

# USAWE Affiliate Organization Handbook



This Handbook contains valuable information for Affiliate Organization leaders. Please read it, and hand it out to your whole leadership team if you have one.

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# Welcome!

You are now an “USAWE Recognized Affiliate Organization.” Congratulations!

As our newest Affiliate Organization leader, you’ve taken a big step, and we want to say, “Thank you, and Welcome to the Team!” USAWE Affiliate Organizations, whether made up of a single individual operating as a “Sole Proprietor”; a loosely organized group of friends working together; a barn or facility owner/manager; a long-standing Club or non-profit Organization; or some other form of organization, have a common goal in mind: To promote the Sport of Working Equitation at the local level, and help people achieve a greater connection with their equines and with each other in this activity.

Enjoying what we do together is a big part of being involved in USAWE. You are encouraged to build and maintain good working relationships with everyone you encounter as you develop a local client base and coordinate your events with nearby Affiliate Organizations. Communication is key! Assume the best intentions of others and ask questions to understand the needs and concerns of those you engage with. When challenges arise (they always do!), look for ways to accommodate each other while still getting the job done. Remember the goal: To promote the Sport of Working Equitation at the local level, and help people achieve a greater connection with their equines and with each other in this activity.

## Ready? Let’s get started!

First off, let me introduce myself. My name is Kristine Strasburger. I am the Program Coordinator for our Affiliate Organization Program. You can contact me any time with questions, concerns or ideas. I can also assist with any AO billing or subscription issues you may have.

I’m passionate about helping people realize their potential! I believe USAWE members who are willing to step up locally will be the driving force behind the growth of Working Equitation in the USA. To this end, I am excited to help develop and grow a robust AO Program with the kind of support, resources, and perks that make being an Affiliate Organization fun, rewarding and special for those USAWE members who are going the extra mile as AOs.

***Kristine Strasburger, USAWE Affiliate Organization Program Coordinator***

***(208) 818-0400 (Central time zone)***

***[AffiliateOrganizations@usawe.org](mailto:AffiliateOrganizations@usawe.org)***

# Requirements and Benefits for USAWE Affiliate Organizations

USAWE understands the important role that local individuals and groups play in helping people learn about Working Equitation and organizing WE events in their area.

USAWE offers independent local individuals and organizations involved in promoting Working Equitation the opportunity to be officially recognized as USAWE Affiliate Organizations.

## a. Requirements

- An Affiliate Organization (AO) is an independent, local individual or organization involved in Working Equitation.
- An AO can function under any legal business structure (e.g., sole proprietor, LLC, corporation, etc.).
- AO policies and procedures must not conflict with the vision, mission, and purpose of USAWE.
- The AO must offer educational opportunities and/or information about WE and USAWE to their members and/or the public.
- The AO must promote membership in USAWE.
- At least one key leader of the AO must maintain a current Adult membership with USAWE.
- The AO must maintain an Affiliation Agreement with USAWE. This agreement is made by payment of annual dues at the current rate in effect at the time of the initial or renewal agreement. Affiliate Organization payments are subscription-based and will automatically charge on each year's payment anniversary date until canceled.
- The AO must abide by the USAWE Social Media Policy for Affiliate Organizations and Code of Conduct for Members.

## b. Benefits

- Affiliate Organizations will be listed on the USAWE website regionally by state and city. The listing will include a brief description of the AO's functions and activities, a point of contact, their logo or suitable photo of their choice, and a link to their website and their Social Media presence where applicable.
- AO events will be included on the USAWE calendar of events as they are submitted for listing.

- The AO has the right to use USAWE’s logo and the USAWE Affiliate Organization logo on their website and advertising.
- The AO is eligible to receive a subsidized vinyl USAWE logo banner.
- To help provide financial support to AOs and encourage their continued activity on behalf of members and the sport, each USAWE Adult member will be given the opportunity to designate \$5 from their current year’s USAWE membership dues to the AO of their choice on the annual election ballot. **Only AOs who are current on their AO dues and have an IRS Form W-9 on file with USAWE before the cut-off date of October 10<sup>th</sup> shall be listed on the election ballot and be eligible to receive these funds each year.**

## AO Application Process, Dues and Renewals, Info Updates

To apply to be “Recognized” as an USAWE Affiliate Organization

- Step 1 - Fill out this [Apply For USAWE Affiliate Organization Recognition](#)
- Step 2 - Pay your initial dues [AO Registration Fee](#)

To renew your AO each year

- Renewals will automatically be charged on your anniversary date.
- Billing questions, subscription cancellations, etc. please email: [affiliateorganizations@usawe.org](mailto:affiliateorganizations@usawe.org).

