

BUTCHVoices

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BUTCHVoices

BUTCH Voices 2011 Conference Theme

“Sustaining Our Movement - Building for the Future”

In 2008 BUTCH Voices was created to unite a cross section of masculine of center womyn and trans identified people who challenge social norms. It is a movement that has its roots in gender justice. The vision was to create space that would counteract the isolation so many of us have felt on account of our gender presentation, gender identity and/or sexual orientation.

In 2009 we convened our first conference to celebrate ourselves, reflect on our past and begin the much-needed process of working together for the future. For some people, just the act of seeing other Butches, Studs, Doms, Aggressives, FtMs in shared space and in conversation was powerful. In a few cases, the event created relationships that would not have existed otherwise and for some folks, coming together again only strengthened them. On more than one occasion, we heard personal accounts from attendees about how coming to BUTCH Voices had changed their life.

In 2010 we took a chance when, as a young organization, we embarked upon a set of regional events, hoping to reach out to more people. We touched down on both coasts, and in Texas. We continued conversations about identity, working to understand and celebrate our differences, challenges we face and triumphs we honor. The response was amazing. We know that you are a part of this effort because you too sense the potential for things to happen when we come together. That potential, combined with your commitment help us continue to learn and grow, will help sustain us.

We look forward to working with you in 2011, as we prepare for our second national conference in August. We welcome your feedback as we hone our focus on developing programming in line with our three core initiatives: physical/mental health, social/economic justice and community building. We are grateful for your ideas, your participation and most importantly your presence as we continue to "Let OUR Voices Be Heard."

We look forward to seeing you (again) in Oakland!

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BUTCH Voices Mission Statement Acknowledgement

We believe that you should only volunteer for an organization whose mission statement resonates with your own beliefs. In 2010, the BUTCH Voices Board of Directors revised the mission statement in order to better reflect the community we serve. We ask that you review this new document thoroughly. If these sentiments ring true, ask that you indicate this by signing below.

Mission Statement

The mission of BUTCH Voices is to enhance and sustain the well-being of all women, female-bodied, and trans-identified individuals who are masculine of center.¹ We achieve this by providing programs that build community, positive visibility and empower us to advocate for our whole selves inclusive of and beyond our gender identity and sexual orientation.

Our community is vast and growing and we have many identities that resemble what the world knows as our "butchness." We recognize our diversity as having a foundation rooted in Butch heritage. We welcome the on-going development of movements intentionally and critically inclusive of our gender variant community. BUTCH Voices is a social justice organization that is race and gender inclusive, pro-womanist and feminist.

Who We Are

We are woman-identified Butches. We are trans-masculine Studs. We are faggot-identified Aggressives. We are noun Butches, adjective Studs and pronoun-shunning Aggressives. We are she, he, hy, ze, zie and hir. We are you, and we are me. The point is, we don't decide who is Butch, Stud or Aggressive. You get to decide for yourself.

Core Initiatives

Community Building
Economic/Social Justice
Physical/Mental Health

Signature

Your signature indicates that you accept the terms of this mission statement and agree to uphold the ideals and sentiments contained therein, when you operate as an agent of BUTCH Voices. Your acceptance implies that you recognize that all of the identities that make up the demographic of BUTCH Voices, and agree to uphold this mission in all endeavors you undertake on behalf of the BUTCH Voices Conference.

Name:

Digital Signature:

Date:

¹ *Masculine of center (MoC) is a term, coined by B. Cole of the [Brown Boi Project](#), that recognizes the breadth and depth of identity for lesbian/queer/ womyn who tilt toward the masculine side of the gender scale and includes a wide range of identities such as butch, stud, aggressive/AG, dom, macha, tomboi, trans-masculine etc.

Last Updated: April 22, 2011

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Team Member Guidelines

Thank you for agreeing to be a member of the BUTCH Voices 2011 Conference Team. This event is more than possible when each of us who has a role to play in the effort does a little bit of the work. We are grateful and appreciative of the time you give this project.

That said – we are a pragmatic bunch.

We understand that your work, your family and your personal priorities come first. We are also aware that in order to produce a meaningful event, we need a team committed to a shared set of values and a group of people who can contribute positively to the event's success on a regular basis. And as such, we cannot allow any one person to compromise our goal.

Below, we've outlined a list of Organizational Guidelines that we ask each team member to abide by. Please read them over, and if you are able to meet these expectations – we ask that you sign at the bottom.

