

Durga Tree International Chapter Guidelines



Upon creating an official chapter of Durga Tree, all active members are committing to the following:

- **Chapters support Durga Tree International's mission locally, as well as globally**

The following will be posted on chapter webpages for public use:

Durga Tree International's mission is to educate and economically empower survivors of Modern Slavery. Through sound business practices, creating economic platforms and educating survivors, Durga Tree supports programs which enable survivors to become thrivers, thereby increasing their chances of remaining outside of the slavery cycle, as well as protecting their next generation. We believe it is the basic human right of every individual to have personal freedom, no matter their socio-economic status, race, gender, or religion. Only through collaboration and unity will we, together, end human slavery in the 21st century.

*As a chapter of Durga Tree, we affirm the mission of Durga Tree International and provide support through fundraising, community outreach, and education in -----
- and the surrounding areas.*

- **Chapters actively fundraise for Durga Tree International**

All monies collected should be sent directly, as soon as possible, to Durga Tree's home office and accounts, being held there and marked as raised by the specific local chapters.

Durga Tree International maintains the official accounting books on funds raised, but each chapter should keep their own records, so as to always know how much they have for their local outreach.

Durga Tree supports fundraising efforts of the chapters by creating online fundraising and registration pages for chapter events, which makes donating and collecting event proceeds easier.

- **Individual chapters must hold at least two major fundraisers a year**

One of these events would include chapter participation in Durga Tree's annual Lacing Up for Freedom walk-a-thon in the spring, on the Hometown Hero level.

The second fundraiser is up to the chapter to create. It could be a Holiday Tea, a formal dinner, etc., with the overall goal being both larger scaled fundraising and community awareness. Planning information about these events should be included in the year-end report.

In addition to the two formal fundraisers a year, chapter members are encouraged to hold individual DIY fundraisers to raise awareness and funds for Durga Tree International.

As far a monetary requirements, chapters should commit the time, energy, and resources to the goal of generating the following in revenue:

- Year 1 = \$5,000 (can be reduced to \$1500 if chapter is started after June of that year)
- Year 2 = \$10,000
- Year 3 = \$15,000
- Year 4 = \$20,000
- Year 5+ = \$25,000

Included in these totals would be any funds from major event sponsors the chapters are responsible for recruiting, for either the Fall Gala or the Lacing Up for Freedom walkathon.

- **Chapter members are ambassadors of Durga Tree International**

As ambassadors, education on human trafficking at both a local and global level is encouraged. Durga Tree will provide chapters with facts and information on the issue as a whole. Informational articles and updates are also posted on our social media and website periodically. Local chapters are encouraged to investigate the issue locally as part of their outreach and education.

In order to support the individual chapter's awareness efforts, within the proposal sent to the Executive Director, there may be a budget line that can be used to implement fundraising events. This can include preparation and marketing for

events that a specific element of fundraising attached. The budgeted total should not exceed 10% of the chapter's revenue.

In addition, a pool of funds will be created from 10% of the net earnings of the chapters. Applications for specific grants can be made to fund each chapter's local outreach and domestic programming purposes. Voting for grant approval will be made by the Durga Tree leadership team along with the various chapter presidents, based on factors such as need, amount, requested, and time frame. This money is not for expenses or chapter events, but for supporting local organizations whose goals align with the mission and purpose of Durga Tree, in connection to supporting survivors of exploitation and trafficking. All local outreach/program partnership allocations must be pre-approved by the Durga Tree International board before any monies are released to a chapter for use at the local level. This is for both tax purposes and to maintain the spirit & integrity of the mission of Durga Tree.

The chapter may also decide to sponsor one of their members to attend one of the Service Immersion trips organized by Durga Tree so that they can experience firsthand what the organization is doing on the ground. Financing arrangements need to be made with the understanding that the registration cost for the Immersion is not tax deductible. The fundraising requirement for each attendee, however, will be a 100% deductible donation.

- **Chapters will be supported by Durga Tree International with material & information**

Press releases for local events will be created upon request, with the chapters then doing their own publicity and media outreach. All communications should follow the established Durga Tree style guidelines.

Information on Durga Tree International sponsored events, such as the annual Lacing Up for Freedom walkathon, will be available in a timely manner to each chapter via Dropbox, along with appropriate flyers, artwork, copies of updated educational presentations, etc., so that local advertising, recruitment, and outreach can begin as soon as possible.

An educational presentation suite will be provided to the chapter, with the president taking responsibility for the safety and complete return of the full kit. This will include a projector for digital display, a table cloth with the Durga Tree logo, a swipe device for collecting digital donations, organizational info trifold, and a banner stand display specific to the chapter.

A chapter specific webpage will be maintained through the Durga Tree website, listing the chapter's mission statement, member list, and contact information. The chapter is responsible for providing initial information and any updates or changes as necessary.

A chapter specific logo will be provided, as well as assistance with creation of a Facebook Page for communicating with the public, though the chapter should choose one or two members to be in charge of posting regularly. The social media page should be utilized to expose the local community and supporters to the main Durga Tree page's posts, sharing information about location specific trafficking issues and information, as well as chapter news/events.

Durga Tree Leadership representatives are available to attend awareness events, the costs of which must be covered by chapter (e.g. travel and hotel expenses). It must be a larger event, with the plan to gross \$5,000 or more.

- **Chapters should develop a structure to fit their members and geographic area**

There are no set number of meetings required and chapters can choose how "formal" they would like to be. If/when a meeting schedule is created, chapters should send it to info@DurgaTreeInternational.org so that it can be add to the information on the chapter specific website.

Chapters are required to have a president and it is suggested there be a volunteer board of 3-5 individuals. The members may choose to adopt a more formal organization with a vice-president, secretary, etc. or organize their group in a way that supports their members in terms of volunteer time and goals.

There must be one appointed liaison from the group to act as a main point of contact with the Durga Tree home office. The liaison should be prepared to travel to an annual planning meeting (at their own expense) to share ideas with other chapter leaders and to participate in knowledge exchange.

- **Chapters are required to provide reports to the Durga Tree home office**

Chapter Business Plan – To be submitted to the Executive Director by January 15th so that it can be reviewed and revised by the Durga Tree Board as needed. This document will outline the goals and objectives of the chapter for the upcoming year. It should include anticipated profit & loss, the revenue goal, and

a plan for getting there, including projected financing and budget at the local level if expenditures are required. As part of the report, a membership roster with names and contact information, including email, should be provided to the Durga Tree home office.

Quarterly Progress Reports - To be submitted to the Executive Director by the 15th of March, June, September, and December. These report would include a summary of all of the chapter's accomplishment and challenges, and revisions/updates on meeting goals for the current year. A short financial summary (income/expenses) for each event that has been held should be included. The December report should also have a brief summary of the year in review, with feedback on events and progress for the leadership to use to present in the January Advisory Board meeting

Event Reports – Within one week of every hosted chapter event, a brief report should be sent to the Durga Tree home office, detailing the outcome of the event, including but not limited to number of attendees, images for posting online, donor names with contact information, amount raised, and contacts made for future utilization. Please also include any feedback in regards to improving that type of event for the future, either by the chapter or the Durga Tree home office.

- **Chapter members are encouraged to enroll in Durga Tree's monthly giving campaign**

This is not only a good example for other volunteers and supporters, but it helps to insure the sustainability of Durga Tree's programs.

Suggested amount is \$20/month, as used in the Twenty for Tubman™ campaign, but this is at the discretion of each member. The amount can be raised or lowered at any time through contact with the Durga Tree office.