To update your information

- Update AO contact & listing information by filling out this online form: [Update Affiliate Organization Info](#)

## After Applying and Completing Your Initial AO Dues Payment

1. Send a completed [IRS Form W-9](#) to [affiliateorganizations@usawe.org](mailto:affiliateorganizations@usawe.org)
  - (For the recipient of the year-end USAWE Member Designated Funds)
2. Email a .jpg or .png file of your logo to [affiliateorganizations@usawe.org](mailto:affiliateorganizations@usawe.org).

3. Request your [USAWE Logo vinyl banner here](#). (See paragraph below for details.)
4. Add the official USAWE Affiliate Organization logo to your website home page and/or Facebook page (please see below for Logo Usage Guidelines.)
5. Link to <https://usawe.org> on your website and AO Social Media areas.

## Affiliate Organization Listing on the USAWE Website

The most valuable perk you receive as an USAWE Affiliate Organization is a listing on the national organization website. Your logo and contact information, along with a blurb about your AO will be listed. You can update any of this information at any time by filling out the [AO Application/Info Update Form](#). (Please see the above instructions for getting us your logo.) Check out the other AOs on our listing pages to see what others are saying about their AOs. **Please note: Check your listing to verify it is correct. If there is information you want changed, simply fill out the [AO Application/Info Update Form](#), and let us know what corrections we need to make.**

## Affiliate Organization Banner Perk

As an USAWE Affiliate Organization you are eligible to receive a beautiful 4'x6' vinyl USAWE logo banner for display at all your Working Equitation events. All you have to do is fill out this [Banner Request Form](#).

This banner is provided by USAWE at no cost to you! It is our way of saying thank you for being an Affiliate Organization and promoting Working Equitation in your local community. Every AO may request one banner under this program. Do not delay! Get yours today!

## Affiliate Organization Authorized Uses of USAWE Logos

All USAWE Affiliate Organizations are authorized to display the USAWE Logo and the USAWE Affiliate Organization Logo on their website and advertising as long as they follow the [USAWE Brand Logo Guidelines](#).

You may download color and grayscale versions of the [USAWE Logos here](#). Please contact [affiliateorganizations@usawe.org](mailto:affiliateorganizations@usawe.org) if you need any additional file formats of the logo. **Please note:** It is important to lock the ratio of the logo prior to resizing to avoid stretching the logo. Please ensure the logos are not altered in any way, including cropping or stretching.

## Logo Usage Guidelines

- **Use of the USAWE Affiliate Organization Logo is exclusive to the Affiliate Organizations as they are Recognized on their USAWE website listing.**
- **It must be clear to the viewer that the organization associated with the USAWE Affiliate Organization Logo matches the AO's listing on the USAWE website.**
  - These logos may only be added to websites, Social Media, marketing and advertising materials which identify the name of the Affiliate Organization exactly as it appears on the [USAWE Affiliate Organizations](#) web pages under the USAWE Recognized Affiliate Organizations listings by Region.
  - These logos may NOT be used in conjunction with any website, Social Media, marketing or advertising materials which utilize variations on names or connected associations that do not exactly match the name of the Affiliate Organization exactly as it appears on the [USAWE Affiliate Organizations](#) web page under the USAWE Recognized Affiliate Organizations listing by Regions.
  - The USAWE Affiliate Organization Logo must always be associated with the name of the Affiliate Organization exactly as it appears on the [USAWE Affiliate Organizations](#) web page under the USAWE Recognized Affiliate Organizations listing by Region.
  - USAWE Logos may NOT be used as a profile image in any way.
  - If you are not sure of usage, email [affiliateorganizations@usawe.org](mailto:affiliateorganizations@usawe.org).

# Affiliate Organization Quarterly Networking Hour

There is a quarterly Zoom meeting just for AOs! These meetings are an added benefit of being an AO, offering you the opportunity to network with other AO leaders, share ideas, build new friendships, etc. Each meeting will have an agenda to help guide the conversation.