Questions? Email the Executive Committee at Board@BUTCHVoices.com

Deadlines

We are working on a limited timeline and as such it is very important that we each make our best effort to ensure that deadlines are met. Many times tasks must be completed sequentially and missing deadlines can often hinder the completion of the larger project.

We ask that you commit to adhering to the provided timelines. We also, ask that if for any reason you are unable to meet a deadline (or fulfill an obligation to which you have committed), please let us know at least 2 weeks in advance so we can make any necessary re-arrangements.

Professionalism

Please always keep in mind that you are representative of the BUTCH Voices community any time that you act on the behalf of the organization.

We ask that you remain professional and respectful at all times when conducting business on behalf of the BUTCH Voices Conference, especially when interacting with BUTCH Voices performers, sponsors, event participants and all other volunteers.

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Pronoun Preference

BUTCH Voices recognizes that a wide range of gender identities fall under our organization's umbrella. With those identities also comes a wide range of pronouns by which members of our organization would like to be referred to. Mistakes and slip-ups happen but please be mindful – referring to someone by the incorrect pronoun on more than an a few occasions is highly insensitive, and can be regarded disrespectful.

We ask that you respect the pronoun preference of people you work while serving in any capacity within the organization.

Branding & Media

All media and press should adhere to a uniform look and feel. This is both essential to ensuring that community members recognize our events. It is also in line with our expectation that we are all on the same page.

We ask that you at all times uphold the organization's existing brand guidelines. We ask that you please notify the BUTCH Voices Executive Committee when you believe the BUTCH Voices brand is being used in a way that does not fit our guidelines. *(Please refer to BV Branding Document)

Public Relations

As with Branding & Media, we strive to present a clear and consistent message when speaking to the greater public about BUTCH Voices, our events and our goals. To that end, we require anyone who would like to speak on behalf of the organization to complete a BUTCH Voices Media Training. This refers to giving an interview in any media outlet (i.e., online, radio, TV and print). NO EXCEPTIONS.

We ask that you do not agree to give any interview (not online, not on radio, not on TV, not in print) on behalf of the organization without express permission from Q. Ragsdale.

Confidentiality

Emails, documents and any correspondence that is delivered to team members remains confidential unless otherwise noted. Please do not forward or share private information.

Communication

Effective communication is imperative in working relationships. Please communicate any concerns or needs you may have to committee members, committee chairs and/or a board member. Please be very honest with yourself about the amount of work you can take on.

BUTCHVoices

Know your limits – Find a Replacement

We all take on more than we can handle at one time or another. If for some reason you must relinquish your duties as a BUTCH Voices Team Member, we ask that you notify the Executive Committee in writing. We also ask that you suggest at least two people who might replace you, and give their information to the Executive Committee for review.

Dismissal

The Executive Committee reserves the right to relieve you of your duties as a team member if it appears that you are in violation of the agreements set forth.

You may be relieved of your duties as a BUTCH Voices Team Member:

- If you miss any (2) deadlines (without giving proper notice).
- If you commit any (2) acts that are in violation of any of the aforementioned agreements

Signature

Name:

Digital Signature:

Date:

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Branding Guidelines and Logo Usage

About branding

“Brand” is defined as the recognition and personal connection that forms in the hearts and minds of our community and other key audiences through their accumulated experience at every point of contact. We must ensure the brand that emerges is a positive one, leading to trust, loyalty and advocacy for our offerings. Branding, at its best, is more than a marketing responsibility. Branding spans an organization, weaving across and through personal interactions, organizational culture, communications, products and services. It must both reflect and inform decisions, and guide all of points of contact. A brand must be championed by management and embodied from the inside out by all board members, committee members, volunteers, programs and communications at all times. A brand is everything an organization stands for. It represents a way of thinking and a management lens through which decisions are made.

Why brand matters?

Our success depends on our ability to build good relationships with our partners: members, staff, volunteers and community stakeholders. We must build and maintain trust to reinforce these relationships. A brand is a promise to deliver on what an organization claims. Broken promises risk the brand and ultimately the organization losing loyalty.

Applying the brand

Please be sure to keep the integrity of the design schemes. Significant investment has been made in this organization and the artwork, and we bolster our work’s legitimacy when we all use the brand in a consistent and professional manner. Logos are not to be altered.

Who to contact regarding branding

For any concern relating to our branding, please contact the Media Director at Q-Roc@BUTCHVoices.com.

BUTCH Voices: the Name

Our organization’s full name is BUTCH Voices and must be spelled out with the word butch in all capital letters in every document. The acronym BV may be used after the full name has been spelled at out at least once.

