



2025 Chapter Management Manual

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WID Description

Dear WID Chapter Officer,

Thank you for volunteering to be an integral part of your local Chapter. Without people like you, we would not be able to sustain our strong and vast Chapter reach, providing networking and educational opportunities to government and industry members across the nation.

I am looking forward to working with you and strive to provide you with the tools and resources you need to maintain a vibrant Chapter.

Please feel free to reach out to me if and when you need assistance with Chapter related matters. We hope you find this Manual to be helpful, but if you have comments, questions, or suggestions, do not hesitate to let me know.

Thank you for your ongoing service and support to our organization.

Women In Defense (WID) traces its roots to 1979, when a group of pioneering women recognized the need for an organization dedicated to networking and professional development within the defense and national security community.

Today, WID welcomes both women and men working in defense, national security, government, industry, and academia. Membership provides access to a broad national network of professionals, as well as 20 local Chapters offering leadership opportunities, networking events, mentoring, and year-round professional development.

Membership is complimentary for government employees and active military, and available to industry and academia professionals at a nominal fee.

Mission

Empowering women in national security is the mission of Women In Defense (WID), A National Security Organization. With more than 2,700 members in 21 Chapters, WID provides a formal environment for professional growth through networking, mentoring, education and career development. Membership is open to women and men working in national security and foreign affairs. Through its HORIZONS Scholarship Program, WID encourages talented, high-performing women to pursue careers in national defense and national security. Women In Defense is a proud affiliate of the National Defense Industrial Association.

Operating Principles for Chapters

These operating principles set forth the basic requirements and agreements between WID and its chapters. Chapters may structure themselves to suit local conditions, as long as they follow the minimum requirements set forth therein.

Chapters shall update these when there is a change in Chapter President or when amendments are made.

Operating Principles for the (Chapter Name) Chapter of Women In Defense, A National Security Organization

1. **NAME:** The name of the organization shall be the “**Insert Chapter Name**” Chapter of Women In Defense, A National Security Organization (hereafter called WID).
2. **PURPOSE:** Chapters provide local geographic focus to further the objectives and policies of WID as set forth in its By Laws by:
 - a. Supporting current programs and activities of WID.
 - b. Providing a means for liaison with local U.S. government agencies and personnel.
 - c. Encouraging and facilitating the exchange of information between industry, military, and government with particular reference to national security and defense preparedness.
 - d. Pursuing an active program in support of WID membership recruitment and retention efforts.

3. ESTABLISHMENT OF AUTHORITY

- a. **Establishment Authority.** The Chapter is an integral part of WID. It derives its existence, authority and fiscal tax status from the Articles of Incorporation and By Laws of the National Defense Industrial Association (NDIA).
 - b. **Chapter Establishment.** In order to be a chapter, the entity must meet the requirements set forth in the WID Chapter Management Manual.
 - c. **Operating Principles.** The Chapter must agree to, and the President sign, these Operating Principles, when a new President takes office and/or when amendments are made. The signed document will be submitted to WID in accordance with these requirements. Effective April 15, 2018, this document shall replace all prior Chapter Bylaws.
4. **POLICY:** Actions, programs and public statements of the Chapter will conform to the policies and objectives in WID’s Chapter Management Manual and other official expressions of WID policy. Nothing in these Operating Principles or elsewhere shall be construed so as to authorize any action that does not further the stated policies and objectives.
- a. **Use of Logo.** Use of the WID logo is authorized only by those members of the Chapter conducting official business of the Organization or Chapter and in accordance with the policies established by the WID.
 - b. **Official Expressions.** Actions, programs and public statements of the Chapter must conform to the policies established by WID.
 - c. **Membership List.** Contact information for members is to be used only for WID purposes and shall not be made available to any other organization for any purpose and is only to be shared with Chapter officers.

- d. **Antitrust Statement.** Women In Defense (WID) is committed to strict compliance with federal and state antitrust laws. Accordingly, the following guidelines apply to any meeting or other activity conducted under the auspices of WID. This statement should be included on conference agendas:

The antitrust laws prohibit competitors from engaging in actions that could result in an unreasonable restraint of trade. Consequently, WID members must avoid discussing certain topics when they are together – both at formal association membership, board, committee, and other meetings and in informal contacts with other industry members: prices, fees, rates, profit margins, or other terms or conditions of sale (including allowances, credit terms, and warranties); allocation of markets or customers or division of territories; or refusals to deal with or boycotts of suppliers, customers or other third parties, or topics that may lead participants not to deal with a particular supplier, customer or third party.

- e. **Copyright Policy.** WID does not permit or condone copyright infringing activities by its staff, or by its members or other volunteers when engaged in WID activities. The Chapter shall adopt and conform to WID’s Copyright Policy.
- f. **Other Required Policies.** The Chapter shall adopt and conform to WID’s **Suspected Misconduct** and **Records Retention** policies in the WID Chapter Management Manual.

5. MEMBERSHIP AND DUES

- a. **Membership.** Chapter membership is granted by the National Headquarters to persons in applicable membership categories of WID who are current members and whose address is in the geographical area assigned to the Chapter by WID. Individual members may be assigned to multiple chapters (primary and secondary). However, only membership in the primary chapter may be considered as it applies to voting on national matters.
- b. **Dues.** The annual WID membership fee paid by an individual includes Chapter membership.

6. STRUCTURE

- a. **Board of Directors.** Chapters shall establish a Board of Directors which shall manage the business and affairs of the Chapter. NDIA has fiduciary responsibility. The Chapter Board of Directors’ fiduciary responsibility is to support WID with its loyalty and reasonable care of assets within its custody, and by execution of these Operating Principles, agrees to abide by the guidelines herein. The Board shall, during the last quarter of the fiscal year, establish the number of Directors for the following year. Chapters should avoid having more than one representative from a company on the Board; however, if more than one is appointed at any given time, it is the responsibility of the Chapter to ensure that no single company gets over represented and has the potential for influencing Chapter policy.
- b. **Officers.** The Board of Directors shall designate Chapter officers. These should include President, Secretary, Treasurer, with other officers as deemed necessary. The officers shall have such duties as generally pertain to their offices as well as duties conferred by the President. The President shall be responsible for chairing the Chapter Board meetings. The Secretary shall be responsible for recording the deliberations and actions taken by the Board in carrying out its duties. The Treasurer shall be responsible for finances and financial management practices of the Chapter. The offices of President, Vice-President, Secretary and Treasurer shall not be held by the same person.
- c. **Committees.** Committees may be appointed to assist the Chapter in the performance of its duties.

- d. **Meetings.** The Board of Directors shall meet at least annually and thereafter as deemed necessary by the President or a simple majority of the Directors.
- e. **Removal.** Any officer or Director may be removed with or without cause by a resolution passed by affirmative vote of a majority of all the Directors.

7. **MEETINGS:** The Chapter shall have at least one meeting annually. Other meetings or polling of the members may be called at any time by the President or a majority of the Board of Directors, or by not less than one-third of the members. At any meeting or polling of the members, each member entitled to vote shall have one vote, in person or by proxy.

8. ELECTIONS

- a. **Nominating Committee.** At least three months prior to Board turnover, the Chapter President and/or Chairman of the Nominating Committee, with the approval of the Chapter Board, shall appoint a nominating committee of at least three members. The Nominating Committee shall present its slate at a Chapter meeting or electronically. The election of Officers and Directors may take place by mail or electronic vote unless otherwise specified by the Board of Directors and shall pass by a simple majority of the members that choose to participate in the voting.
- b. **Terms.** Directors will be elected for a set term of one or two years (October 1-September 30). Approximately one-half of the Directors shall be elected each year. Director vacancies may be filled at any time during the year by a majority vote of the remaining directors.
- c. **Officers.** Officers will be elected for a period of one or two years (October 1-September 30). No one shall serve more than two consecutive terms as any one Officer position, unless approved by the Chapter Board of Directors. In the absence of the President, those duties shall devolve upon the Vice Presidents in their order of seniority of service, and in their absence, Treasurer, and, in turn, Secretary; in the absence of any Officer, upon a member of the Board of Directors in order of seniority.
- d. **Board Diversity.** WID encourages inclusiveness and diversity on its Chapter Boards. Chapters should also use Board or Committee positions as opportunities to mentor future leaders.

