progress, questions, etc. Set your board up for success so everyone is prepared and positive at board meetings!
- The meetings themselves are for the board members to inform each other of progress updates and while some items may be posed for a vote, NOT EVERYTHING is up for a vote or discussion. There simply is not enough time for all matters to be up for a discussion. We must trust our fellow board members and the approval of our chosen Regional Directors on many matters at hand to stay efficient in our volunteer regional board operations.
- A quorum (50% plus 1) is needed to approve any FGI business up for a vote. The ONLY things required by the Red Book to be voted on/ approved by the board at board meetings are new member applications, the previous board meeting's minutes and the slate for the incoming board.
- An agenda and the previous month's meeting minutes should be created by the Regional Director and Secretary and sent to the board at least 5 days in advance with a reminder about the upcoming board meeting.
- The Secretary should take meeting minutes/notes at each meeting and once the minutes are approved at the next meeting, the Secretary should email them with the board reports to their District Director and Regional Services Manager (HQ)
- Confirm the next board meeting date at each board meeting but as stated before we suggest you set your meetings dates for the whole year in January and preferably the same day and time each month for consistency. It's a great idea to also send an email calendar invite to the board for all of the meetings to "get on everyone's schedules."

Board Communication

As a best practice we suggest that board members use their personal email to communicate about FGI related matters unless they own their business email address so that if you change jobs all of your FGI business related emails aren't lost/not available to you. The same strategy goes for where you save your personal FGI files—save on a personal computer/server/cloud account.

Boards are a diverse mix of many backgrounds and working styles. Sometimes this can get tricky when it comes to everyone's version of what professional/preferred communication looks like. Establish your board's communication guidelines at the beginning of each year (reminders never hurt too). Here are some ideas to get you started:

- It's key to make sure we're all respecting each other's time and inboxes. Each board should be open with each other and establish communication system do's and don'ts that work best for your unique board mix.
- Determine what items of discussion should happen between board meetings via email, etc., and which ones should wait to be discussed during meetings.
- Determine if your board is okay with tons of "reply all" emails back and forth or if you prefer that only the board members involved in a topic need to be on an email chain. You don't want important messages to be lost or ignored because "reply-all" threads that don't apply to everyone are getting out of control.
- It's usually helpful to start a separate email when a new topic is started so that you're not jumping around to different topics from the original topic being discussed in an email.
- Each of your board members has different work/life schedules so if you want to chat/meet with another board member between board meetings it's a best practice to text/email them asking for a good time to call/meet instead of just calling them out of the blue and expecting that they can drop everything to talk.
- Treat your communication with other board members as professionally as you would a co-worker at your job. If any issues do arise between you and another board member please speak to your Regional Director about it and treat the situation in a professional manner.

Board/Regional Archives

- Preserve the legacy of FGI and your region!
- All official board files, documents, forms, records, etc., should be saved centrally and digitally on a Google Drive, Dropbox, etc. Non-digital files and archives should be kept somewhere safe like your Regional Director's house or a storage unit. Preserve your region's legacy and work!
- After each board meeting, event, etc., make sure that your board reports, files, photos, etc., are updated and added to your storage system. When your term is up it's VERY IMPORTANT that you go back and make sure all of your pertinent materials that need to be saved and passed down are added to your storage system or physically organized and passed down to the next person if they are not digital files.
- If your region has the capacity to have a Historian then make sure that your Historian is given/has access to your files and archives of materials and photos. These are especially important if you're celebrating significant milestone events like an anniversary, etc., but also come in handy when you want to insert fun "flashbacks" about your region into your events, social media, newsletters, etc.

FINANCIAL GOALS & STRATEGIES

While every region's financial goals will look different based on your size, history, etc., we recommend that you try to not go below \$5,000 in your bank account at any given time to allow for any emergency needs.

The money you raise from your events and membership dues is crucial to your ability to cover your monthly expenses, send board members to the Annual Regional Directors Conference, create branded and impactful materials for your events and cover the costs of quality programming for your region.

Each of your events should be making money after expenses unless the event is a free event for your members (plan those strategically). Your Treasurer and Program Chair(s) should partner on the planning of each event from a financial perspective. Keep digital detailed records of budgets and expenses for each event and have a strategy going into each event that ties into your financial strategy for the year.

- All regional group bank accounts must be reconciled monthly by a board member other than the treasurer. (Red Book page 29)
- All checks written from regional bank account must be signed by the Treasurer and the Regional Director or other board member on the bank account. (Red Book page 30)
- Expenses should be paid for at the time of use from the FGI account/card if possible and not on a personal credit card. Do NOT spend more money than your region currently has in your account.
- FGI regions are classified as 501C6 Trade Associations, NOT 501C3 non-profits. Therefore donations, sponsorships, etc., made to the regional groups are NOT tax exempt. This is very important to note if your region is ever asking for donations, sponsorships, etc. (Red Book page 30)
- Rebates from collected membership dues will be given back to the regions annually. FGI HQ will determine the percentage of total dues that the regions will get back as a rebate check each year.
- Annual financial report (page 53-54 Red Book Appendix) and IRS federal letter of inclusion for federal tax return has to be sent yearly to New York by March 15 for the prior year.
- All regions should purchase an insurance policy to cover themselves from liability (especially for events)
- Do not email banking info or passwords for security reasons. Be very careful with the financial and login info for your region and update passwords frequently just like you would for your own personal finances. Update passwords, bank access, etc., when you switch over to new Treasurers as well.
- Treat your FGI region like a business. The Treasurer protects the treasury of each region and must make sure that the region is being fiscally organized, responsible and future-forward in planning to ensure the sustainability and growth of the region.