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BUTCH Voices Logo

Logo Placement

The BUTCH Voices logo must be placed in evidence on all of our posters and other marketing tools, as well as on any document created for our purposes.

Please contact the Media Director if you need to create a document that was not included in our templates to ensure a consistent presentation of our logo.

Logo Orientation

Note that BUTCH Voices logo possesses two versions: one compact and one horizontal. The version to use depends on its placement on a page and the type of document it is displayed on. For example, if it is to be displayed along with other logos, the compact version should be the standard, but if it is displayed on its own, at the top of a page, the horizontal version is preferable. Please ensure that the minimum whitespace requirement, as stated below is respected and that the integrity of the logo, such as its proportions and its colors are not changed.



Downloadable file
(color logo, compact format):
.jpg
.png (for MS Office)



Downloadable file
(color logo, horizontal format):
.jpg
.png (for MS Office)

White space

To ensure a good presentation of our logo, it is necessary to use a minimal amount of white space around it. This will ensure that no graphic interferes with our branding.



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Logo Colors

Black and White

Note that the BUTCH Voices logo can be used in black and white. However, the color version should be shown on documents whenever possible. Therefore, the black and white version, as shown below, should only be used in the case of faxes, or other documents that cannot be printed in color.



BUTCH**Voices**

Downloadable file
(black/white logo, compact
format):

.jpg
.png (for MS Office)

Downloadable file
(black/white logo, horizontal format):

.jpg
.png (for MS Office)

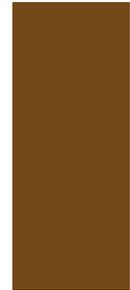
Print Colors

BUTCH Voices official colors are the following maroon and brown in print documents. Note that Pantone colors (CMYK) are standard colors enabling print shops to reproduce exactly the desired color. Only use Pantone colors when printing through a professional print shop.

C 34



C 41



M 98

M 70

Y 96

Y 96

K 53

K 49

Web Colors

These RGB colors should be used as our official colors online and on documents that will only be viewed on screen.

R 102

R 102

G 0

G 51

B 0

B 0

#660000

#663300

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Using Logos from Different Agencies and Organizations

When using a logo from an affiliated agency or organization, please ensure that we adhere to the branding guidelines as outlined by the respective organization. In addition, you should ensure that you are using their most current logo and in a high-resolution version, which should be provided by the agency or organization itself.

Do not, in any case, use a logo that was copied and pasted from a website. These logos are very low resolution and will distort the branding of the other organization if they are used in printed documents.

Note on the Website

Updates on the website are done by the web team under the direction of the Media Director. If you need anything changed or updated on the website, please feel free to contact the Media Director.

Downloading Logos

Logos are available on the website under: [<http://butchvoices.com/press/media-kit>]

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VOLUNTEER & CONFIDENTIALITY AGREEMENT

This Volunteer & Confidentiality Agreement (“Agreement”) is made as of the date of signature below (“Effective Date”), by and between BUTCH Voices, and the undersigned (“I”, “me” or “my”).

1. Definitions

“Confidential Information” shall include but not be limited to:

- (i) information relating BUTCH Voices’ financial, regulatory, personnel or operational matters,
- (ii) trade secrets, know-how, concepts, processes, ideas, development activities and designs,
- (iii) all information not generally known outside of BUTCH Voices regarding BUTCH Voices and its business, regardless of whether such information is in written, oral, electronic, digital or other form and regardless of whether the information originates from BUTCH Voices or BUTCH Voices’ agents.

“Intellectual Property” shall include but not be limited to:

- (i) all trade secrets, know-how, concepts, processes, ideas, development activities and designs (including improvements and enhancements and regardless of patentability),
- (ii) trade secrets and know-how,
- (iii) all copyrightable material that is conceived, developed, or made by me, alone or with others,
- (iv) trademarks and service marks and
- (v) all other intellectual property.

Intellectual Property shall include any intellectual property created by me:

- (i) in the course of Volunteer Service or using BUTCH Voices’ time, equipment, information or materials, and
- (ii) within one (1) year after termination of Volunteer Service and relating directly to work done during Volunteer Service. Termination of Volunteer Service must be made expressly, in writing.

Intellectual Property may be in any form, including but not limited to written, oral, electronic, digital or other form.