9. FINANCES

- a. **Fiscal Year.** The fiscal year of the Chapter shall be the same as the fiscal year of WID (October 1-September 30).
- b. **Other Reports.** Additional reports may be rendered as deemed necessary by the Chapter or directed by WID. A report for tax purposes will be rendered in a format and time as requested by WID Executive Director or designee.
- c. **Signature Authority.** Signatories on all contracts, checks, notes, drafts and other orders for the payment of money must be authorized in writing by the Board of Directors. The Chapter President shall provide a list of authorized signers to the NDIA Staff Accountant whenever there is a change, but on at least an annual basis. The NDIA Chief Operating Officer shall be an official signer for all cash and investment accounts to allow access to review all account transactions.
- d. **Fiscal Responsibility.** The National Defense Industrial Association (NDIA) has ultimate fiscal responsibility for the Chapter. Accordingly, the Chapter shall not, without approval of WID, enter into a contract or agreement that exceeds the Chapter's ability to meet expenses. A copy of all signed agreements shall be maintained by the Chapter Treasurer and presented upon request to WID.

- e. **Obligations.** Obligations incurred by the Chapter *in performance of its duties as a part of WID* shall be solely Chapter obligations, and no personal liability whatsoever shall attach to, or be incurred by any member, officer, or director of the Chapter.
 - f. **Administrative Expenses:** The necessary routine administrative expenses of the chapter shall be met from the proceeds of chapter meetings and activities. Expenses for specific projects indirectly related to the business and policy aspects of government-industry interface will be paid for principally from the proceeds of events expressly advertised as fundraisers.
 - g. **Employees:** The Chapter shall not hire employees. If a chapter hires an individual or a company as a contractor to support the Chapter on a project basis, it must provide supporting documentation in accordance with the requirements in the Finance & Business Practices section of the Chapter Manual.
10. **COORDINATION OF EVENTS:** To facilitate de-confliction of speakers' schedules, the Chapter will inform WID whenever it intends to invite a significant speaker from a federal agency *or* intends to invite speakers or participants from outside the Chapter's geographical area. A significant speaker includes: Cabinet Members, Members of Congress, Joint Chiefs of Staff (JCS), and Combatant Commanders (COCOM).
11. **AMENDMENTS:** The Chapter President, in coordination with the Chapter Board of Directors, may propose to WID amendments to these Operating Principles. Amendments must be approved by the WID Executive Director.
12. **DISSOLUTION:** Dissolution of a Chapter occurs when there is an inability to maintain a Chapter Board and/or if the Chapter no longer hosts meetings or networking events to bring the local community together, for financial reasons or if they fail to meet Chapter responsibilities. Upon dissolution, the Chapter must notify WID of the decision to do so, and/or the Chapter shall be notified of a pending dissolution by WID in order that acceptable remedies may be pursued. Any funds or other assets remaining after payment of all obligations of the Chapter shall be distributed to NDIA National and kept in reserve for formation of new or reformation of Chapters. All monies and assets will be returned to NDIA within 30 days of decision to dissolve Chapter.
13. **EFFECTIVE DATE:** These Operating Principles and any amendments thereto are in effect when signed by the Chapter President acting with the approval of the Chapter Board of Directors, and WID Executive Director.

Approved Paulina Todd Date 08/28/2025
Chapter President

Copyright Policy

WID is committed to respecting the copyright rights of others and to protecting its own intellectual property rights.

Materials Owned by Others

WID does not permit or condone copyright infringing activities by its staff, or by its members or other volunteers when engaged in WID activities. Materials prepared by persons outside of WID should not be published, posted on a WID website, or incorporated into WID materials unless written permission of the owner is secured. If permission is not provided, including because the owner of the material cannot be determined, then the material should not be used. Be aware that simply because materials are publicly accessible online, including images, that does not mean they can be copied, published, or distributed without permission. Also, providing attribution to the source or owner of the material is not sufficient and is not a substitute for permission.

Internal Sharing of Published Materials by Linking

The public display or publishing and distribution, without permission, of materials owned by others is the most serious form of copyright infringement. But even unauthorized sharing materials with co-workers or a group of colleagues can be troublesome. Emailing an article copied from a magazine or journal to members of a WID committee, for example, could be considered infringement. Linking to articles or other materials is permissible and is the preferred method of bring such materials to the attention of others.

Fair Use

The concept of “fair use” can allow for the use of small portions of third party materials. Quoting a few sentences from an article or a blog, or a few paragraphs from a book, or copying a brief clip from a video, are all examples. Even greater leeway is permissible in connection with a review, critique, or discussion. For example, a white paper on a policy issue may be able to quote extensively from works by experts who have addressed that same issue.

DMCA Disclaimer

NDIA respects the intellectual property rights of others and expects all of its affiliates websites to do the same. In accordance with the Digital Millennium Copyright Act (“DMCA”), the text of which may be found on the U.S. Copyright Office website at <http://www.copyright.gov/legislation/dmca.pdf>, NDIA and its affiliated sites will respond expeditiously to notices of alleged infringement that are reported to NDIA’s Designated Copyright Agent, identified in the sample notice below.

Notices of Alleged Infringement for Content Made Available Through the NDIA and its Affiliated Sites

If you are a copyright owner, authorized to act on behalf of one, or authorized to act under any exclusive right under copyright, please report alleged copyright infringements taking place on or through WID’s website (the “Site”) by completing the following notice (“Notice”) and delivering it to the Designated Copyright Agent.

DMCA Notice of Alleged Infringement (“Notice”)

- Identify the copyrighted work that you claim has been infringed, or-if multiple copyrighted works are covered by this Notice-you may provide a representative list of the copyrighted works that you claim have been infringed.
- Identify the material or link you claim is infringing (or the subject of infringing activity) and that access to which is to be disabled, including at a minimum, if applicable, the URL of the link shown on NDIA and or any of its Affiliated websites where such material may be found.
- Provide your complete contact information to include your name, mailing address, telephone number, and, email address.
- Include both of the following statements in the body of the Notice:

- “I hereby state that I have a good faith belief that the disputed use of the copyrighted material is not authorized by the copyright owner, its agent, or the law (e.g., as a fair use).”
- “I hereby state that the information in this Notice is accurate and, under penalty of perjury, that I am the owner, or authorized to act on behalf of the owner, of the copyright or of an exclusive right under the copyright that is allegedly infringed.”
- Provide your full legal name and your electronic or physical signature.

Complaints

If a staff member receives a complaint from a third-party accusing WID of improperly using someone else’s materials without authorization, this should be brought to the attention of NDIA VP of Marketing & Communication.

WID Materials

It is also important to protect WID’s ownership of its materials. Requests from third parties to utilize WID materials should be processed through the appropriate department and, if granted, should be memorialized in writing and, as appropriate, have set parameters (e.g., allowing reproduction of WID work only in a particular publication, or on a website for a specific length of time). Third parties should also be asked to provide attribution to WID. If a staff member or volunteer becomes aware of, or suspects, an unauthorized use of WID materials, this should be brought to the attention of NDIA VP of Marketing & Communication.

Member or Outside Authors

WID volunteers or outside authors often assist in preparing WID materials or materials published by WID. If these are to be WID materials, i.e., issued as a WID work, then typically ownership of the final work resides with WID. If the material is in the nature of an article identified as being authored by the volunteer or outside contributor, WID may allow such persons to retain ownership of their intellectual property, while giving WID a perpetual, royalty free license to utilize the same.

