

CALIFORNIA WRITERS CLUB

Sponsorship/Endorsements Policy for CWC Central Board
31 January 2016, Holiday Inn Express, Oakland

Sponsorships/Endorsements

1. The PR/P Director considers these to be strong opportunities to increase the value of CWC membership while, through various forms of cooperation, increasing penetration of the CWC message and mission into the writers community overall.
2. Different members perceive potential offerings differently – some feel that a nonprofit cannot endorse, some feel that all offerings should be paid ads (and that sponsorships boil down to paid ads), and so on.
3. In the experience of the PR/P Director, many of the best potential partners are start-ups who will gladly offer CWC discounts and co-promote the CWC, but they will not pay for ads, and they expect that we will say something substantive about them on our website and in informing our membership.
4. A chart was distributed at the last CB meeting, setting forth the different variables and how the CWC might handle them. Although it had no formal status, reps were asked to bring it to their boards and membership for discussion. There has been no feedback. For reference, the chart is attached herewith.
5. At present, we have no policy for sponsoring/endorsing. This omission causes us to miss opportunities and hold back, to our detriment. I therefore make this motion: “I, Donna McCrohan Rosenthal, PR/Public Relations Director and representative of the East Sierra Branch, move that we add a Sponsoring and Endorsing section to Policies & Procedures, to read ‘Sponsorships’
 - a. From time to time an organization such as the San Francisco Writers Conference will invite the CWC to sponsor a writers conference, festival, or similar event. Typically, they offer us a free booth and promotion in their literature and we, in exchange, promote them to our members (such as with a link on our website, blurb on our website, email to branches) and in some but not all cases, make a sponsorship donation.
 - b. The CWC may engage in such sponsorship with a majority vote of the Central Board or, when time does not permit, approval by the Executive Committee.
 - c. A disclaimer will not be required.

Endorsements

- a. From time to time we identify companies/new technologies that might benefit our members. They want to work with us for mutual exposure but not take out a paid ad.
- b. Typically they offer us promotion on their sites and ask that we publicize them in return.
- c. It is part of our mission to educate members in the craft and business of writing.
- d. With a majority vote of the Central Board, the CWC may enter into such arrangements to the extent that we will inform branches. This includes making positive factual statements, however will not overtly endorse any such entity. A disclaimer will not be required.
- e. We will not promote the entities on our website.

Respectfully submitted,
Donna McCrohan Rosenthal, PR/Publicity Director
6 January 2016