



## 2021 Green Empowerment Associate Board Charter

---

Updated by: Mica Miro & Eric LoPrete

Date: August 17, 2021

### Vision

---

**The Associate Board will amplify the impact of Green Empowerment's engagement activities in Portland and beyond by cultivating new relationships and leveraging existing ones to increase our visibility.**

### Objectives

---

The Associate Board will advance Green Empowerment's mission by achieving the following objectives, aligned with Green Empowerment's 2020-2022 Strategic Plan:

- Increase Green Empowerment's visibility in Portland and other key target locations
- Expand and diversify Green Empowerment's network in Portland
- Raise funds to support Green Empowerment projects abroad

### Composition & Governance

---

The Associate Board will be comprised of 8 to 15 young adults in Portland between the ages of 21 and 40, with at least one student member at all times. Members will have diverse ethnic, cultural and professional backgrounds. They will also have an interest in Green Empowerment impact areas, including, but not limited to: renewable energy, international development, sustainability, environmental conservation, health, community organizing, engineering or social justice.

### Recruitment

The need for committees, task forces and/or small groups will be evaluated on an ongoing basis throughout the year. Member recruitment will also be ongoing, with new members on-boarded twice a year (summer and winter) after participating in an interview with Green Empowerment staff and Associate Board Chair.

### Elected Positions

The Associate Board will elect a Board Chair to participate in strategy meetings with Green Empowerment staff to determine Board objectives and identify recruitment gaps. The Associate Board will also elect a Vice Chair, to support the Board Chair, lead in their absence and record meeting minutes.

## Member Commitment

---

By participating in this program, Associate Board members commit to:

- A service period of 12-months that can be renewed twice consecutively (36 months total).
- Monthly meetings, missing no more than two per year, with opportunities to call-in.
- Participation in at least one Green Empowerment fundraising and/or community event per year.

### Shared Activities

Associate Board members also agree to participate in the following shared activities:

- Help to plan and execute fundraising and “friend-raising” events throughout the year
- Research Green Empowerment projects and present to fellow members of the Associate Board
- Build relationships with individuals and businesses interested in supporting our work
- Build relationships with individuals and organizations that have ties to our program countries
- Participate in community events and/or local advocacy efforts related to our work
- Connect with Green Empowerment staff, board and communities to learn about our impact areas

### Individual Activities

The core mission of the Associate Board is to increase Green Empowerment’s visibility in Portland and beyond. To further this goal individual members will have opportunities to take on individual communications and visibility projects like:

- Event Planning: contact potential corporate sponsors, seek silent auction donations, seek wine donations, brainstorm event activities, assist in compiling and/or designing event materials such as posters and programs, invite friends and contacts to event!
- Social Media:
  - Share Green Empowerment stories with their network on and off social media
  - Research social media influencers in the field and share Green Empowerment posts with these influencers.
  - Research facebook groups and actively share Green Empowerment posts to relevant groups
  - Advise on other social media strategy to increase our digital reach
- Graphic Design: design event materials, video design assets, social media campaigns
- Video production committee: work with a small group of AB members to produce a video about a GE project - video editing or storytelling skills a plus for this, but not always necessary.
- Writing: Write a guest blog or LinkedIn article connecting a Green Empowerment project to their work here in the US.
- Hosting/Presenting: Do a presentation on Green Empowerment for their company, host a small house-party to share Green Empowerment’s work with their personal network.

In Addition, depending depending on alignment of individual skills and organizational need there are sometimes opportunities to assist in other areas of the organization - these projects may include things like:

- Data visualization: Help Green Empowerment analyze and present our impact numbers.
- Translation (mostly English/Spanish): Translate materials such as grant applications, and training presentations.
- Fundraising: Join our fundraising team and make direct calls to donors - thanking them and keeping them up to date on our projects
- Editing: Edit grant applications

Associate Board members will create an individual work plan at the beginning of their term, setting 2-4 measurable, professional development goals tailored to their distinct skills and interests.

## Member Benefits

---

By participating in this program, Associate Board members will:

- Connect with professionals who share their values and put their values into action
- Flex leadership muscles by driving projects with limited oversight and bureaucracy
- Participate in knowledge exchange with Green Empowerment staff, board and supporters to learn more about the international development and sustainable development sectors
- Participate in cultural exchange with diverse communities in Portland and our program countries
- Make a meaningful and measurable impact on causes they care about