PROGRAM PLANNING

Quality over quantity! Make sure that your events are high quality, experiential and engaging events that YOU and your local industry peers would want to attend! People are looking to FGI to provide NEW insight on what is trending and changing in our related industries. They want to hear from successful, high profile and cutting edge speakers who are disruptors and leaders in their fields. Remember that you're only required to hold at least 5 programs/events annually in your region (listed in #3 below) but if you have the capacity to hold more quality programs than that you are encouraged to do so.

Programming Requirements

- Hold at least 5 programs/events annually in your region. (Red Book page 1)
 - 2 trend events using the FGI Global Communique' Fashion Reports(Spring and Fall) These reports cover the season's fashion weeks from around the globe and are the only trend/fashion week commentary that is allowed to be shared from FGI regions. On a regional level we suggest that you hold the viewing of these at a fun venue, add a local speaker or panel to round out your event and make it relevant to your city, etc.
 - 2 other Special Programs – such as business panels (Spring and Fall) Usually these events have a moderator and 2–3 industry experts covering a specific topic related to the business of fashion, beauty, home industries, etc.
 - 1 Annual Meeting and Board of Directors/Officers vote held between Dec. 1 and Jan. 31. (Forms and instructions can be found in the Red Book Appendix and) It's great to turn this into a holiday party or special members dinner.

Programming Reports Are Mandatory

- Programming calendars are required to be sent to your DD twice a year to show upcoming, forecasted events. These reports are crucial to approval and fluid communication with your District Director and FGI Headquarters. You are not allowed to hold an event that has not been approved via this report. Additionally, programming re-cap reports are to be submitted as well.
 - January 30 – re-cap of prior six months (July- Dec)
 - June 1 – submit calendar of events to DD for the upcoming six months (July – Dec)
 - June 30- re-cap of prior six months (Jan- June)
 - December 1 – submit calendar of events to DD for the upcoming six months (Jan- June)

PROGRAM PLANNING

Programming Chair Structure

- Importance of a strong programming chair, necessary to attract and maintain members – The RD should be a close advisor, not the programming chair.
- Ideal to have 2 (Co-Programming) chairs; separate the responsibility, divide and conquer.
- Programming chair responsible for creating an annual programs calendar, creating budget, planning and executing events, completing all paperwork once program is complete, and notifying the RD of successes/losses.
- Highly suggested to have a programming committee. Support the programming chair and make execution less cumbersome. Committee members can change with different events and depending on member's expertise. Committee is a great way to get new members involved and engaged right away.
- The Programming Chair(s) is one of the MOST important roles on the board! Choose wisely and make sure that they get the support they need to execute effective and engaging programming!

Steps to Produce Effective Programs:

Form a Committee – Planning great programming is A LOT of work and too much for one person to do on their own. The Programming Chair(s) should have a committee of board members and other interested (and willing to work) members with relevant expertise/connections who can help when needed. The RD should be a close advisor to all program planning.

Generate Program Ideas & Concepts – To brainstorm attractive program ideas you should be constantly keeping an eye on what other FGI regions are doing, model your events after successful FGI NY events, listen to the fresh ideas of your members and local industry leaders, listening/reading industry news and interviews, etc. Don't get stuck in a rut or known for only throwing events on 1-2 specific topics. A few additional event ideas include:

- One-on-One Conversations – Moderator and High Profile Industry leader
- Members Only Connect (Networking) Event
- New Member Welcome Event
- Membership Drive Event (free and focused on bringing in non-members)
- Black History Month (consult with your DD closely on any D&I themed events)
- Mentoring Event

PROGRAM PLANNING

When it comes to speakers they do not have to be FGI members but if you have a member with valuable expertise on the topic it's a great win-win to invite them to speak. Don't be afraid approach industry leaders outside of your city to speak at an event, especially now with the ability to have them attend/speak virtually. FGI typically does not pay for speakers but if you have a speaker you feel strongly about that requires a fee check with your District Director for their thoughts!

Create a Calendar – Lay out your ideal event calendar for the year and first plug in the five required programs: 2 trend events using the FGI Global Communique' Fashion Presentation (Spring and Fall), 2 other Special Programs - such as business panels (Spring and Fall), 1 Annual Meeting and Board of Directors/Officers vote held between Dec. 1 and Jan. 31. It's strongly recommended that you also promote other regions' events (especially FGI NY and events able to be attended virtually) and add additional events of your own if you are able to. Some ideas would be members-only events and happy hours for networking, new member welcome events as well as additional business panel discussions. Please note that store openings, trunk shows, fashion shows, etc., are not considered FGI programs but can be offered to members as a benefit of membership if there is a special perk for members.

Price Your Tickets Strategically – Show the value of your events and make sure that you're covering your costs by charging to attend more of your events. Price them high enough to cover your costs and make a little bit extra but low enough that the ticket price matches your local industry and isn't a huge barrier to getting RSVPS. Members should have a significant financial discount (at least \$15) or free attendance at your events. It's very important to keep your members engaged and attending events while having a healthy mix of non-members attend to support the event financially and see the value in your programming so that they are attracted to membership

Protect the FGI Brand – You are the "keepers of the FGI brand" in your region and we know you don't take that responsibility lightly. The section on branding will go over the regional logo usage and branding guidelines. ALL FGI invitations, official emails, social media, newsletters, etc., MUST reflect the FGI brand. Your scripts for programs should be well-rehearsed and include a background on FGI history and membership so that every guest walks away knowing FGI's legacy and membership opportunity. When partnering with other groups/sponsors, always remember to keep the FGI brand in the forefront. When it comes to your programming collateral, please remember to also include your sponsors' logos as well.

