

Black Wallets Matter

Ambassadorship Program Guidelines

Goal

The goal of this document is to establish general guidelines for the Black Wallets Matter Ambassadorship Program. The program consists of establishing chapters of the national organization in any town, city, state, or country where two (2) or more founding members of Black Wallets Matter wish to serve their local community.

Requirements

To establish a local chapter, at least two (2) founding members residing in the same geographical location, must agree to work together. Those two (2) founding Ambassadors must recruit additional members to establish an administrative board. The administrative board will conduct the chapter's business affairs, address issues, execute initiatives outlined in this document,

and implement strategies with the aim of improving the socio-economic status of their respective Black communities.

The administrative board members will be as follows:

- President — The primary task of the President is to have a thorough understanding of the national organization’s mission and strategize how to best achieve those goals within their local community.

Requirements for the position:

- The individual best suited for this role must have previous business or organizational experience and able to demonstrate leadership qualities.
- The individual should have creative thinking, problem solving, and strong communication skills.
- They must be capable of setting deadlines and benchmarks and pushing their team to hit those targets.
- They must be mature and willing to accept responsibility for the successes and failures of the chapter.

- Vice President - The main tasks of the VP is to provide managerial support to the President and oversee implementation of the initiatives outlined in this document.

Requirements for the position:

- The individual best suited for this role should have a business operations or managerial background.
 - They should have strong organizational and executional skills.
 - They should work well with others and be adept at resolving conflicts and disputes.
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- Secretary - The main task of the Secretary is to provide administrative support for the chapter.

Requirements for the position:

- The individual best suited for this role should have strong clerical, organizational, and communication skills.
- They should also have a strong work ethic, as they are essentially the glue that holds the various components of the chapter together.

- Treasurer - The main task of the Treasurer is to handle the local chapter's finances and provide progress reports to the national organization.

Requirements for the position:

- The individual best suited for this role should have a business, finance, or accounting background.
- They must be capable of creating and managing the chapter's operating budget.
- They must understand how to allocate the chapter's resources to get the best return on investment, both financially and socially.

Notes:

****You do not have to meet the board requirements to be an Ambassador. For instance, you can be a person with a network that recruits members until an administrative board is established.**

Administrative roles may be appointed at the local chapter level, but the national organization reserves the right to remove/replace any board member if it is determined that individual can not execute their duties in accordance with the standards and values of Black Wallets Matter.**

Responsibilities of Ambassadors

Once an administrative board is established, the initial responsibilities of Ambassadors are as follows (listed in order of importance):

1. Find a free/inexpensive place to conduct town hall meetings.

Potential locations may include:

- library conference rooms
 - community centers
 - barber shops/beauty salons
 - restaurants/catering halls
 - masonic temples/va halls
 - churches (this is a good option because the church would also be seen as helping the community)
2. Raise awareness of Black Wallets Matter by inviting guests to weekly (or bi-weekly) local town hall meetings. Ambassadors will be expected to distribute flyers, business cards, and use their social media

networks to attract new guest. The national organization will also help with marketing to grow awareness of the chapter.

3. Conduct town hall meetings by screening a condensed version of the Black Wallets Matter Blueprint (about 10-15 minutes) or having a host make the presentation. Town hall meetings should be conducted in the following manner:
 - A banner with the Black Wallets Matter name and logo should be prominently displayed so guest can immediately identify the organization.
 - To create a positive vibe and make guests comfortable, organizers may consider playing feel-good music, such as old school classics by Michael Jackson, Marvin Gaye, etc.
 - At their discretion, Ambassadors may serve refreshments during the meeting, such as water, fruit/sandwich platters, pizza, or wings.
 - At the end of the presentation, the host will hold a Q&A session to answer questions and concerns about the organization.
 - After Q&A, the host will invite guest to become association members.

- All attendees should be invited to return to future town hall meetings and bring along family and friends.

Notes:

**** Keep in mind, there are still many of our Brothers and Sisters that judge their own people harder than they do others, so the first impression made by the chapter needs to be professional and organized. The town hall meetings need to run smoothly, as it is our major tool for recruiting new members.****

Financial Accountability

The treasurer of each chapter will work closely with the national organization to keep an account of the chapter's membership dues and business revenue.

- Membership dues will be collected online through a checkout page made specifically for the chapter.
- 70% of revenues collected will be kept in escrow for use by the local chapter.

- 30% of revenues will be used by the national organization to offset costs associated with marketing and support of the chapter.
- When the chapter needs to make payments to execute initiatives, requests for disbursements (or reimbursements if members paid money out of their own pockets) will be submitted by the chapter treasurer to the national organization as an invoice. Funds will be withdrawn from the chapter's escrowed balance.
- To be sure the chapter always knows how much money it has available, the treasurer will keep books and may request a report from the national organization to ensure escrow balances match.

Action Plan (Year 1)

To become a financially self sustaining organization, the local chapter should aim to accomplish the following initiatives within the first year of operation.

Goals are outlined in order of importance and should be presented to new and potential members as chapter milestones:

1. Build local membership to at least 50 members.

- i. Simultaneously, look for places that are hiring and become a resource for jobs to the community.

2. Organize fundraising events such as:
 - i. block parties (sell tickets to bouncy houses, carnival rides, sell food and drinks at concession stands)
 - ii. bake sales, candy sales, dinners, etc

3. With money from fundraising and membership dues, the chapter should look to start a small business with the aim of employing young men and women in the community. Businesses with low startup costs include:
 - i. Lawn care services
 - ii. Commercial window cleaning
 - iii. Auto detailing/hand car wash
 - iv. Moving/junk removal services
 - v. Local delivery services
 - vi. Tree and/or snow removal
 - vii. Cell phone screen repair (requires training)

4. With profits from local businesses and membership dues, the local chapter will then find a permanent location to serve as its headquarters. The space should be large enough to offer social programs:
 - i. Teaching our youth the New Black Code of Ethics (this will be cultural and behavioral conduct that redefines what it means to be Black. Details will follow.)
 - ii. Buying computers to make a computer lab for youth and adults to learn computer skills.
 - iii. Financial Literacy classes.
 - iv. Forming Investment groups.
 - v. Offering trades programs (plumbing, electricity, masonry, etc)

Organizational Conduct

1. Members are expected to treat each other and guests with the utmost respect.
2. Ambassadors are expected to be professional and conduct themselves as pillars of their communities.

3. The implementation of this program will most certainly be a character building exercise. Embrace the change and challenges because they will help us all grow.
4. Cooperation amongst Ambassadors is essential to the success of the program.
5. Disagreements will arise — this is a fact. But it is important to understand that each person brings a unique perspective and skillset to the program. Therefore, disagreements will be settled by the following process:
 - a. Proposals will be presented to the members for a vote.
 - b. If the group vote results in a tie, the officers will vote as a tiebreaker.
 - c. All members are bound by the result of the vote and there should be no further dissention from members on the opposing side.

Action Plan (Year 2 and beyond)

After successfully executing the goals outlined in the Year 1 Action Plan, the chapter should look to create satellite branches in other neighborhoods within their city. This will strengthen the chapter's reputation and impact in their hometown, while also propelling Black Wallets Matter to reaching it's 5 year goal of 1 million association members.

If you are interested in forming a chapter in your area or have questions and/or comments about the Ambassadorship Program, please email Brother Lou at:

Lou@BlackWalletsMatter.org.

Peace.