Suspected Misconduct Policy

Like all organizations, WID faces risk associated with fraud, abuse, and other forms of misconduct. Misconduct includes but is not limited to:

- Theft, embezzlement, or other misappropriation of assets, to include authorizing or receiving payment for goods or services not received or services not performed.
- Forgery or alteration of documents, such as checks, contracts, etc.
- Intentional misstatement of the organization's records such as accounting records, financial statements, or program accomplishments.
- Willful destruction of documents including electronic files to obstruct justice.
- Other actions that violate NDIA's code of conduct and any underlying policies. You can learn more about at www.whistleblowers.gov

Reporting Harassment, Misconduct, or Fraud

It is the right and the responsibility of every volunteer to express work-related complaints, including those of harassment, misconduct and prohibited actions, without fear of reprisal. Neither the existence nor the status of investigations into suspected misconduct shall be disclosed or discussed with any individual other than those with a legitimate need to perform their duties and fulfill their responsibilities effectively. It is a commitment of this Association to guarantee a fair and impartial consideration of those complaints.

The volunteer should promptly report the facts of the incident to the SVP of Programs and Members and Chief Operating Officer.

Notwithstanding the reporting order outlined above, if the misconduct involves individuals at any level of the Association, to include senior management, the President, or any other officer or Director/Trustee, and you feel uncomfortable about reporting up the management chain, you may contact the Chairman of the NDIA Finance Committee directly to report the facts of suspected misconduct. The 2018 Finance Committee Chair is Mr. Brad Feldman.

Any volunteer of WID may submit, on a confidential and anonymous basis if the employee so desires, a concern that reasonably believes relates to the violation of any laws by NDIA, its affiliates or agents. Although a concern may be initially discussed orally, all concerns must be set forth in writing and forwarded by US Mail or overnight courier in a sealed envelope (marked with the notation: *PERSONAL AND CONFIDENTIAL COMMUNICATION – TO BE OPENED BY THE ADDRESSEE ONLY – SUBMITTED PURSUANT TO THE WHISTLEBLOWER POLICY* to the SVP of Programs and Members and Chief Operating Officer. If being submitted anonymously, the volunteer should take care to provide sufficient information to allow for a full investigation of the matter. Frivolous accusations are not acceptable.

All complaints will be investigated promptly and appropriate actions/disciplinary measures, up to and including required resignation from Chapter Board can be taken. The investigation will be treated as confidential to the extent possible, with release of information only to those individuals with a need to know.

Based on a finding that misconduct has taken place, disciplinary action may be taken against violators to include referral for criminal prosecution.

Steps the Chapter must take if Fraud occurs on their bank account:

- 1) Contact the bank to report the Fraud.
- 2) As a signer on the bank account, sign an affidavit at the bank for the fraud items, so the bank can put the money back into the account. Request a copy of the affidavit so you may turn the copy into NDIA HQ, Open the new account
- 3) Contact NDIA HQ as soon as possible, so NDIA Chief Operating Officer is notified and can be placed on the new bank account.
- 4) Maintain tighter internal controls as Chapter President and Treasurer.

Record Retention Schedule

These guidelines are designed to ensure that the Chapter's records and documents, both paper and electronic, are adequately protected and maintained in compliance with federal and state laws and regulations and to ensure that records no longer needed are discarded at the proper time. The Association is to maintain complete, accurate and high-quality records for the duration of the time periods as outlined.

Chapter Documents	
Operating Principles and Amendments	Permanent
Minutes of Board meetings	Permanent
Minutes of committee meetings	Permanent
Qualifications to do business	Permanent
Current Policies	Permanent
Business Records	
Request for Proposals	6 years from the Due Date on the solicitation

Responses	6 years from the Due Date on the solicitation
Signed Contracts	6 years from the Expiration Date of the Contract/ Agreement
Any modifications	6 years from the Expiration Date of the Contract/Agreement
Other Contracts for services	6 years from the Expiration Date of the Contract/Agreement
Event Registration	4 Years from last date of event
Exhibitor Contracts	6 years from the Expiration Date of the Contract/Agreement
Event Hotel/Convention Center Contracts	6 years from the Expiration Date of the Contract/Agreement
Event/Exhibit general correspondence	3 Years
Marketing and Communications	
Press releases, media advisories, marketing materials for NDIA enterprise	Permanent
General event marketing materials	3 Years
Marketing and Communication plans	3 Years from date of execution

Chapter Formation and Dissolution

Formation of a Chapter

New WID Chapters are created when a group of members or prospective members decide that a Chapter would enhance their professional development and networking opportunities in the local community. A Chapter can be formed in locations that have a need for one, and not in areas where one already exists.

In general, four elements are essential for a healthy Chapter:

- Leadership
- Programs
- Membership
- Finances

To start forming your local Chapter, follow the steps below:

- Select a name for the Chapter.
- Secure the support of at least 35 **dues-paid** members who are willing to participate in and contribute to local start up initiatives.
 - National will assist you by providing a list of current WID members who would fall into your geographic area to determine if there is interest amongst the group. Host a meeting or send an email to explain the proposed new Chapter and how members will benefit and participate. An invitation list should include representatives of key local employers, senior base/command leaders, personal business contacts and peers. Take advantage of any means available on the local level to target a large numbers of prospective attendees/members. For a list of members in your geographical area, contact WID Associate Director.
- Recruit volunteers to form an organizing board to adopt Chapter operating principles.
- Conduct the first business meeting.

- Obtain votes on a slate of officers and board of directors.
- Select the following mandatory officers to serve a set term of one or two years: president, treasurer, and secretary. Beginning a succession plan early can be a big step towards a Chapter's success.
- Send proposed operating principles, with Chapter President's signature, to National.
- WID Executive Director provides second and final signature for approval. A copy of the operating principles with both signatures must be filed at National office.
- Each Chapter is responsible for opening a bank account on its own containing two elected board member signatures as well as the WID Treasurer and NDIA Chief Operating Officer signature, on file at specified bank of business. For tax purposes, the bank account must be a non-profit account. NDIA Chapters will reference the NDIA National Federal ID #53-0196547. A Chapter does not use its own federal ID number or insurance. It does not incorporate separately or have a separate tax exception ruling.

Contact WID Associate Director to receive the following required documents for opening a bank account:

- Letter from NDIA to local bank for opening account
- W-9
- IRS 501(c)(3) letter
- NDIA Fact Sheet
- WID National will provide seed money to help a Chapter cover its initial start-up expenses.
- Conduct a membership meeting after WID National returns the operating principles. For the first membership meeting, a Chapter may want to invite a local guest speaker and/or senior National staff to encourage high attendance.
- Organize a press release announcing the formation of the Chapter. This can also tie to announcing/promoting OR recapping the kick-off event.

To ensure success of your Chapter, the steps below are also recommended:

- Continue to recruit volunteers to participate in WID National and Chapter events, join as members, and to potentially serve as board when networking.
- Plan a year's worth of programs and activities to include speakers, types of meetings (i.e., breakfast, dinner), site locations, pricing and budget.
 - Coordinate with WID on subject matters and speakers to ensure there is no conflict of interest, and/or to explore the possibility of combined Chapter/National events.
- Treasurer prepares a budget with input from other board members and/or leaders such as the programs chair. Chapters follow the same fiscal year as that of WID National, which is October 1 - September 30.
 - Keep track of money collected and money spent. At the end of each quarter, the Chapter is responsible for submitting their financial reports to NDIA National. The quarterly report template is located in Appendix A. Alternatively, Chapters may elect to have an outside auditor to review the accuracy and completeness of financial information at the end of each fiscal year.
- Consider getting a post office box under the Chapter name.
- Create a website for the Chapter.
 - Regularly update events, awards, leadership, and news to remain informative and relevant.