PROGRAM PLANNING

Plan Your Budget & Stick With It! – The goal is for every event to make an income but at the very least, not to lose money. Use a budget sheet (in the Toolkit Forms folder) for every event. Work with your Regional Director and Treasurer to verify the budget and goals for every event. Accountability is key and the program chair must stay on budget. Remember that people come to FGI events for the valuable information and connections they provide and you don't need to go broke on fancy extras to run an FGI event. A huge tip is finding venues that are willing to sponsor/host you free of charge (as long as they are still attractive/relevant to your guests.)

Create An Event Checklist – DO NOT throw your events together at the last minute. If you don't have time to plan a solid event 2-3 months out, don't force it. (See our checklist template in the Toolkit Forms folder)

Market Your Events Well – Promoting your events well is key to meeting your attendance (and financial) goals as well as making sure your local community knows about the great programming you're providing. You need to do more than just post the same graphic a few times on social media and an email blast. Start promoting your event at least a month out. Make sure that your posts/invites are directing people to an RSVP link like Eventbrite EVERY SINGLE TIME. Make sure that your marketing is ENTICING and THOROUGH so that people will want to attend the event. Show photos of the speakers, list their credentials, in every post/invite spin the event from a new angle to keep your campaign fresh and captivating. Give your speakers marketing materials in case they want to invite others/post about it. Don't forget to advertise your events on LinkedIn because we are a professional organization and LinkedIn is a professional social media platform.

Recap – Every event should be evaluated for it's successes and failures to ensure better future programming. Partner with the Treasurer on your recap. (See our recap template in the Toolkit Forms folder)

With modern technology like SMS text marketing, calendar invites, etc., there are a lot of great ways to make sure your events get on your members' calendars, even if they miss the email invites

Always fully prep your panelists ahead of time by asking them at least a month in advance for their participation, keeping them in the loop on event plans/details, offering them one or more complimentary tickets for their network/family, sending them the Run of Show/script with questions a few days in advance, and sending a nice thank you after the event. Encourage board members to personally reach out to members and their network to invite them to events

PROGRAM PLANNING

Event Logistics

As they say, the devil is in the details! Every region has their own tricks and traditions for how they run events so if you have a system that is working for you, that's great but make sure to at least include the below elements and when it's time to transition to a new Program Chair, make sure you pass down all of your strategies. Writing a succession manual for your successor is really crucial for this role.

Logistics Tips For Successful Events:

- We highly suggest using Eventbrite to sell tickets for your event. It has many built-in features like reminders, integrated Zoom links for virtual events, etc. For in-person events make sure whoever is running check-in downloads the Eventbrite Organizer app to their phone/tablet to not only easily check people in at the door but to also be able to sell tickets easily to walk-ins. Then all of your guest information is saved in Eventbrite and you can easily run reports about attendance, event income, etc., from Eventbrite. After the event make sure to add all of the guests to your email marketing list for future event invites.
- Create an internal Run of Show for your events that has the day-of event timeline, script for all of the speakers, tasks for the board, etc. Send it to your board a few days before the event so that everyone knows what they are responsible for and the speakers have time to prepare. Make sure to always include an intro about the history of FGI, our mission, benefits of becoming a member, etc., that either the RD, Program Chair, or Membership Chair reads before each event. This is also a nice time to acknowledge your volunteer board!
- Make sure to send your guest speakers/panelists the event timeline and the questions you will be asking them at least a few days in advance so that they feel prepared. It's also a great idea to send them the event promotional materials, especially the ones that mention them, so that they can help promote the event if they'd like.
- Audio/video can make a huge impact on your event. It's best to hold your events at venues that have this built-in or have a reliable A/V system that your region or someone on your board owns. Test all A/V before your event so that you don't have issues the day of!
- Always make sure to over communicate important event details to guests like parking instructions, specifics on how/where to enter a venue, etc.
- Don't wait till the last minute to figure out the event logistics! Have a plan and go over it with the venue and other members of the board who will be helping that day-of at the event.

PROGRAM PLANNING

Diversity & Inclusion (D&I) Regional Event Protocols:

All Diversity & Inclusion (D&I) public statements, news/communication, and events are to ONLY come from FGI headquarters. FGI NY events on this topic will be shared with the regions to add to their calendar of events. This is a very important topic to our organization and community.

Guidance on Regional D&I Events to supplement NY programming if your region is interested:

- One event per year on the topic of Diversity and Inclusion that is regionally based
- Concept, potential panelists and questions to be submitted to District Director for approval
- Moderator must be approved by FGI HQ
- All topics to be discussed and approved with FGI HQ through the District Director
- All commentary on social or political topics to be centralized from FGI HQ
- The only statements to the press on the topic of D&I come from the President of FGI/FGI HQ

Please read the FGI Diversity & Inclusion Guide in the Regional Forms section of the toolkit

Partnering With Other Organizations:

- FGI is a non profit and does not raise money for other nonprofits/foundations. Fashion Group has their own Foundation which distributes donations regionally. If you're interested in partnering with another non-profit in your area for an event please talk to your District Director before submitting it for approval in your regular Programming Report.
- If you're partnering with another organization for an event please see the logo requirements in the Brand Guide in the Branding & Marketing section of this toolkit.

