



Young Professionals Network Charter

Purpose

A Young Professionals Network is an effective engagement tool to ultimately ensure the ongoing success and longevity of an organization. Play Like a Girl seeks to build its Young Professionals Network to:

- **Cultivate a pipeline of future leaders and donors** – The Young Professionals Network is an incredible way to introduce our mission to a passionate and enthusiastic audience. As these young professionals continue to progress in their careers, they will likely become our core donors, advocates and in many cases, governing Network members.
- **Connect with a younger demographic and grow our network** – Young Professionals Network members will raise awareness among their peers and introduce our mission to a larger, untapped audience.
- **Expand resources, human capital and ideation** – While the governing Network is focused on strategy, the Young Professionals Network can be a vital resource for the recruitment of capable volunteers for programs and events, bringing energy and new ideas to the table.

Vision

Equip and mobilize young professionals to produce visible and lasting impact designed to advance the vision and mission of Play Like a Girl.

Mission

The Play Like a Girl Young Professionals (YP) Network is a leadership group made up of young professionals between the ages of 25 and 40 years old who are rising leaders across a range of industries. YP Network members, through their own time, talent and resources, help expand the capacity and advance the mission of Play Like a Girl. The YP Network will be a powerful engagement tool to cultivate the next generation of leaders and supporters of Play Like a Girl. Together, in collaboration with the Governing Network, Play Like a Girl will leverage the YP Network as a gateway to engage talented volunteers, reconnect with alumni, and raise awareness among a younger generation to ensure the longevity and support of our organization.

Expectations

Members will work together to leverage their time, talent and resources to advance the mission of Play Like a Girl. In doing so, all members, at all levels, will be held to the expectations outlined below.

- **Financial Commitment**

Members are responsible for a contribution of \$35 each month paid throughout the calendar year. In addition, the YP Network will work collectively to raise \$10,000 or more beginning in 2021. The fundraising goal will be achieved through a combination of monetary donations, in-kind gifts, peer-to-peer campaigns, friend-raising and ticket sales to the signature fundraiser and other Network-sponsored events throughout the year.

- **Time Commitment**

- YP Network Meetings



- Members are required to attend at least four of the six Network meetings each year. One meeting may be attended via telephone or video conference.
- Meetings will be scheduled by YP Network Steering Committee in coordination with Play Like a Girl CEO and Board of Directors. These meetings will be in the evening and hosted at a central location.
- Each member will serve a term of one year, with unlimited annual renewals.
- **Participation**
 - Play Like a Girl Volunteerism
 - Members will volunteer at least 3 hours at a Play Like a Girl program directly impacting girls in our community.
 - Members will attend the Play Like a Girl annual fundraiser each year.
 - YP Network Events
 - Members will attend and actively participate in at least three YP Network events each year including one or more of the following:
 - Member Recruitment/Cultivation (Networking)
 - Professional Development
 - Signature Fundraiser(s)
 - Members will lead or join at least one special taskforce or event committee throughout the year.
 - Company and Community Outreach
 - Members will serve as thoughtful advocates for Play Like a Girl, staying up to date on its mission, programs and events and issues related to Play Like a Girl.
 - Members will introduce the work of Play Like a Girl to external networks through word of mouth, presentations to their company employee resource groups and foundation staff, social media and/or personal introductions, to help increase awareness.
 - Members will invite at least 7-10 guests to attend and/or volunteer at YP Network or Play Like a Girl programs or events throughout the year.

Benefits

- Opportunities for Professional Growth and Networking
 - Facilitate mentor relationships between governing Network and YP Network members
 - Host mixers or networking events exclusively with governing Network members
 - Invite YP Network members to sit in on governing Network meetings on a rotating basis, and have them report on YP Network progress
- Special Events and Experiences
 - Complimentary or discounted tickets to our annual gala or fundraiser
 - Exclusive opportunities to engage with our program participants and experience our work first-hand
- Recognition
 - YP Network member names and titles listed on our website and relevant marketing materials
 - Recognition or award given at a annual event recognizing donors, partners, members, volunteers and YP Network members
 - Monthly spotlight on elite young professionals nominated by current YP Network member, with free special guest invitation to YP Network event

2020-21 Goals



In the first year of its founding, the Play Like a Girl Young Professionals Network aims to:

1. Recruit Engagement, Events and Fundraising Chairs of the YP Network Steering Committee and host Kickoff Meeting by August 20, 2020.
2. Host a launch event and 3-4 member cultivation and professional development events by December 15, 2020.
3. Recruit 50 additional general members by December 31, 2020.
4. Plan the signature YP Network fundraiser to take place by June 1, 2021.
5. Increase an overall awareness of Play Like a Girl among a younger demographic.

YP Network Structure

The YP Network will be led by two Co-Chairs who will ensure the overall success of the YP Network. Co-Chairs will be supported by additional leaders, including the Engagement, Events and Fundraising Chairs who collectively represent the YP Network Steering Committee which is responsible for ensuring constant momentum and engagement of the Network. All other general members have the option to join a team, taskforce or committee responsible for supporting the work of the Event, Fundraising and Engagement Chairs.

Steering Committee

Co-Chairs

- **Purpose:** Your co-chairs will lead the charge and set the example for your members and ensure overall success of the YP Network.
- **Terms:** Co-chairs should serve in staggered 2-year terms. By doing so, you will always have one experienced member and one new member to bring new energy and ideas.
- **Roles:** Co-chairs should be model members for your YP Network and set the example of performance and participation. They do not always have to be your top fundraisers, but will be incredibly involved, passionate and engaged with your organization and have a history of helping drive significant resources, whether monetary or in-kind. This will help set the standard for 'what it takes' to be a leader and ultimately drive other members to do the same.