These meeting dates and times may vary from year to year, but they will always occur in the months of January, April, July and October. The meeting dates will be published on the [USAWE Calendar](#). Meeting invites will be emailed in advance to the email address given as the AO point of contact for USAWE (which may be different from the email address given to be published on your USAWE AO website listing.) You are welcome to pass along the meeting invite to your whole AO leadership team.

## USAWE Member Designated Funds

### **About USAWE Member Designated Funds**

All USAWE Adult members are given the option to designate \$5 from their USAWE membership dues to an Affiliate Organization of their choice. This designation option is exercised by selecting their chosen AO on the election ballot sent out on November 1st each year.

Before October each year, remind your people to vote in the upcoming USAWE election, and ask them to select your AO as their Designated Funds recipient. People will need to become USAWE members before October 1st in order to be eligible to vote in an upcoming election. The ballots get emailed to all USAWE Adult Members on November 1st each year.

Make sure you reach out to your people early enough that they can become USAWE members if they aren't already. Do not leave money on the table! Help our members help you as you help Working Equitation grow in your area! One of the best perks for being an AO is your eligibility to receive USAWE Member Designated Funds (MDF) at the end of the year.

**Important:** USAWE does not act as a pass-through processor for any dues your AO might charge its own members. The MDF are not related or connected with independent AO dues or fees in any way.

**Extra Important:** USAWE must have an IRS Form W-9 on file to list your AO on the ballot to receive Member Designated Funds. (See instructions in the checklist above. You should fill it out for the recipient of the year-end USAWE Member Designated Funds for your AO.) **Your AO must also be current on dues** before the October 10th cut-off deadline in order to be included on the November ballot to be eligible to receive Member Designated Funds votes for the current year.

As you promote Working Equitation in your area all year long, don't be shy about letting people know you are an USAWE Affiliate Organization. Cultivate the goodwill of those who attended your events and let them know they can help support you by joining USAWE and designating your AO to receive their Member Designated Funds.

### Sample Email to Solicit USAWE Member Designated Funds Votes

Here is a sample email you can customize for your AO and send to your mailing list each year.

Dear Working Equitation Enthusiast,

Thank you so much for being one of the many people who participated in our Working Equitation **[EVENT]** this year. We hope you had a great time. We feel privileged to have been able to host an event that gave so many people an opportunity to participate in the wonderful sport of Working Equitation. Thank you for being a great part of that group.

Did you know that you have a special opportunity coming soon that will help Working Equitation continue to grow in our area? On November 1st, all adult USAWE members will receive a USAWE election ballot. On this ballot you will be able to designate \$5 from the USAWE membership fee you already paid this year to go to the Affiliate Organization of your choice.

Please consider selecting **[AFFILIATE ORGANIZATION NAME]** to receive your USAWE Member Designated Funds. We are planning to provide a variety of Working Equitation events next year. Your USAWE Member Designated Funds will help us. This program is one way USAWE as a national organization helps its members support local Affiliate Organizations.

As an USAWE Affiliate Organization we are working to provide you with Working Equitation opportunities near you. Selecting us is a great way for you to help us do this. Thanks so much for considering **[AFFILIATE ORGANIZATION NAME]** when you are filling out your USAWE ballot this November.

We are looking forward to seeing you at our next Working Equitation event. If you are not already a member of USAWE, please consider joining now so you can participate in the upcoming election. [Click here to join USA Working Equitation today!](#)

Happy riding! **[SENDER NAME]**

# USAWE Social Media Policy for AOs

This Social Media Policy governs the commentary via social media by USAWE Recognized Affiliate Organization representatives when acting as a USAWE Affiliate Organization representative or when it can be perceived as acting as a USAWE Affiliate Organization.

For the purposes of this policy, social media means any tool for online publication and commentary, including but not limited to blogs, Facebook, LinkedIn, Twitter, Instagram, Snapchat, YouTube, and any other similar media outlet.

This Social Media Policy does not limit a person's right to post their opinions as an individual, when not acting as an USAWE Affiliate Organization or its representative.

## STATEMENT OF POLICY

USAWE Recognized Affiliate Organizations may use social media as a conduit for conveying their activities in the WE environment. All uses of social media must follow the same ethical standards as outlined in the Code of Conduct (Officers and Directors) or Code of Ethics (Licensed Officials and Coaches).