MEMBERSHIP RECRUITMENT & ONBOARDING

Membership Requirements

Have at least 40 members. (Red Book page 1)

Associate membership is limited to a maximum of 4 years after which that member must upgrade to Executive membership. (Red Book page 26)

Board members must be paid members (Regional Directors please make sure your board members are paid/renewed)

Our D&I Mission & Charter

FGI is a non profit association that is committed to providing career resources for all members. At our core and from its inception, the organization accepts members from all races, genders, nationalities, ages, economic backgrounds, geographic locations or political affiliations, who qualify as working professionals in the industry.

We strive to offer programming to meet the needs of the membership, as related to: Career development, meaningful connections, cultural acknowledgement in line with our Inclusion mission.

Why Become A Member?

- Learn from industry experts, contemporary trend and business information, industry sources and market data.
- Increase your visibility in the competitive business environment and receive advantages for you and for your employees.
- Connect with fashion's leaders and decision-makers. Our global talent pool of executives, entrepreneurs and professionals from every sector of the industry include your counterparts in design, marketing, finance, manufacturing, retail, media, education and consulting.
- What is unique about FGI in your region? What is the value of FGI in your region?

Five Steps for a Successful Membership Campaign:

Have Two Membership Chairs – one to focus on recruiting and onboarding new members and one to focus on retaining current members through membership events, perks, connections, etc., to encourage renewals. It's also recommended that you have a membership committee representing various industries you'd like to see represented in your region and have these committee members support recruitment and retention.

Evaluate Your Membership – Create short and long-term goals for growth. List what actions your region is going to take to get there and keep in mind what has worked and not worked in the past. Do you have diversity across the board (race, sex, age, industry, employment, etc.) in your demographics? What industries/companies do you want more representation from for membership/sponsorship? Do you have a good mix of corporate vs. entrepreneurs? Do you have enough members willing to volunteer? We MUST make sure that our membership is diverse and feels welcoming to everyone. This includes ensuring that our program/event speakers and board represent the diversity in our communities.

Strategic Growth Plan – Always ensure that you're holding timely, business-oriented events that provide value and that target your growth areas of membership. Make sure that there is time scheduled before and after your event for networking/mingling and that you advertise that as part of your event timeline. True networking is the #1 reason people join.

Hold a recruitment/membership campaign sometime in the year that works for your board and do a lot of marketing around membership, hold a "call-a-thon" (probably email or text), etc. Membership recruitment events like a casual free happy hour featuring member testimonials as well as "members-only" events are also a great way to attract new members. Look at your event guest lists and see who your regular non-member attendees are to encourage them to join.

Send membership recruitment letters to local businesses or individuals you'd like to see represented in your region. FGI often attracts a lot of entrepreneurs which is very valuable but often employees at larger corporations may not be familiar with FGI and it is equally as important to make sure their skills, needs, perspectives, and influence are represented in your region. Build membership with top executives from your regional industries. (See the Membership Recruitment letter in the Regional Toolkit Folder) The entire board should be helping with providing contact info for potential members, sending out personal notes, etc.

3. (continued) Make sure your membership is attractive by providing things like a members-only newsletter, member spotlights on your social media, members-only perks and events, discounted tickets to events, etc. Don't forget to always promote that FGI connections matter and that when someone is a member of your region, they are part of the FGI global network. Reminding your members about what is going on at FGI HQ and in other regions is a benefit to them. The best time to recruit new members is at an event when they are engaged and inspired! You can easily show them how to apply online from their phone or a tablet your board has at the event or email them the application link right after. Partner with local colleges/universities to recruit graduating seniors who will be looking to network and start their careers. Students are also great to assist as interns or support staff during events.

4. Good Administrative Practices – Make sure that your board has an organized and efficient system for membership voting, welcoming/onboarding, adding new members to your emails lists, etc. New members should feel immediately connected and informed.

5. Retention – The most effective way to maintain your membership is by engaging with members and providing value. A connected member = a committed member. It's easier to renew a member than recruit a new one but if someone hasn't responded about renewal after 2-3 tries, don't waste anymore time on them. When people choose not to renew/join it's important to talk to them about why so that we can clarify any misunderstandings and/or make necessary changes if applicable.

New Member Welcome/Onboarding

New member applications are still first approved by FGI Headquarters due to payment processing and background checks. To be approved, all candidates must completely fill out the online application, attach resumes/cv, include past and present employment history, preferably referred by the local board and/or fellow member in good standing. Applications are always paid upon submitting application. If application is not fully filled out and paid, Membership Chair(s) will need to contact the applicant via email/phone call to complete.

- Current Member | New Member | Renewal Report: This is now called the Balance Due Report and can be accessed/viewed daily and updates are real-time. It is individually coded and is available to Liaisons, District Directors, Regional Directors, and Membership Chairs via Member Login , which means each person can use their own individual username and password on the fgi.org website to access (fgi.org > login > members only tab > Regional Directors Only tab > then dropdown lists the Regional Directors tab, Balance Due Report & Membership Applications.) This report must be checked by the Regional Director & Membership Chair(s) at least once a week. It is also recommended it be shown to the board at monthly meetings.
- Once approved by Headquarters, applicants' status on the regional Balance Due Reports will change to "Recently Approved."
- The Membership Chair(s) should identify and present all new "Recently Approved" members at the next board meeting for regional approval. Regional boards can also discuss the pending apps in the system (not-yet approved by Headquarters) and reach out to the Membership Manager at FGI Headquarters (membership@fgi.org) with any concerns about those pending applicants but again, regions cannot approve them until their status shows as "Recently Approved". All new members will now need a member referral.
- Again, those in pending status on the Balance Due Reports should not be approved by the region until discussed with Headquarters. If approve without verifying, Membership Chair must reach out to applicant immediately for payment.