- Develop a strategy for recruiting new members, and create a target list. This might include personal contacts, co-workers, individuals in senior leadership positions on the post/base, or throughout the community. You might consider organizing a membership committee to take responsibility for recruitment and retention.
 - Share strategy with WID Associate Director and coordinate recruitment and retention efforts.

Dissolution of a Chapter

Dissolution of a Chapter occurs when there is an inability to maintain a Chapter Board and/or if the Chapter no longer hosts meetings or networking events to bring the local community together, for financial reasons or if they fail to meet Chapter responsibilities. Upon dissolution, the Chapter must notify WID National of the decision to do so, and/or the Chapter shall be notified of a pending dissolution by National in order that acceptable remedies may be pursued. Any funds or other assets remaining after payment of all obligations of the Chapter shall be distributed to WID National and kept in reserve for formation of new or reformation of Chapters.

Leadership Roles and Responsibilities

Chapter Roles

The following positions and descriptions serve as a guideline. The Chapter's Board of Directors should create support positions and corresponding responsibilities are warranted. At a minimum, every Chapter should have three positions filled, with optional leadership positions encouraged, as needed.

PRESIDENT

The President is the executive officer of the Chapter. It is the President's responsibility to provide leadership, to exercise general supervision over Chapter activities and to conduct Chapter affairs in accordance with the Chapter Operating Principles. Duties include:

- Preside at all meetings of the board and membership.
- Appoint committees, committee chairs and committee members to serve the various functions of the Chapter.
- Act in a firm, competent, tactful and professional manner, permitting full discussion on all debatable motions, yet neutral on controversial matters. The President must respect the opinion of each individual, yet see that each decision is carried out in a harmonious atmosphere.
- Prepare, in conjunction with the Secretary, an agenda prior to all meetings, adhere to the agenda as it may be amended and open and close meetings in a timely manner.
- Ensure that written minutes of board meetings are published expeditiously.
- Make arrangements, or oversee the making of arrangements, for all meetings and/or functions of the Chapter. In addition, acknowledge speaker appearances with letters of thanks on behalf of the Chapter.
- Be available to the entire membership, especially new members and guests. Display enthusiasm and support for all Chapter activities.
- Oversee the activities of the Secretary and Treasurer making sure that responsibilities are adhered to.
- Serve as an ex-officio member of all committees.
- Transfer all material pertaining to the role as President to the newly elected President and indoctrinate the newly elected President as to the role of the position.

VICE PRESIDENT

The Vice President shall perform all duties of the President in the absence of the President and perform any other duties as assigned by the President.

SECRETARY

The secretary shall:

- Keep accurate minutes of all Chapter board meetings.
- Work in close harmony with the President.
- Take to each meeting: the minutes, operating principles, a list of members and a list of committees and members, agenda, records, ballots, and any supplies as needed.
- Call the meeting to order if the President and the Vice President(s) are absent, and preside until a temporary chair is elected.
- Notify officers, committee members and delegates of their election or appointment.
- Transfer all material pertaining to the office to the newly elected Secretary and indoctrinate the newly elected Secretary as to the role of the position.
- Supply to Chapter board members and National Headquarters a current slate of BOD names to include company affiliation and contact formation.

TREASURER

The Treasurer is the custodian of Chapter's money and is responsible for collecting, depositing in a timely manner, and disbursing the funds of the association. They shall:

- Get appropriate authorizations for all financial transactions, either as established in the operating principles or by adopted motion.
- Maintain all bank account(s) of the Chapter as separate fund(s) and be responsible for signature cards and the drafting of all disbursements.
- Arrange for auditing of the books and records of the Chapter as necessary.
- Chair the budget and investment committees, assisting in the preparation of the annual budget for the Chapter.
- Maintain, in a timely manner, all financial books and records of the Chapter and prepare financial reports on a quarterly basis including a balance sheet and income and expense statement. (See Appendix) Such reports are to show the status of all accounts including the balance at the beginning of the period, all receipts, all disbursements and the balance at the ending of the period.
- Support the NDIA annual finance audit, providing required information in a complete and timely manner.
- Regularly compare actual costs and income to budgeted costs and income and recommend adjustments in spending and/or the budget as necessary.

- Transfer all material pertaining to the office to the newly elected Treasurer and indoctrinate the incoming Treasurer as to the role of the position.

MEMBERSHIP CHAIR

It is the responsibility of the Membership Chair to actively promote and maintain membership for the Chapter. Duties can include:

- Promoting the benefits of WID membership year-round.
- Assisting in registering or renewing members' membership, working with the WID National's POC
- Planning and directing a membership drive

PROGRAM CHAIR

The Program Chair will focus their efforts on planning and executing various events held by the Chapter. Duties can include:

- Planning and executing Chapter meetings and programs.
- Greeting attendees at meetings
- Making introductions between attendees to increase networking opportunities

PUBLICITY CHAIR

The primary objective of the Publicity Chair is to promote the Chapter through a variety of mediums, to increase awareness of efforts, encourage participation, and promote positive outcomes from the Chapter's hard work. Duties can include:

- Developing and sending email notices, social media postings, flyers, etc. to promote upcoming events
- Maintaining and updating the website regularly
- Taking photos and videos of Chapter activities
- Creating press releases and updating social media accounts

STEM CHAIR

The STEM chair actively looks for ways to support STEM through Sponsorships, Scholarships, volunteer activities, and mentor programs, and sets and meets goals in supporting these initiatives.

Chapter Responsibilities

A Chapter has the responsibility to:

- Maintain its leadership (officers and directors).
- Abide by operating principles.
- Assist in carrying out the mission of the organization.
- Host events that are self-supporting and that reflect favorably on the total organization.

CHAPTER EVENTS AND ACTIVITIES

Chapters are organized geographically for encouraging the community to support local issues and events. In addition, those activities are expected to provide the fiscal support required by the Chapter to administer its responsibilities. The combination of these two requirements means that the Chapter Board must put focus to the

interests of its members, preference for various types of activities (e.g., breakfasts, lunch, dinners, tours, etc.), and the availability of appropriate resources (e.g., speakers) to highlight the activity. See Appendix for the Event Planning Checklist.

Examples of Chapter Activities

- Meal events (luncheons, dinners) with speakers from industry, military, local, state and federal government.
- Mentoring programs; brown bag lunches for mentors and protégés to meet charitable endeavors (Suited for Success, Dress for Success).
- Scholarship programs and fundraising (golf tournaments).
- One, two, or three-day conferences on defense-related topics.

JOINT EVENTS WITH NATIONAL, DIVISIONS, AND AFFILIATES

If it is determined in the best interest of the association that an event be joint, a Memorandum of Agreement (MOA) between WID and the Chapter President will be negotiated in sufficient time to permit expeditious planning and execution. The MOA will stipulate the responsibilities of both parties, to include any relationships with third parties and distribution of assets and/or liabilities following the event.

Chapters are also encouraged to sponsor activities in conjunction with NDIA Chapters. When such activities are planned and coordinated between Chapter and National representatives, it is important that all involved have a clearcut understanding of each party's responsibilities to ensure the success of the event as well as the financial rewards. This coordinated effort is committed to paper and signed by all responsible parties on both local and National WID levels.

JOINT EVENTS WITH OTHER DEFENSE-RELATED ASSOCIATIONS

As the amount of discretionary time for members seems to decrease, we are frequently asked if it is possible for an WID Chapter to co-sponsor an event with another organization. The answer is an emphatic "YES" provided all the normal litmus tests are applied to the other organization's legitimacy and credibility. Be sure to specify in writing each group's expectations before committing, especially regarding payment of expenses, receipt of income, and division of labor.

EVENT MANAGEMENT RESPONSIBILITIES

Chapters are responsible for ensuring that events are managed in a way that reflects integrity and professionalism of the association. Some Chapters have the resources to obtain professional assistance while others have the administrative responsibilities assigned to volunteer members. Each Chapter board member should maintain an active role and be assigned responsibilities accordingly.

EVENT SOLICITATIONS

Often WID Chapters are approached by government representatives, for profit, or non-profit businesses to conduct an event when a specific government organization wants to target industry and government representatives as attendees and/or speakers. Chapters' leadership must recognize that they are being approached as the local WID representative. That does not mean that the organization can or has designated the Chapter to manage the activity. When the Chapter is not the event organizer or co-organizer, the Chapter shall not send email solicitations or use their logo to promote or endorse an outside event. When such a request is received by a Chapter, it is the responsibility of that Chapter leadership to notify WID National for further guidance.

CONFLICT OF INTEREST STATEMENT

WID is staffed to administer association activities of national interest. If Chapter activities mature and/or a Chapter is approached to host an event that would attract national interest, WID National must be notified. If a new Chapter event has the potential to attract attendees from outside the Chapter's geographical boundary or require National level figures, i.e., speakers, panelists, or a significant number of attendees from outside the region, the Chapter president or assigned board representative is obligated to bring the request to the attention of WID National before a commitment is made. That notification shall include the purpose, scope, size, and location and impact of the meeting on other scheduled WID events. That information will be relayed to both the WID Executive Director and SVP of Meetings and Business Partnerships, who will determine whether the event is to be a Chapter, National, or joint event following discussion with the Chapter president or designated representative.

Chapters need not restrict their consideration to only locally available speakers. For speakers of national interest, Chapters are encouraged contact WID Executive Director for support. NDIA National maintains a record of higher profile speakers who have been approached to participate, and/or have spoken at National events. This is to ensure that individual speakers are not being 'overly contacted' so it is imperative to work together with NDIA National when seeking high profile speakers.

VISITS

Chapters often find such activities as visits to military installations, as well as defense manufacturing facilities, to be of interest to their members. Chapters need not limit themselves to just business-like events. Group trips to athletic events, charity golf tournaments, picnics, etc., are encouraged if they are used as a tool to encourage networking and community relations among WID Chapter members.

CONFIDENTIALITY/PRIVACY AGREEMENT

WID Chapters are to follow the requirements and guidelines as set and followed by National to never disclose member information to outside sources. The contact list is not to be shared with any outside parties, nor is it to be used by the Chapter or any Chapter Board Member to promote a non-WID event. Member lists with contact information are ONLY to be used by the Chapter Board for contacting and promoting WID sponsored and cosponsored events.

PROMOTIONAL MATERIAL SUPPORT

The standard membership application forms are based on requirements of the WID database and auditors and are the only approved form to use for membership applications. Printable membership forms can be obtained from our website: www.womenindefense.net. To request membership applications, Chapter rosters, the Chapter logos, and other WID promotional materials, contact WID Associate Director.

RECRUITMENT AND RETENTION

A key responsibility of Chapters is to promote membership. WID Chapters are responsible for actively recruiting and retaining their members. Efforts will be supported by WID staff and should be coordinated for success.

Membership Dues and Chapter Assignment

Individual Membership Dues

WID Membership Dues:

Individual, 1 Year Membership - \$95

Individual, 3 Year Membership - \$228 (20% discount)

Complimentary WID Government Membership - \$0

Finance and Business Practices

Nonprofits have an obligation to act as responsible stewards in managing their financial resources. As part of WID, Chapters must comply with all legal and financial requirements and should adhere to sound accounting principles that produce reliable financial information, ensure fiscal responsibility and build public trust. Financial resources should be used to accomplish our joint objectives in effective and efficient ways and Chapters should establish clear policies and practices to regularly monitor how funds are used.

WID expects a Chapter to be financially healthy and to maintain sound finances. That includes budgeting for programs, tracking and supporting revenue and expenses, and establishing a system of financial management controls. Chapter events (meetings, outings, etc.) must be consistent with WID's mission and are expected to generate at least enough revenue to cover expenses.

Chapters that schedule activities with large financial obligations should make certain those obligations do not exceed the Chapter's financial reserves unless prior arrangements have been made with WID National. NDIA is liable for all activities of the Chapters – legal, financial, reputational. Therefore, a careful and realistic financial operating program is crucial for Chapter leaders and expected by the National NDIA Board of Directors.

This section is intended to provide a financial management framework for Chapter business management to coordinate with National. WID values its relationships with its Chapters and recognizes that they are all-volunteer organizations. WID National staff are always available to assist with any business matter, including contracts review, and financial matters, such as establishing budgets, monthly financial report templates, accounting advice.

Financial Responsibility

Each Chapter's financial statement data is summarized, reviewed by the NDIA audit firm and included in NDIA's audited financial statements and the IRS Form 990 for annual federal tax reporting of the corporation (NDIA and Affiliates). As a part of NDIA, Chapters have certain accountability and transparency issues they must be concerned with, and there are best practices that Chapters (and Chapter treasurers) should follow.

Money Handling

In any volunteer organization, close treasurer oversight of cash, checks, and deposits is vital. If you can't always be present when money is changing hands, be visible enough that others know that you're engaged. Be especially scrupulous about keeping personal funds separate from organizational funds.

Given the limited personnel resources, it may not be possible to divide up financial duties as part of an internal control system; however, a few essential rules should be followed:

- The Treasurer should receive and reconcile the bank statements, OR write checks, but not both. When a treasurer is responsible for both, the activity should be monitored closely by other Chapter officers.
- Incoming checks should receive immediate restrictive endorsement (preferably a bank stamp, or handwritten "For deposit only, ABC Bank, Account # 123445") and be deposited with no cash back within 24 hours if possible, but no longer than one week.
- Outgoing checks must be supported by an approved invoice, receipt, or a voucher prepared by the volunteer if a receipt or invoice isn't available. If a fellow volunteer asks for a reimbursement but doesn't have a receipt, respond "I wouldn't be doing my job as Treasurer if I didn't insist on receipts from everyone."

Require and Maintain Documentation

NDIA has filing requirements for federal and state agencies – tax forms, charitable registrations, licenses, etc. Chapters' revenue, expense, assets and liabilities are part of the information that must be included in these filings. In some of these, NDIA is attesting that all facets of the organization follow generally accepted accounting principles and sound financial management practices. Chapters will be required to maintain records to support these filings as well as any audits that are performed.

Chapters who do fund-raising for scholarships or other charitable activities must ensure NDIA is registered in the state in which they are soliciting funds. Please coordinate fund raising campaigns with the NDIA Controller.

Identify and Manage Risk

Chapters can mitigate risk by exercising good stewardship over its assets and activities. NDIA provides basic insurance coverage for NDIA & WID Chapters. Please contact WID Associate Director if you have any questions or need to request Insurance Certificates.

NOTE: this coverage is not the same as event cancellation insurance; Chapters should work with a local insurance agent for such coverage if deemed necessary.

- **General Liability:** General Liability coverage provides coverage for bodily injuries or property damage sustained by third parties. It covers accidents both on and off premises, which are the result of your operations. Also included are advertising liability and “personal injury” (libel, slander, etc.).
- **Crime:** Crime provides coverage for Theft by an employee of money, securities or property. Policy has omnibus wording for named insureds to include non-paid employees (volunteers), directors, officers, etc.

Confirm Contributions

A prompt thank you letter that includes what donors need for tax purposes is an effective way to keep your contributors up to date on the great work you're doing. The IRS says it's okay to send this information by email. We are required to separately list any single contribution of \$250 or more. If the donation is other than cash, describe the property but do not indicate a value.

