



2022 Green Empowerment Associate Board Charter

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Vision

The Associate Board will amplify the impact of Green Empowerment's engagement activities 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 including the San Francisco Bay Area
- Expand and diversify Green Empowerment's network of supporters
- 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 42, 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

New members are recruited once a year in the summer/early fall. Recruitment will include looking for leaders to take important internal positions such as committee chair and secretary roles.

Committee Structure

The Associate Board operates with a committee structure. Committees drive major Associate Board projects and are headed up by a Committee Chair, who takes on the task of scheduling monthly committee meetings, setting agendas, and leading members as they execute projects. Committee Chairs also meet monthly with Green Empowerment's Engagement Manager to share progress and collaborate on planning the full Associate Board Meetings. The Associate Board will also elect a Secretary to take notes at meetings and send out meeting notes to the entire Board.

Member Commitment

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

- A service period of 12 months that can be renewed
- Attending two monthly meetings - one cohort meeting and one committee meeting
- Participation in at least one Green Empowerment fundraising or community event per year
- Dedicating approximately 4 - 8 hours a month to Associate Board activities

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 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 the US and our program countries
- Make a meaningful and measurable impact on causes they care about