When a new member is fully approved (check your Member Balance Report each week on Friday), Membership Chair should send new member a welcome letter email and the FGI Membership Roadmap to the new member. Make sure they are on your mailing list and your internal membership communication list as well. Personally invite the new member to the next upcoming events and make sure that the board greets them at each event. The Membership Chair should also announce any new members at each board meeting. This is one of the most important duties of the membership chair(s). The introduction is vital to connecting at the local level. This is also a good time to explain to them the difference between the information they are sent from FGI Headquarters and your local region.

- New Member best practices
- Check Balance Due Report every week for new members
- Application process can take 2 -3 weeks to process
- Send a welcome email to new members with Membership Roadmap
- Add new Member to email list

Membership Renewals

- Invoicing & Auto-Renewals: Members have the option to select auto-renewal (recurring payment) and have their credit card info safely stored in the system. Upon their anniversary, the system will automatically charge them for renewal and email a receipt. If a member chooses not to use the auto-renewed option, Chapter should view the member balance report and email an invoice on their anniversary prompting them to renew. They will be sent three invoices (one a week) and if they have not paid by the third invoice, FGI Headquarters will notify the region's Membership Chair, so that the region can follow up about renewal.
 - Auto-renewals will show the member marked as paid near, on or close to their anniversary date. Those not on auto-renew will show as non-renewed past their anniversary date. Not all sign up for auto-renew, so rosters must be viewed weekly for payments and nonpayment.
- Unpaid Members/Renewals: If a member has not paid for renewal after 30 days, digital tools/the member area on the website will be inaccessible; If not paid after 90 days they will be purged from the system.
- Membership/Renewal Promos: Occasionally FGI Headquarters will offer a temporary promo for discounted membership/renewals. Regions will be notified of these promos at least 30 days in advance.

Payments should always match the application for accurate accounting. If paying on behalf of another member (many companies and schools choose this option) HQ must be told in advance so payment can be applied accordingly. Any questions/concerns, email membership@fgi.org

Membership Chair Best Practices for Renewals

- Check Balance Due Report every week for renewals
- Send Member a renewal reminder to pay dues via renewal link at fgi.org
- Always thank member for supporting FGI

Membership Retention

When working to retain members we need to find out the following:

- Why did they join FGI initially? Make note and do more of it.
- Are they connected with other members who can help support them and keep them involved?
- Are they finding value in their membership?
- Always make sure to send reminders/refreshers to members on the benefits of their membership
- Is your social media and email communication with members/your network engaging?
- Is the content on your website fresh and up to date?
- Are your programs attracting your current membership or only those outside of FGI?

Many regions have found success by:

- Personally calling lapsed members to check on them and see why they didn't renew and what they feel is missing. Please schedule a time to chat with them by phone and don't "cold call" them for such an important conversation!
- Conduct a survey of current members to make sure your region is meeting your members needs/interests
- An annual letter to thank members for their support/participation and highlight your region's accomplishments is a great way to show the value you're providing and remind members what they're gaining and/or missing! This could be mailed at the end of the year with a holiday card or as part of your board nomination mailing, etc.
- Research your current database of members to know what industries they are from. It's always a great benefit to have the board make those internal connections between members who you think may want to meet each other!
- Having members-only events from time to time definitely provides value to membership.

Strategic plan to "win back" unengaged lapsed members:

- Offer incentives to renew like a discount for the next event, etc.
- Immediately have the new member committee (or that chair) welcome and engage the new member.
- Give a free membership to the member who recruits the most new members in a year.

BRANDING & MARKETING

FGI Headquarters sets the guidelines and parameters for all marketing and social media policies in order to maintain consistency in branding and to achieve our goals.

- The relationship between FGI and the Regional Groups is that of a licensor and licensee (Red Book page 23.) To maintain regional status under FGI, all regions must follow regional branding, marketing and social media guidelines. It is very important that any board member or committee member who touches your marketing, branding or social media be aware of and follow these guidelines.
- The regions are the "keepers of the brand" in each of their respective areas. This is an honor and a responsibility.

The FGI BRAND: WHO we collectively are, WHAT we do as an organization, and for WHOM

- The Fashion Group International is a global, membership organization of professionals in fashion and related industries providing resources and education for career advancement while creating a forum for discussion and connection across all industries such as fashion, beauty, home, retail, textiles, designers, publishers, marketers, brands, content creators and more.
- The FGI mission is to provide our member network with a forum for discussion and connection across all sectors through programming focused on the industry's most current and crucial topics, recognition of emerging talent and trends at the zeitgeist of innovation. To open access to industry leaders by offering a platform of resources for business development and career advancement at all levels. We believe that providing a forum for professional development and career advancement unleashes creativity, innovation and advances the business of fashion.

GOAL: Extension of the FGI Mission - Connect with existing and potential members, build targeted brand awareness and visibility for the organization in the fashion and related segments.

POSITIONING: Authority in fashion, connecting network of professionals, supporting professional programming, extended voice of the organization.

POINT OF VIEW: FGI IS AN ENTITY, FGI IS A PROFESSIONAL ORGANIZATION, Not an individual. It is extremely important to remember that when you are representing FGI (at FGI events, on FGI social media, in FGI newsletters, etc.) that you're never saying "I/me" or sharing your own personal point of view/opinion on something. FGI is a professional organization and we refer to ourselves as "we" and speak with the point of view of the organization.