2. Obligation of Confidentiality

Except as may be required for the performance of my duties during Volunteer Service, or unless specifically authorized in writing by BUTCH Voices, I shall not use or disclose, for my or for others’ benefit, either during or after Volunteer Service, any Confidential Information.

3. Statement of Voluntary Services

I desire to volunteer or to continue to volunteer with the BUTCH Voices. I acknowledge that I may, in the course of my service to the BUTCH Voices (“Volunteer Service”), have access to or create (alone or with others) confidential and/or proprietary information and intellectual property that is of value to BUTCH Voices. I understand that this makes my position one of trust and confidence. I understand BUTCH Voices’ need to limit disclosure and use of confidential and/or proprietary information and intellectual property. THEREFORE, I agree to the following:

- (i) I agree that no payment shall be received by me for such services/work, although supplies (film, etc.) necessary to complete the work may be provided if the work has been specifically requested by BUTCH Voices, (ii) I expressly acknowledge that the material contributed hereunder, and services hereunder, are being specially ordered and commissioned by BUTCH Voices. The Work contributed hereunder shall be considered a "work made for hire" as defined by the copyright laws of the United States. BUTCH Voices shall be the sole and exclusive owner and copyright proprietor of all rights and title in and to the results and proceeds of services hereunder in whatever stage of completion. If for any reason the results and proceeds of services hereunder are determined at any time not to be a "work made for hire", I hereby irrevocably transfer and assign to BUTCH Voices all right, title and interest therein, including all copyrights, as well as all renewals and extensions thereto, (iii) I agree that BUTCH Voices may make any changes or additions to the Work prepared, which in their sole discretion may consider necessary, and may engage others to do any or all of the foregoing, with or without attribution to me. I further agree to waive any so-called moral rights in the Work, (iv) I represent that, except with respect to material furnished to me by BUTCH Voices, I am the sole author of the Work and all of my services are

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original and not copied in whole or in part from any other work; that Work is not libelous, or knowingly violates the right of privacy or publicity, or any other rights of any person, firm or entity.

4. Disclosure and Ownership of Intellectual Property

I (i) shall promptly and fully disclose to BUTCH Voices any and all Intellectual Property, (ii) agree that all Intellectual Property shall be owned by BUTCH Voices, (iii) agree to and do hereby assign, transfer and convey to BUTCH Voices the entire right, title and interest in and to all Intellectual Property, (iv) will execute and deliver any and all documents, take all actions and render any and all assistance reasonably requested by BUTCH Voices, during or at any time after Volunteer Service, to establish BUTCH Voices' ownership of, or to enable BUTCH Voices to obtain patents to or register copyrights of, any Intellectual Property, and (v) acknowledge that all Intellectual Property that is copyrightable subject matter and that qualifies as a "work made for hire" shall be automatically owned by BUTCH Voices. In the event BUTCH Voices is unable for any reason whatsoever to secure my signature to any document required to apply for or excuse any patent, copyright, or other applications with respect to Intellectual Property, I hereby irrevocably appoint BUTCH Voices and its authorized officers and agents as my agents and attorneys-in-fact to execute and file any such application and to do all other acts to further the prosecution and issuance of patents, copyrights, or other rights with respect to Intellectual Property with the same legal force and effect as if executed by me.

5. Ownership and Return of Material

All materials, including but not limited to business information, files, research, records, memoranda, books, lists, computer disks, hardware, software, cell phones and other wireless devices, documents, drawings, models, apparatus, sketches, designs and any other embodiment of Confidential Information or Intellectual Property received by me during Volunteer Service, and any tangible embodiments of such materials created by me, alone or with others, whether confidential or not, are the property of BUTCH Voices. I shall return to BUTCH Voices all such materials including copies thereof, in my possession or under my control upon termination of Volunteer Service for whatever reason or upon the request of the BUTCH Voices. The return of such materials shall take place within twenty-four (24) hours of notice of termination or upon request of BUTCH Voices, whichever comes first.

6. Survival of Obligations and Enforcement

The obligations that I have under this Agreement shall survive the termination of Volunteer Service, regardless of the reasons or method of termination. I agree that BUTCH Voices shall be entitled to recover from me all attorneys' fees incurred in enforcing BUTCH Voices' rights under this Agreement.

I represent that the above restrictions are necessary to protect BUTCH Voices' legitimate interests, and that these restrictions will not prevent me from earning a livelihood.

If the above reflects your understanding, please sign below to reflect your agreement to the above terms and your intention to be bound hereby.

AGREED AND ACCEPTED:

Name:

Digital Signature:

Date: