

REGIONAL OPERATIONS TOOLKIT OVERVIEW



REGIONAL OPERATIONS TOOLKIT OVERVIEW

We realize that it is a great honor but also a great responsibility to be in your role as the “keeper of the FGI brand” so we’ve created this Regional Toolkit as a modern manual for running your region. It will help you work smarter, not harder, because your volunteer time is VALUABLE!

1. PRESERVING FGI'S MISSION & LEGACY

- Familiarize yourself with FGI's mission and history! Make sure to include these elements in your marketing materials, event scrips, etc.

2. FGI BOARD OF DIRECTORS CODE OF CONDUCT

- FGI board members represent the global brand of FGI and are asked to act professionally and respect FGI guidelines in order to remain on the board.

3. REGIONAL REQUIREMENTS + PLANNING CALENDAR

- Use this calendar as a great guide to keep you on track with what's required and know what you should be focusing on each month!

4. REGIONAL FORMS & RESOURCES

- A centralized, easy to access spot for the main forms and resources you'll need to run your region and create your reports for FGI HQ.

5. BOARD MEETINGS & COMMUNICATION

- Our boards are a VERY diverse mix of backgrounds, ages, personalities, etc. AND we're volunteers! Strategic, clear and consistent communication is key.

6. FINANCIAL GOALS & STRATEGIES

- Protects your treasury! Stay fiscally organized, responsible and future-forward in planning to ensure the sustainability and growth of your region.

7. 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!

8. MEMBERSHIP RECRUITMENT & ONBOARDING

- We represent a priceless global member network. Connections and access matter. Regions are the lifeline to foster and grow the FGI network globally.

9. 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.

10. SUGGESTED TOOLS

- Suggested free/cheap tools that most regions have found helpful in planning their events and marketing campaigns.

II. BOARD LEGACY & LEADERSHIP

- We cannot emphasize enough how crucial it is to strategically recruit new qualified and dedicated board members AND train incoming board members to pass on learnings and resources.