FGI BRANDING GUIDELINES: EXAMPLES

FGI HQ & FGI NY LOGO USE



The "FGI" Alone

REGIONAL LOGO USE

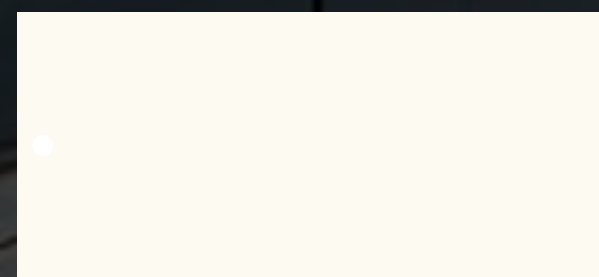


The "FGI" plus regional name is mandatory for all invitations to identify your region,

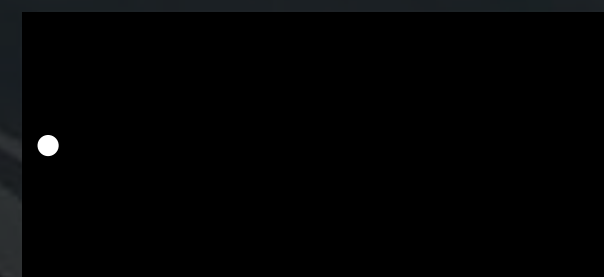
COLOR PALETTE



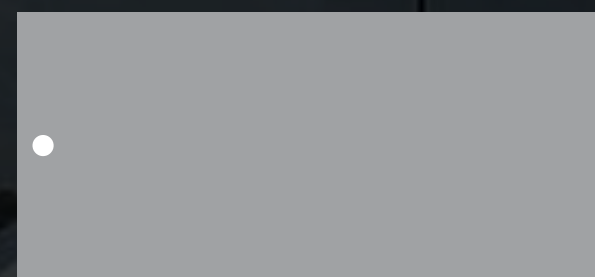
FGI RED
PRIMARY
HEX: #EF3837
RGB(239,56,55)
CMYK(0,93,84,0)



FGI OFF WHITE
SECONDARY
HEX: #FDFAF2
RGB(255,251,242)
CMYK(0,1,4,0)



FGI BLACK
SECONDARY
HEX: #000000
RGB(0,0,0)
CMYK(0,0,0,0)



FGI GREY
SECONDARY
HEX: #A0A2A4
RGB(160,162,164)
CMYK(40,31,31,0)

LOGO POSITIONING

Top of invitation: Center, left or right
*If it is a co-branded event the FGI logo
Must be equal or larger in size to the
logos of the partner organizations

BRAND FONTS

Addington CF For Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890

Enzo for subcopy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890

*Note - You can also use a solid one-color version of your logo in this red, black, or white



**FGI BRANDING GUIDELINES:
 EXAMPLES**



ANNUAL MEETING
 12 PM - 1 PM EST | JAN 26, 2023 | VIRTUAL
 FGI MEMBERS ONLY

FASHION GROUP INTERNATIONAL



FASHION GROUP INTERNATIONAL

JIM ARNOFF
 CREATING RESILIENCE IN EVERY PART OF YOUR FASHION CAREER.....HERE'S HOW
 AN INTERACTIVE WORKSHOP IN CONVERSATION WITH FGI PRESIDENT/CEO MARYANNE GRISZ

Facing career challenges and at a loss on how to navigate solutions? Stuck in your career and feeling overwhelmed? Not sure where to turn to for support or how to ask for it? Join Career Coach/Talent Agent Consultant/FGI Workshop Facilitator Jim Arnoff in an immersive, interactive workshop that will give you the coaching tools to tap into your inner resilience in ways you never thought were possible. Hear the skills to embrace that resilience to see new options, reach out to collaborators in the most effective way and build confidence powerfully. If you're looking to stand firm in face of adversity and access the resilience that you already have this workshop is for you.

THURSDAY, May 25, 2023
 1:00 - 2:00 pm EST

COMPLIMENTARY FOR FGI MEMBERS
 \$15 FOR NON-MEMBERS

LIVE EVENT

FASHION GROUP INTERNATIONAL

THE 27TH ANNUAL
RISING STAR AWARDS

Join us in celebrating the extraordinary accomplishments of emerging talents whose creativity and vision are recognized.

FASHION APPAREL FINE JEWELRY
 ACCESSORIES COLLABORATIONS
 BEAUTY SUSTAINABILITY
 HILLDUN BUSINESS INNOVATION
 FGI ENTREPRENEUR OF THE YEAR

Sponsored By:
 HILLDUN

MONDAY, MAY 08 | 11 am Reception
 12 noon - 2pm Luncheon & Awards

THE LIGHTHOUSE | Pier Sixty One on the Hudson, New York City

MEMBER MEET-UP

FGI MEMBERS ONLY

JOIN US EACH MONTH FOR A VIRTUAL GATHERING TO LEARN ABOUT, CONNECT & INSPIRE EACH OTHER. AS 25 GLOBAL MEMBERS INTRODUCE THEMSELVES, TELL US WHAT THEY DO & SHARE THEIR GOALS

THURS, APRIL 27TH 2023
 4:30 - 5:30 PM/EST

INTRODUCTION BY FGI PRESIDENT / CEO, MARYANNE GRISZ
 HOSTED BY FGI MEMBERSHIP MANAGER MELANIE WOODROFFE

FASHION GROUP INTERNATIONAL

WHILE SPEAKERS ARE LIMITED TO 25 PER MONTH, THE MEET-UP IS OPEN FOR ALL FGI MEMBERS TO ATTEND! THIS COMPLIMENTARY EVENT, IS PRODUCED EXCLUSIVELY, FOR FGI MEMBERS!!

FGI BRANDING BASICS:

The Importance of Consistency

Builds: Trust, Reliability, Credibility, Loyalty, Momentum

- At the core of every brand is a pledge to those we serve – a promise to consistently do or offer something in a way our members come to expect in every region.
- What our members come to expect of us is built upon the foundation of consistent excellence in communication and programming.
- If we slip up, even one time, the message is diluted, we lose credibility as a whole.
- All emails and newsletters sent from your region to your local members/network should be from an FGI email address you created for your region, not someone's personal email address.

Use of Logos

- See The Brand Guide a few pages ago and Required Formats in Red Book appendix. (Red Book page 20)
- If a region would like to use the FGI logo on anything other than printed or digital materials such as letterhead, invitations, announcements, stationary, etc., they **MUST** request permission from FGI HQ. (Red Book page 18)

FGI BRANDING BASICS:

Social Media

Banners: Red, Black, Invitation art, FGI logo graphic.

Bio: Fashion Group International is a global, non-profit, professional organization with 5000 members in the fashion industry and mission is to support members in their careers. We are the _____ region!

Account Management: Only a member of your Board of Directors is allowed to post on your social media (no interns, etc). All social media account logins should also be given to the Regional Director and FGI Headquarters so that access isn't accidentally lost when board members' terms are over. All social media accounts should be registered under your region's email address, not someone's personal email address.

Exclusive Content – Tell Our FGI Story

- FGI heritage (history facts from FGI HQ or your own region)
- Membership Network
- Membership News (What are members doing? Congratulate professional accomplishments, press, etc.)
- FGI Message: "Be part of the community" "FGI Global Network"
- FGI Events: Invitations, recaps, thank you's
- Events call to action "Reserve Your Spot..." "Mark Your Calendars..." - Please tag @FGINYC too!
- Share FGI HQ and other regions' events if there will be virtual access
- Industry topics as they pertain to FGI: news in credible publication
- What are the benefits of membership? #FGIMembers check your mail for...
- Reshare FGI HQ posts/news
- Post about other global members (especially if they are high profile – Rebecca Minkoff for example)
- Encourage your members to apply for and vote for the Rising Star Awards

• **FGI BRANDING BASICS:**

• **Social Media...Continued**

• **Content NOT Acceptable**

- PERSONAL COMMENTARY or ARGUING - NOT PERMITTED on any subject FROM AN FGI ACCOUNT
- Personal opinion disguised as an FGI opinion - FGI is a politically neutral organization
- PERSONAL ENDORSEMENT (or criticism) coming directly from a member - video/post/selfie of a thought, feeling, experience, event, situation or social movement
- Your job/business - FGI Accounts are not the place for members/board members to advertise their business
 - Reminder - An acceptable posting: THE FGI ACCOUNT CAN ACKNOWLEDGE A MEMBER DOING SOMETHING INTERESTING - BUT 1-2 POSTS ONLY i.e. "Congrats to FGI Member on"
 - Must be business related. For instance congratulating a member on having a baby is not appropriate
- Your personal experience at an event/place, with a product, etc.
- SALES PROMOTION - We are not an organization that solicits on behalf of members or anyone else
 - As a non-profit, it is ILLEGAL to market or solicit on behalf of a brand
 - A post that shows an item or store and says "I like this and here is how to buy it" with a link or website
 - Advertising a member's sale, trunk show, etc.,
 - Acceptable: If FGI members are being given a special discount/invitation, those benefits to members can appear in the FGI member emails as a member benefit and you can tease on social for members to check their emails for a new member benefit (but you can't make the social post an ad for that company)
- For FGI Trend Reports - Don't highlight your favorite trends/designers. FGI is the ONLY source for trend content.
- Inappropriate photos - Personal family or friend photos not related to FGI, Selfies - implies an individual voice
- On Facebook Banners - photos of non-FGI related materials
- Invitations without the FGI official Logo
- Multiple social media account per social channel per region (so you shouldn't have two Instagram accounts, etc.)
- Low resolution/fuzzy photos and graphics are not professional looking and do not belong on FGI social media. Make sure your photos and graphics are at least as big as the suggested resolution for each social media/marketing platform.
- Don't just repeat the same graphics/images over and over again on your social media to promote an event. Mix them up with new photos, "angles" to promote the event, etc.

Required Official Social Media Calendar:

- FGI HQ will provide all content (official images, graphics and copy) for the following cultural acknowledgements.
- Any Diversity & Inclusion even/holiday or acknowledgement must have an intrinsic link to FGI, our membership and/or business topics. (Please don't post about holidays/celebration months other than the below list unless approved by your DD)

NEW YEAR'S DAY (January 1)

MARTIN LUTHER KING DAY (January) ***Image SPECIFIC TO MLK

AFRICAN AMERICAN HISTORY MONTH (February)

National African American History Month in February celebrates the contributions that African Americans have made to American history in their struggles for freedom and equality and deepens our understanding of our Nation's history.

WOMEN'S HISTORY MONTH (March)

Women's History Month honors and celebrates the struggles and achievements of American women throughout the history of the United States.

EASTER (April)

ASIAN PACIFIC HERITAGE MONTH (May)

Asian/Pacific American Heritage Month is a month to celebrate the contributions Asian/Pacific Americans have made to American history, society and culture.

JEWISH AMERICAN HERITAGE MONTH (May)

Jewish American Heritage Month is a month to celebrate the contributions Jewish Americans have made to America since they first arrived in New Amsterdam in 1654.

MEMORIAL DAY (May)

LESBIAN, GAY, BISEXUAL, TRANSGENDER AND QUEER PRIDE MONTH (June)

Lesbian, Gay, Bisexual, Transgender and Queer Pride Month commemorates the events of June 1969 and works to achieve equal justice and equal opportunity for LGBTQ Americans.