1. Here's a sample excerpt of the essential information to include in your thank you letter:
"We wish to thank you for your 2010 contribution of cash in the amount of \$500.00. We did not provide any goods or services in exchange for this contribution. XYZ Nonprofit is an organization exempt under Section 501(c)(3) of the Internal Revenue Code and contributions are deductible to the extent allowed by law."
2. If you provided the donor with goods or services as part of the contribution, you could delete the second sentence in the above example and substitute the following:

"We provided you with two theater tickets with a fair market value of \$50. Your tax deduction is limited to the amount of cash and value of any property contributed, reduced by the value of any goods or services received in return. Accordingly, the amount eligible for a federal income tax deduction is \$450."

Plan and Evaluate with a Budget

Expressed in financial terms, a budget is a map that shows what you plan to do and how you plan to get there. It's a key tool for getting everyone to agree on what your group will and won't do in the coming year. The budget is your canary in the coal mine. An unexplained variance between a budgeted and actual line item of revenue or expense, for example, may be the first red flag signaling a more serious problem.

Preparing an effective budget starts with estimating what will be needed and to provide specific proposals for financing it. Reviewing last year's budget is a key part of the process. Cost and revenue estimates need to be reasonable and attainable. Avoid the temptation to 'wing' estimates or to be overly optimistic about contribution increases. At the same time, there is no need to be overly conservative, opposing all new funding proposals with knee-jerk resistance.

Prepare Timely Financial Reports

Timely and reliable financial information is the underpinning of good stewardship and sound financial decision making. Without this information there's no way to track budget performance. Preparation of the financial statement is the responsibility of the organization's management; it should be reviewed and approved by the Chapter president and treasurer.

For Chapters with minimal cash flow or whose finances revolve around a single event, paper-based record keeping may be acceptable. A template treasurer's report with blanks for handwritten amounts can be just as effective as a computer-based system if the figures can be easily traced to supporting documents and are presented clearly. For

such organizations, a simple monthly reconciliation of bank account activity classifying receipts and disbursements and reconciling beginning to ending cash balances may be enough to form the basis for a summarized quarterly financial report to the board and National.

As the organization grows, a switch to commercial accounting software such as QuickBooks® may be the best next step. It is vital at this juncture that you get set up with a proper chart of accounts and get the necessary training from someone with nonprofit accounting experience. NDIA staff are available to assist in establishing an accounting process and will work with your accountant or QuickBooks implementer.

Policy, Lobbying and Advocacy: 501(c)(3) Regulations

Policy

The mission of NDIA Policy’s Business Center is to persistently monitor, collaboratively develop, and creatively educate key stakeholders on policies critical to national security and the defense industry. Our engagements cover the Executive, Legislative, and Judicial branches of the federal government, ranging from commenting on proposed regulations to expert witnesses at Congressional hearings to amicus curiae briefs for relevant cases.

We provide policy support for NDIA external communication and for NDIA’s affiliates, divisions, and committees. NDIA’s Policy staff are available to Chapter leadership to discuss policy, legislative, and lobbying topics.

Lobbying

The National Defense Industrial Association is a nonprofit educational association exempt from federal income tax under section 501(c)(3) of the U.S. Internal Revenue Code—the section of the IRS Code which applies to scientific or educational associations or foundations, as well as charitable and religious organizations.

The following has brief facts that should answer many questions concerning what is lobbying, additional questions can be directed to the Policy team.

What Is Lobbying?

It is important for both association leaders and staff to be clear about what constitutes lobbying.

- Direct lobbying includes oral or written communication with members of a legislature, their staff, political appointees, senior executive office personnel for the purpose of influencing legislation or regulation. Preparation for lobbying is included in the definition of lobbying.
- “Lobbying contacts” may be made regarding legislation (its formulation, modification or adoption), executive branch policies (rules, regulations, executive orders), administration or execution of a federal program or policy, or nomination or confirmation on any person requiring a Senate confirmation.
- If an association urges its members to contact legislators regarding pending legislation, this is considered direct lobbying. Any communication which urges NDIA members – explicitly or implicitly – to contact legislators regarding a specific piece of legislation must be considered lobbying.
- Grassroots lobbying is an attempt to influence legislation through a communication with the general public—including reference to specific legislation, an expression of the association's views on that legislation, and a call for action. Note that while associations often use the term “grass roots” to refer to their own members, to the IRS it means the broader public outside the association membership.
- If an association conducts or commissions a research study for use in lobbying, the study itself must be considered lobbying. If the study is intended primarily for non-lobbying purposes—but is later used in lobbying, it would not generally be considered lobbying.
- Meetings may constitute a “lobbying communication” if the meeting is used to urge members to act for/against specific legislation.
- “Lobbying activity” includes certain activities undertaken in preparation for lobbying—e.g. planning and preparation, coordination with other lobbyists. Travel time may be considered a lobbying activity for purposes of tracking lobbying expenditures.

What Kinds of Public Policy Communications Would Not Be Considered Lobbying?

It is equally important for WID leaders and staff to understand what does not constitute lobbying. If an association responds to a request from a Congressional, Federal, or State agency for information, that does not constitute lobbying.

- Participation on a federal advisory committee does not constitute lobbying.
- Participation by chapters in local advisory committees on matters pertaining to defense industry is not considered lobbying.

- Providing comments in response to a proposed rulemaking is not lobbying.
- Testimony before a Congressional committee or subcommittee, at the request of that committee or subcommittee, is not lobbying.
- If WID requests an opportunity to provide testimony, that may be considered lobbying.
- An amicus curiae brief filed in the course of a judicial proceeding is not lobbying.
- A statement filed during an administrative adjudication is not lobbying.
- If an association communicates with its members regarding a piece of legislation on which the association has not taken a position, it will not necessarily be considered lobbying.

The Prohibition on Political Campaign Intervention

Under

the Internal Revenue Code, all section 501(c)(3) organizations are absolutely prohibited from directly or indirectly participating in, or intervening in, any political campaign on behalf of (or in opposition to) any candidate for elective public office. The prohibition applies to all campaigns including campaigns at the federal, state and local level.

What is Political Campaign Intervention?

Political campaign intervention includes any and all activities that favor or oppose one or more candidates for public office. The prohibition extends beyond candidate endorsements. Contributions to political campaign funds or public statements of position (verbal or written) made by or on behalf of an organization in favor of or in opposition to any candidate for public office clearly violate the prohibition on political campaign intervention. Distributing statements prepared by others that favor or oppose any candidate for public office will also violate the prohibition. Allowing a candidate to use an organization's assets or facilities will also violate the prohibition if other candidates are not given an equivalent opportunity. Although section 501(c)(3) organizations may engage in some activities to promote voter registration, encourage voter participation, and provide voter education, they will violate the prohibition on political campaign intervention if they engage in an activity that favors or opposes any candidate for public office. Certain activities will require an evaluation of all the facts and circumstances to determine whether they result in political campaign intervention.

Individual Activity by Organization Leaders

The political campaign intervention prohibition is not intended to restrict free expression on political matters by leaders of organizations speaking for themselves, as individuals. Nor are leaders prohibited from speaking about important issues of public policy. However, for organizations to remain tax exempt under section 501(c)(3), leaders cannot make partisan comments in official organization publications or at official functions of the organization. To avoid potential attribution of their comments outside of organization functions and publications, organization leaders who speak or write in their individual capacity are encouraged to clearly indicate that their comments are personal and not intended to represent the views of the organization.

Issue Advocacy vs. Political Campaign Intervention

Under federal tax law, section 501(c)(3) organizations may take positions on public policy issues, including issues that divide candidates in an election for public office. However, organizations must avoid any issue advocacy that functions as political campaign intervention. Even if a statement does not expressly tell an audience to vote for or against a specific candidate, an organization delivering the statement is at risk of violating the political campaign intervention prohibition if there is any message favoring or opposing a candidate. A statement can identify a candidate not only by stating the candidate's name but also by other means such as showing a picture of the candidate, referring to political party affiliations, or other distinctive features of a candidate's platform or biography. A communication is particularly at risk of political campaign intervention when it refers to candidates or voting in a specific upcoming election. All the facts and circumstances need to be considered to determine if the advocacy is political campaign intervention.

Marketing and Communications

The WID brand is how we communicate our association's unique offerings and events. From the look and feel of our marketing materials to the way we interact with our constituents, a sense of quality, consistency and an overall dedication to the community we represent is paramount.

The WID brand is more than a consistent representation of a logo; it is the graphic identity of our communications, the style, language and tone we use to represent our offerings, and the overall commitment to delivering quality products, events and services to our members. It is through these branding principles that we reinforce existing relationships and cultivate new ones. It is our unique brand that sets us apart from our competitors and creates brand evangelists among our constituents.

Official Typefaces

Typography refers to font on electronic documents and correspondence and is another component of the visual representation that reinforces the WID brand.

- WID's typography helps to set the contemporary and clear tone of our communications. From the layout of the headlines to the format of body copy, every detail plays an important role in establishing the NDIA voice.
- WID's main headline typeface is Kanit. When producing electronic documents such as PowerPoint or Microsoft Word, Arial is preferred to avoid formatting issues and font substitutions when opening the document on computers that do not have the Kanit font installed.

NDIA Chapter Logos

Each WID local Chapter will have a unique logo that ties closely with the official WID logo. The different logos are intended to identify specifically to local WID Chapter use on websites, presentations, signage, etc.

The same rules in place for the official WID logo apply for the Chapter level logos. All WID logo use outside of WID official business is contingent upon a signed trademark licensing agreement. Contact NDIA VP Marketing and Communications for information.

PowerPoint and Letterhead Template Use

It is common practice at WID events for speakers and panelists to display information via PowerPoint Presentations to highlight important data, facts and trends. Often, these presentations are made publicly available from the speaker or panelist through WID's website and email system, which is a value to our members and event attendees.

WID utilizes PowerPoint presentations to promote upcoming events and to present information to internal and external audiences at events, meetings and conferences and has a selection of approved templates for these purposes. Chapters can contact NDIA VP Marketing & Communications to obtain the approved template.

Third Party Presentations and Proceedings

- WID routinely posts presentations and proceedings to its website that originate from third party sources.
- Information from third-party sources or divisions placed on the WID website, or sites like DTIC, should be accompanied by a link to the NDIA DMCA Disclaimer:
<http://www.ndia.org/Resources/Pages/DMCADisclaimer.aspx>
- This language should be prominently displayed on the document itself or on the web page where the link to the document resides.

Templates for Awards, Citations

WID's membership represents every aspect of the defense community and WID prides itself on commemorating individuals, companies and government agencies for significant contributions to our national security and defense. WID presents a number of awards on an annual basis.

WID issues awards and citations to recognize individuals who are contributing to the defense and national security of the United States. For examples of citations, please contact WID Executive Director.

Imagery

Images should be bold and strong, with attention paid to depicting all aspects of national security including government, military, industry and academia. Images should be high quality, avoiding poor lighting, low-resolution and poorly composed snapshots. Conference support images should be well lit and high quality. It is better to use a stock headshot and graphic when only low-quality, cell phone photos are available.

Communications and Social Networking Guidelines

These guidelines are designed to provide helpful, practical advice—and also protect both NDIA social media participants and NDIA itself, as the association and its subsidiary affiliates, together with the Chapters.

E-Mail Communication

Most Chapters rely heavily on e-mail communication to its members. Prepare a simple, easy-to-read e-mail message with the basic facts and include a link to your website. The Chapter website is the best place to put all the details. Unsolicited e-mail attachments can annoy members, so try to put attachments on the website and reference the URL in the message.

E-mail messages must contain the following statement, which can appear at the bottom of your message:

"This email is sent in compliance with the CAN-SPAM Act of 2003 and has been sent to you as a member or customer of the National Defense Industrial Association (<http://www.ndia.org>) and its affiliates NTSA, PSA, and WID. Please be advised that NDIA and its affiliates do not sell mailing lists or provide customer information to other organizations. Your E-mail address is used to maintain member and customer contact and provide notification of new activities. To "opt-out" from receiving future messages of the type you have received, please send a message to remove@ndia.org. Your email address will be removed from our database within 10 business days. National Defense Industrial Association, 2101 Wilson Blvd, Ste 700, Arlington, VA 22201-3061."

As indicated above, members can request "no contact" by e-mail by contacting National. As a result, a member list you receive will not necessarily contain an e-mail address for each member. You can send a postcard event announcement to those with no listed e-mail address.

Social Media

Social media enables users to create and share content. WID's official social media presence includes Facebook, Twitter, Instagram, and LinkedIn.

- WID National will only share information relating to WID meetings, WID official positions, events, the defense industry, manufacturing and the U.S. military on these sites. Please feel free to pass along information about Chapter events so WID National can promote via social channels to tbrown@ndia.org.
- Avoid posting low-quality photos whenever possible.
- Consider building social media advertising into meeting and event budgets. This is typically a cost-effective tool to expand our reach and target a specific audience.
- Staff and members will not participate in any activity that would threaten NDIA's non-profit 501(c)(3) exemption designation. Such activities include:

- Posting of material that is partisan or could be considered an endorsement of any candidate or political parties position
- Posting of material that infringes on another's intellectual property rights
- The posting of defamatory and offensive material
- The posting of price or price-related topics
- Postings that encourage or discourage doing business with one or more entities
- WID staff or members are personally responsible for the content they publish on blogs, wikis or any other form of user-generated media.
- Identify yourself— by name and, when relevant, your role at WID—when you discuss WID or WIDrelated matters. And write in the first person. You must make it clear when you are speaking for yourself and not on behalf of WID.
- Respect copyright, fair use and financial disclosure laws. Please see following section on more information.
- Don't provide confidential or proprietary information.
- Don't cite or reference members, partners or suppliers without their approval. When you do make a reference, where possible link back to the source.
- Respect your audience. Use common sense. Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in NDIA's workplace. You should also show proper consideration for others' privacy and refrain from discussing topics that may be considered objectionable or inflammatory or jeopardize our non-profit status—such as politics and religion.
- Don't pick fights, be the first to correct your own mistakes, and don't alter previous posts without indicating that you have done so.
- Try to add value. Provide worthwhile information and perspective. WID's brand is best represented by its people and what you publish may reflect on WID's brand.
- Materials and content created by the staff are considered property of WID and will be appropriately quality controlled and vetted. Staff must be certain that the copyright to all materials posted is either owned by WID or by an individual or entity that has provided a valid, continuing license to the material to be posted and used by WID. Staff should routinely obtain, in writing, broad written copyright licenses and/or transfers from authors, speakers, committee members, consultants, vendors, etc. A preferred approach, rather than reproducing others works, is to link to the web page that contains the work.
- No unofficial site may name their group or page “Women In Defense” (examples of allowable names include WID Washington Chapter, WID Networking Group etc.)

Photo, Video, Trademark, Copyright

Photos and videos are tools WID uses to promote events, illustrate event highlights and convey the value of WID membership. Trademarks and copyrights protect ownership and authorship of documents, materials, photos, videos, music and other works. While WID is continually building its stock of original photos and videos, it often relies on outside sources to obtain material for use on promotional material. Additionally, WID routinely posts and promotes informational material on behalf of third party sources as an additional benefit to members.

- Permissions for third party photos should always be obtained from owners before use. To check the origin of a photo, online tools such as TinEye.com can be used to quickly ascertain what other online sources host the same photo. Stock photography can be used when purchased from websites such as iStockphoto.com, Shutterstock.com etc. Military websites host royalty free photos. Please credit the photographer when possible. These .mil sites include:
- <http://www.defense.gov/Media/PhotoGallery?igcategory=Lead%20Photos>
- <https://www.dvidshub.net/image>
- <https://www.flickr.com/photos/soldiersmediacenter>
- <http://www.navy.mil/viewGallery.asp>
- <http://www.af.mil/News/Photos.aspx>
- <http://www.marines.mil/Photos.aspx>
- https://www.flickr.com/photos/coast_guard/
- <http://www.nationalguard.mil/Resources/Image-Gallery/>

Notice to Attendees / Release

It is best practice to post a notice at the registration desk for all events to cover liability issues related to event photography. See example below:

Please be aware that by entering this area, or participating in this event, you consent to your voice, name, and/or likeness to be used, without compensation, in photographs or video for use in any media, whether now known or hereafter devised, for eternity, and you release NDIA/WID, its successors, assigns and licensees from any liability whatsoever of any nature.

- If any participant has a concern with the Photo policy above, consult with the most senior level NDIA/WID representative on sight to best accommodate their privacy wishes.
- If you receive a request from a third party interested in using NDIA/WID photos or videos, please direct that request to the VP of Marketing and Communications.

Media Relations

As America's leading defense industry association, it is of paramount importance to NDIA's reputation, our Board of Directors, and our current and future members that we establish and maintain a working, professional and trusted relationship with members of the media. Working with media to secure coverage of WID events and industry topics is a cost-effective tool through which we can promote events and issues that are important to our members. A few helpful definitions:

- On the record: media can use what you or someone else says word-for-word in a story and can attribute it to you as an employee of WID
- Off the record: media cannot use what you say or paraphrase what you say in a story
- On background: media can paraphrase what you say for their story, but will not use a direct quote and will not attribute it to you specifically but may categorize the information you provide as representative of industry
- Not for attribution: media can use what you say but cannot attribute it to you individually or as an employee of WID
- Earned media: media coverage that does not have a direct cost and is earned by pitching story ideas or coverage of noteworthy events
- Paid media: media coverage or publicity gained by paying for advertising and promotion

Media Inquiries

Media inquiries refer to a phone call, email or in-person question from a member of the media requesting comment or information – on background or otherwise – on issues or topics related to a story he or she is writing.

- Media inquiries should be managed in a manner to ensure accuracy, timely and consistent information. Should you receive a call or email from a member of the media, please make sure you understand the reporter's deadline, when and where the story will be published and remember to get the contact information, both phone number and email, should you prefer to respond via email.
- In the instance where you are the subject matter expert and feel comfortable speaking to a reporter on a topic within your area of expertise, NDIA staff can work with you to prepare prior to the conversation. Please make sure that you are commenting on behalf of the WID Chapter, not WID as an enterprise, and make that distinction clear with the reporter.
- Don't be afraid to tell a reporter that you don't know the answer to a question they are asking, particularly if you don't feel comfortable answering. You can always follow up with, "I'll have to get back to you with more information on that issue," and can follow up via email or by phone, depending on the situation. If you don't feel comfortable speaking to a reporter, feel free to keep the exchanges to email. You'll have a written record of what you provided on the record, should there be any misconstruing of information shared.
- If you've participated in an interview, please give NDIA headquarters a heads-up whenever possible and send over an electronic copy of the audio (if it's a radio interview) or link to the article once it publishes. It's helpful for us to have a copy, and also helpful to know that you are comfortable speaking on particular topics in the event that we can send media inquiries your way, when applicable.

- If you receive a question from media that you believe should be directed to NDIA headquarters, please send to NDIA Director, Public Relations and Communications
- As a policy, WID does not participate in surveys by outside organizations, i.e. a survey on morale in the defense industry or a survey on member opinions on a particular issue.

Media Requests to Attend Events and Media at Events

Members of the media routinely attend WID events as they include substantive information that is useful to individuals with interests in defense and national security. Attending these events provides him/her with background information on an issue and provides the opportunity to obtain comment and quotes from panelists, speakers and event participants.

- All NDIA and affiliate conferences, exhibits and meetings are open to the media and considered “on the record,” unless explicitly stated and advertised prior to the event.
- NDIA/WID lists events on public calendars and actively promotes some events via radio, social media, paid advertisements and additional platforms. At times, requests will be made for press releases to announce events. Please note that this increases the chances of reporters showing up to cover the events, particularly the speakers and topics being discussed. Therefore, staff members involved in managing the event should make the event participants and speakers aware that remarks may be picked up by media.
- If an event is to be off the record, or not for attribution, the following language must be used on all email communication and material to promote the event:

This meeting/event/conference will include classified and/or proprietary information and is considered private and not for attribution. Classified information is subject to the controls established by the National Industrial Security Program Operating Manual (NISPOM).

- If a speaker shows up with “non-attribution” content, and advance notice is not given, please make sure you appropriately manage expectations with any media present to cover the event.

Press Releases

Press releases are a vehicle through which Chapters can deliver official WID statements and the details of an upcoming event to members of the media. If you would like to utilize a press release to alert members of the media about your event, include the following:

- Names and titles of top speakers (confirmed)
- Purpose of the event, and the draw for the event – think: Why do people want to come to this event?
- Target audience for the event
- Names of panels or breakout sessions that are off the record, if applicable
- Any information you believe would be a draw for the audience
- Any information on reporters or publications you’d like to have in attendance, if known.

A couple of notes about press releases: they are sent to reporters who receive numerous pitches and press releases every day. Please try to keep press releases to one page, or as short as possible, with only the current facts and most important information delivered in a clear, straightforward fashion.

Event/Meeting Details: Chapter Template
Chapter Name _____

Event:	
Date:	
Meeting Fee : Members Totals	
Meeting Fee: NON- Members Totals	
Attendees: Total	
Attendees : Government Total	
Expense Details Listed and Amount:	

List of Sponsors Name and Amount of Sponsorship:

List of Donations Names and Amount of Donations

Events Planning Checklist

Some Chapters rely on a program committee to execute events, while others might use their officers. A number of the items listed below can be delegated to individuals and/or committees. When a member plays even a small part, it offers a way to deepen his or her involvement and commitment to the organization.

- ✓ Determine type of program (for example, lunch with speaker, brown bag networking).
- ✓ Set a budget for income and expense. Determine a price to charge attendees that sufficiently covers expenses. Be sure to have a member/non-member price.
- ✓ Enlist volunteers
- ✓ Secure event location (contract, space area, etc.).
- ✓ Obtain event guest speaker.
- ✓ Choose event menu.
- ✓ Secure audiovisual needs.
- ✓ Prepare early announcement; registration brochure; website.
- ✓ Open online registration that allows online payment
- ✓ Advertise event locally with other defense-related associations.
- ✓ Notify WID National of the event
- ✓ Promote event through National by sending announcement to staff liaison.
- ✓ Determine program details
- ✓ Examples: Master of Ceremonies, Pledge of Allegiance, Color Guard, Chaplain ✓ Develop a printed program to include guest speaker's biography and other elements. ✓ Set up registration/welcome table at event. ✓ Provide for credit card payment at the door ✓ Distribute WID collateral and applications.
- ✓ Greet and sign up new members.
- ✓ Promote membership recruitment.
- ✓ Make receipts available when requested by an attendee.
- ✓ Obtain speaker gift or let them know you will make a donation in their honor ✓ Settle with meeting facility, caterer, and on-site vendors.
- ✓ Provide photos and articles for inclusion in newsletters and website to WID National. Ensure you are familiar with photo and article quality requirements from the offset.
- ✓ Maintain detailed records of event registrants (numbers, types (government, individual, corporate), rates, sponsorships, etc.
- ✓ Provide financial results at next board or committee meeting and to WID National for quarterly financial reports.

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