USAWE Recognized Affiliate Organizations or their representatives may not represent themselves as an authority for the National Organization on social media.

## FOLLOWING THE POLICY

USAWE Recognized Affiliate Organizations and their representatives must make every effort to consider all options within the context of appropriate civil behavior when responding to comments on social media, including the option of no response.

It is best to err on the side of caution. When in doubt, do not post, comment, or engage. If you are unsure whether something is appropriate to post on social media, contact the Ethics Committee before making the post live. ([ethics@usawe.org](mailto:ethics@usawe.org))

If you, for whatever reason, take an action that conflicts with this policy, you may be contacted by the Ethics Committee to resolve the situation and may be asked to withdraw, correct, or revise the posting.

Failure to adhere to this policy or to the resolution determined by the Ethics Committee may result in suspension of membership or AO Recognition.

## What You Should Do

- *Disclose your affiliation. If you talk about USAWE matters that are within your role as an USAWE Recognized Affiliate Organization, you must disclose your affiliation with USAWE.*
- *State that it is your opinion. You must state that the views are your own. No one should speak on behalf of USAWE without express permission.*

- *Keep your comments respectful, professional, and helpful. Respectful discussions are a way for the sport and the organization to grow.*
- *Protect yourself. Be careful about what personal information you share online.*
- *Act responsibly and ethically. Do not misrepresent yourself.*
- *Honor our differences. USAWE will not tolerate discriminatory comments of any kind (including age, sex, race, color, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, or marital status, or any other legally recognized protected basis under federal, state, or local laws, regulations, or ordinances).*

### **What You Should Not Do**

- *Do not publish, post, or release information that is considered confidential.*
- *Do not discuss anything to do with a legal issue.*
- *Do not use any USAWE logos unless expressly permitted, and only in such manner as is expressly permitted.*

## **USAWE Community Code**

USAWE is dedicated to good horsemanship and committed to fostering camaraderie and good sportsmanship in all our events. To that end, we ask all our members to:

- Make decisions, in training and competition, with the welfare of your horse foremost in your mind.
- Support others: encourage those new to the sport and actively seek ways to help them learn.
- Be considerate of those contributing their time to put on events. Be courteous to officials, organizers, staff, and volunteers.
- Be honest in your dealings with others and demonstrate personal integrity in your words and deeds.
- Volunteer whenever you are able. By donating your time at local events or in service to the national organization, you are helping to grow this sport.

## **Affiliate Organization Resources**

You will find a variety of Resources of special interest to you as an AO leader on the [USAWE Affiliate Organizations Resources page](#). We are adding to these resources every year. Each Spring (February - March) interested AO leaders have an opportunity to volunteer their time and talents on the **AO Spring Projects Task Force**. This is a fast and furious resource development project, meant to produce new resources that

are of particular help to AOs. These resources are posted as they are produced and will be added to and refined as time and volunteer hours allow. You are welcome to download and adapt these resources to meet your needs. Thanks to all the AO leaders who have volunteered their time and talents to produce these resources for all of us to use!

## Affiliate Organization Support and More

### **FAQ**

I am building a list of Frequently Asked Questions.

I will be putting together more information to help clarify our AO program for new and interested members. You can help me by sending me a list of the questions you had/have/can think of regarding our AO program.

### **Additional Perks**

What perks and benefits would you like to see made available to AOs? I can't promise we will be able to provide them all but go ahead and dream big here. What would you like to see in this program? What would be most appreciated by you?

### **Additional Resources**

Are there resources that you think would be helpful for you as an AO? Please let me know what you need, and we will work on developing them.

### **Affiliate Organization Program Coordinator Contact Information**

I am available via email and phone/text for individual questions and support all the time, so don't hesitate to reach out if there's anything I can do for you as an AO. I value your input and your feedback. Please let me know if you have any ideas for the AO program.

Here's looking forward to a great year promoting Working Equitation!

Sincerely,

*Kristine Strasburger*

*USAWE Affiliate Organization Program Coordinator*

[affiliateorganizations@usawe.org](mailto:affiliateorganizations@usawe.org)

*(208) 818-0400 (Central time zone)*