JUNETEENTH (June 19)

JULY 4 (July 4)

LABOR DAY (September)

NATIONAL HISPANIC HERITAGE MONTH (September 15 - October 15)

National Hispanic Heritage Month celebrates and recognizes the contributions Hispanic Americans have made to American society and culture and to honor five of our Central American neighbors who celebrate their Independence days in September.

NATIONAL DISABILITY EMPLOYMENT AWARENESS MONTH (October)

National Disability Employment Awareness Month celebrates the accomplishments in the workplace of persons with disabilities and reaffirms the commitment to ensuring equal employment opportunities to all citizens.

TRANS REMEMBRANCE DAY (November 20)

THANKSGIVING (November)

INDIGENOUS PEOPLE'S DAY/NATIVE AMERICAN AWARENESS DAY (Last Thursday in November)

WORLD AIDS DAY (December 1)

HUMAN RIGHTS DAY (December 10)

Human Rights Day is observed each year to commemorate the adoption of the Universal Declaration of Human Rights (UDHR) by the United Nations General Assembly on December 10, 1948.

DECEMBER HOLIDAYS – HAPPY HOLIDAYS! (December)

FGI PRESS PROTOCOLS

FGI regions deserve press for the amazing work that you do! It's a great strategy to have a board member (especially in a marketing position) who is familiar with public relations and how to get press coverage in your area. In order to maintain consistency and protect the FGI brand, please follow these guidelines:

- All press releases must be sent to FGI HQ for approval and accuracy check before being pitched to the press. Please send your press release to your District Director at least two weeks prior to your press release send date along with the publication/press list you intend to pitch it to.
- FGI HQ will supply a boilerplate and the President of FGI will always be quoted in the release as well as the regional director as appropriate. If an individual or company that you know of/partner with wants to issue a statement naming FGI anywhere in their press releases FGI HQ must review it in advance for approval. For selected events, FGI HQ will amplify nationally in alignment with regional events.
- Please note: Any and all press releases and announcements on topics of Diversity & Inclusion (D&I) are to be originated solely from FGI HQ. A Regional Director is not a spokesperson for the FGI brand on this topic nor to be quoted anywhere unless approved by NY HQ before posting or releasing.

SUGGESTED TOOLS, TIPS & TEMPLATES

Modern Tools To Help You:

We're lucky that there are so many free and cheap tools available to help plan events and marketing these days but we know the options can be overwhelming. Here are our suggested tools that most regions have found helpful:

- Email Marketing – Mailchimp
- Invite/Social Media Graphics – Canva
- Social Media Scheduling – Planoly
- Event ticketing/RSVPs – Eventbrite
- Virtual Events Platform – Zoom
- Regional Email Account – Gmail
- Central Online File Storage – Google Drive (tied to your regional email account) or Dropbox
- Surveys – Survey Monkey
- Mailing Address – USPS PO Box
- Board Communication Chat (if outside of email) – Group text, Slack, Facebook Messenger Group Chat

BOARD LEGACY & LEADERSHIP

Board Nominations

Nominating dedicated, influential, and capable board members to your board is key to a successful legacy for your region. Because the regions rely on volunteer leadership it's very important that your Nominating Committee is strategic in who they recruit as well as clear with nominees about what is being asked of them from a time and skillset perspective to make sure that the nominees are willing and able to do the work necessary to keep your region running strongly and smoothly.

You'll find the information and forms you need for the nominating process in the Regional Toolkit Forms Folder and let your District Director know if you have any questions. Here are some important notes to keep in mind:

- We cannot emphasize enough how crucial it is to train your incoming board members to pass on learnings and resources.
- As we recruit new board members it's important to make sure that our boards represent the diversity we highlight and celebrate and the career-relevant and business-necessary content and programming we plan to provide for our members.
- Please be very upfront with candidates that these are "working board" positions as opposed to the type of low-commitment board roles many people are used to at other non-profits where there is a paid staff..we are the staff!
- Having two people share the roles of membership, programming and marketing will help spread out the workload and talents for those area of the board.

Board Retreat

It's not a requirement that you hold a "board retreat" each year but many regions have found it helpful and we strongly recommend that you have one annually each fall. It's usually just a day/partial day where your board meets separately from your regular board meeting to talk about your vision for the upcoming months/year, set goals, and have fun together. Be careful not to get too in the weeds for this—that can wait till your next board meeting. Keep it light and inspirational! Some ideas for where to meet are a local winery, private room at a restaurant, hotel/business board room, someone's home, etc. It's also a great idea to invite any incoming board members to this so that they can be a part of your planning for the following year.

New Board Member Onboarding

When it's time to "pass the baton" onto the next person taking over your role it's very important that you take the time and effort to make the turnover and training process thorough for the next person to set them and the future of your region up for success (especially for new Regional Directors). Treat the incoming board members the way you would want to be welcomed, trained and supported! Pass on all training materials and set up times with them to go over everything they need to know.

In Conclusion

We realize and appreciate that you have chosen to volunteer for this leadership role and we are always here to help! These guidelines are here to support you (and many regions learn to love the boundaries they provide too because it gives you a reason to say "sorry we can't do that" when you get requests you can't accommodate!) The key is quality over quantity and keep things as simple as you can while still providing consistent, quality programming. If your region wants to go above and beyond the requirements that is your decision (as long as your events are approved by your DD, etc.) but we want you to get as much out of this experience as you give (or more!) so please keep your workload manageable and have fun!