Basic responsibilities include:

- Ensure the overall success of the YP Network
- Serve as the main point of contact between the nonprofit and the YP Network
- Schedule meetings, set agendas and send any follow up communications
- Lead meetings and encourage participation
- Work with the organization to make final decisions on events, members, new processes, etc.
- Hold all members accountable for their required participation and fundraising goals

Engagement Chair

- **Purpose:** Ensure effective growth and engagement of the YP Network
- **Term:** 1-year term, with the option to serve an additional year, at the discretion of the co-chairs
- **Role:** The engagement chair will vet, onNetwork and welcome new members to the YP Network. This person also is responsible for promoting/posting engagement and volunteer opportunities for new and prospective members.



Events Chair

- **Purpose:** Ensure all events are executed successfully
- **Term:** 1-year term, with the option to serve an additional year, at the discretion of the co-chairs
- **Role:** The events chair will be the point person for all events. This person leads logistics and planning, as well as liaises with the nonprofit and co-chairs on progress and success.

Fundraising Chair

- **Purpose:** Ensure the overall fundraising success and financial transparency of the YP Network
- **Term:** 1-year term, with the option to serve an additional year, at the discretion of the co-chairs
- **Role:** The fundraising chair will track the overall fundraising goals of the YP Network. This includes individual give/get goals as well as in-kind contributions. This person also works with the organization to provide appropriate fundraising tools for members, and acts as the lead on any major fundraising initiatives of the YP Network. This member will report up to the co-chairs on overall progress throughout the year.

General Members

- **Taskforce:** Once leadership positions are in place, the YP Network will add a fluid structure for general members by leveraging taskforces, teams or committees to encourage more engagement and strategic participation across membership to drive real action quickly and effectively.
- **What is a taskforce?** A taskforce acts as a temporary committee, dedicated to a certain project or task and overseen by a relevant leadership role (Engagement, Events or Fundraising Chair). As different initiatives arise, a taskforce of interested members will be put together to carry out the goal at hand. Once the goal or event is complete, the taskforce will dissolve and a new initiative can be carried out. This will allow for those with particular skills or interests to volunteer for projects that also align with their schedules.



Young Professionals Network Meeting Best Practices

Agendas

- ALWAYS send an agenda prior to your meetings, preferably 24-48 hours in advance, to ensure everyone is up to speed.
- Allocate minutes to each agenda item to allow the meeting to keep on pace. If a particular item requires more discussion than the time allocated, take that conversation offline with appropriate parties and follow up with the group on any final decisions or resolutions.
- Use the “parking lot” method for any discussion points that arrive from items outside of your agenda. This means acknowledging the piece of the discussion or question that is not in line with the agenda and following up with the related parties separately, after the meeting.

Timing

- Given the already established schedule of Play Like a Girl Network of Directors meetings, it is recommended that YP Network meetings take place on the second Tuesday of each month except in June and December.
- Host meetings at a time that is most convenient for your members, allowing for the most participation. Most YP Networks host meetings in the evenings, on either a Tuesday or a Wednesday, after 6:00PM.
- Keep your meetings to a set time frame and have a productive agenda with action items for members to walk away with. Meetings should be no more than 90 minutes.

Location

- If your office is out of the way, encourage your members to guest host the meeting at either their own offices or a central location.
- Be aware that summer months may be lighter in terms of activity and participation, so plan your meetings accordingly.

Engagement

- The co-chair who leads the meeting should invite and encourage participation of all members. Each member should feel they have the opportunity to speak.
- INTRODUCTIONS! Always acknowledge new members and ask them to introduce themselves to the group.
- Don't talk at your members – talk with them. Try to facilitate as much open discussion as possible, in accordance with the agenda, in order to drive member engagement.
- Consider including 15 minutes of a “meaningful experience” for your members. Invite your development staff to talk about making an ask, invite beneficiaries of your program to share their story, or have a quick pitch off. This will keep your members engaged and ultimately become better fundraisers for your cause.

Meaningful Experiences

Incorporate 15-20 minutes of a meaningful experience into your meeting to inspire your YP Network members and teach them about Play Like a Girl. The more you coach them on what we do and how we do it, the better ambassadors they will be!

Here are a few ideas to incorporate into your meeting:



- **Mission Moment.** At the beginning of each meeting, ask several members to share why our cause is special to them.
- **Pitch-off.** Have several members give a quick 30 second pitch on Play Like a Girl or the Young Professionals Network. Give them positive and constructive feedback to make it even stronger.
- **Development lesson.** Invite a member of the Play Like a Girl Network of Directors' Fund Development Team to the meeting to give a quick presentation on how to make a fundraising ask.
- **Impact story.** Invite a beneficiary of one of our programs to talk about how Play Like a Girl has made an impact on her life. If that's not possible, share a moving story of one of the beneficiaries.
- **Program lessons.** Invite a member of our programs team (staff) to talk a little bit about processes or evaluation metrics – how they do what they do!
- **New material highlight.** Share a new program or initiative and explain how this will have a greater impact on the results of the organization.
- **Recap an exciting event.** Recently hosted a fundraiser or other YP Network event? Share some videos or photos and talk about the event's success or impact.
- **Financial Review.** Have a member of the Play Like a Girl Network of Directors' Finance Team talk through our latest IRS Form 990 or Annual Report, giving a brief overview of the organization's financial health.

Follow up

- Always end your meeting with action items and send a recap email to the entire group, ideally with a date (and time/location if possible) for your next meeting.