

Shine
Girl



Shine Squad Handbook

Annual Shine Summit
Squad Members Edition

The mission of a member of the Shine Girl Summit Squad is to empower women of all stages that will last longer than the day of the Summit. Being a part of the Squad allows members to have an impact on the female community through their service in creating an efficient, well-rounded, and influential Summit that pertains to all walks of womanhood. In order to serve attendees, the Squad is required to uphold the Shine values, complete the tasks at hand, and be the face of the Shine Girl Summit.



What does it mean to be a
part of the
Squad?

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Squad Roles and Layout

Committee Mentor

- Advice committee members on tasks
- Answer any questions regarding Summit
- Work with committee lead to create task timeline
- Be responsible for the check-in of task completion
- Serve as liaison between committee leads and Staci

Committee Lead

- Design the tasks needed and then delegate the tasks to committee members
- Responsibility for ensuring the tasks are completed by the deadline date
- Create a day-of delegation for roles during the Summit

Committee Member

- Work with committee lead to perform tasks by set deadline
- Creating effective communication between members and other committees
- Attend any and all meetings set by a lead, mentor, or Staci

Summit Mentors



Staci Batterson
Logistics

I am passionate about advancing young girls and women and I want them to know they are stronger together than they are apart.



Lindsey Eckmann
Sponsorships

Female empowerment is impactful; when females unite, they can change the world.

Cari Corley
Charity

It is a driving passion of mine to help young women live in a connected way while they pursue their dreams, support each other, and become world influencers.



Tamera Krause
Welcoming

I want to be a catalyst for girls to find passion and identity in their lives. I support them along their journey and guide them to develop healthy friendships and relationships.

Tina Stroman
Marketing

My passion is empowering not only the women around me, but the next generation of women. Shine is the ideal outlet for me to continue pursuing this passion.



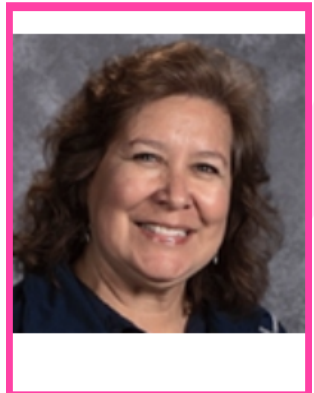
Marta McGovern
Elementary/Middle School

I have a passion for teaching girls to support and lean in to each other and find their tribe to go through life with. They women in Shine are my tribe, they are the women I look up to and learn from.

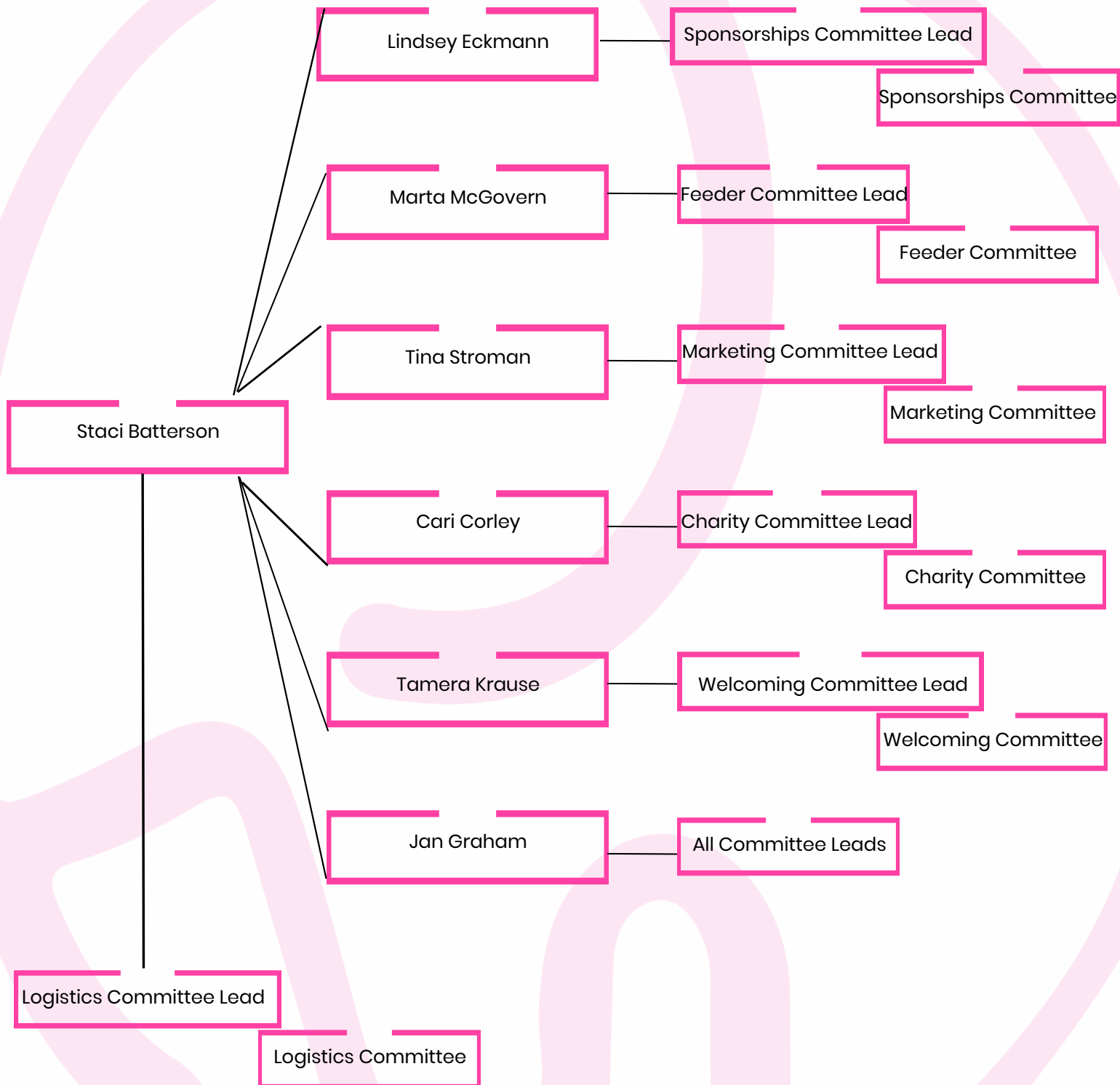
Jan Graham
Logistics

I am on a journey to find my grace and to help young women find theirs too! "Grace is meeting those moments on the journey, then picking yourself back up and being humble enough to learn, and not being too hard on yourself"

– Michelle Puluso



Lines of Communication



Basecamp

"How To"

Basecamp is a communication and organizational hub used to assign tasks, schedule, and alert the Squad about the Summit. Our Basecamp consists of sections: group messaging, announcement board, to-do lists, a calendar, a supervisor check-in, and documents/files.

#1

Create an account at www.basecamp.com

#2

Accept invitation sent by email to be a part of the Summit Squad Team

#3

On the tab labeled the sections Company, Team and Projects will appear



#4

Click on the team to enter the hub for all communication and tasks

Summit Leadership Team ...



Basecamp

"How To" Continued

Group messaging
between anyone on the
Team

Announcements and other
important information given
from Committee Leads or
Mentors

Separated Committee to-do
lists with designated tasks for
each Committee Member

The screenshot shows the 'Summit Leadership' interface in Basecamp. At the top, there are three colored circles (AH, SB, TS) and a button that says 'Add/remove people'. Below this are six panels arranged in a 2x3 grid:

- Campfire:** A messaging panel. It shows a message from 'Trinity Straayer' at 9:58pm saying 'I got it'.
- Message Board:** A panel with a blue speech bubble icon. It contains the text: 'Post announcements, pitch ideas, progress updates, etc. and keep feedback on-topic.'
- To-dos:** A panel with a checklist. It includes:
 - ALL Leadership Team:**
 - ☐ Breakout Session #3 Preferences Sent Feb 19, 2020
 - Sponsorships Committee:**
 - ☐ Communication with Sponsors and Reach-out Nov 13, 2019 - Mar 20, 2020
 - ☐ Table Vendors Reach-out Nov 13
 - ☐ Table Vendors Finalized and Communication for Day-of
- Schedule:** A panel showing a calendar. It lists:
 - Wed, Aug 14:** Meeting 7:45am - 8:35am
 - Wed, Nov 20:** School Invitations through Speeches Elementary and Middle School Reach-out Committee
 - Jan 8, 2020**
- Automatic Check-ins:** A panel with a blue circle containing a white question mark. It contains the text: 'Create recurring questions so you don't have to pester your team about what's going on.'
- Docs & Files:** A panel with a yellow document icon. It contains the text: 'Share docs, files, images, and spreadsheets. Organize in folders so they're easy to find.'

Find posted meetings and
tasks

Reminders and questions
posted by Mentors

Shine Girl logos, media
graphics, marketing
materials, contact list,
day-of schedule

Logistics

Purpose

To uphold the duties of the day in order to achieve a Summit that runs smoothly

Role

All of the "behind the scenes" duties assigned

Responsibilities

- Break-out session overviews
- Overall schedule
- Photo booth
- Programs
- Stickers/swag
- T-shirts
- Scripts
- Stage decorations
- Food
- Stuffing swag bags

Charity

Purpose

To allow Summit to impact a larger female community through service and giving

Role

Work with the Squad and the given charity to serve as a liaison between the two

Responsibilities

- Contact charities
- Choose a charity
- Understand charity needs
- Organize charity speech to then communicate it to the Logistics script
- Head all day-of funding logistics
- Communication about given charity to Marketing
- Report back to the Squad on total funds/items after Summit

Welcoming

Purpose

To be the first face of Shine that people see and feel, and to add excitement and value to every person that walks through the front doors

Role

Insure that every single woman or girl on Summit day knows where to go and has all the resources needed

Responsibilities

- Direct communication with Logistics for day-of duties
- School boxes or bags creation and handout
- Check-in sign
- Order lanyards and name tags for all attendees, speakers, and Squad members
- Breakout sessions signage
- Direction signs
- Create and follow through with day-of check-in duties and schedule

Marketing

Purpose

To impact the larger female community and find the big vision behind the message to reach a "worldwide" audience

Role

Spread the word about Shine Summit and the Shine Girl brand throughout the Squad term

Responsibilities

- Invitation, Poster, Website designs and creation
- Maintain a social media calendar
- Write press releases in reaching out to newspapers, television media, and other news outlets
- Support and contact local media
- Day-of media: social media schedule for the day, sessions coverage

Elementary and Middle School Reach-out

Purpose

To expand Shine Girl to a larger audience of young women

Role

Perform as the liaison between the Squad and all middle/feeder schools

Responsibilities

- Contact middle and elementary school feeders
- Send information to contacted feeders
- Set up meetings at the contacted schools to inform on the Summit and Shine Girl
- Create breakout sessions for elementaries and communicate to Logistics for leaders

Speakers

Purpose

To amaze adult attendees to see the power of young women coming together for a greater purpose

Role

Enhance speakers' experience to feel comfortable, know directions, have all information needed, and meet any needs they may have

Responsibilities

- Day-of welcome, check-in, and accompany keynote speakers to sessions
- Create an "alumni" speakers contact list to then send Summit invitations
- Create accurate and updated speaker list to communicate with Logistics
- Initial and continuous communication with speakers -- at least four times
- Gifts and thank you notes for all speakers, including keynote speakers
- Panel questions for breakout panels
- Close work with marketing to promote speakers on social media including profiles on each speaker

Sponsorships

Purpose

To pay for Shine Girl entities and expose Shine Girl to a larger audience through sponsorships

Role

Liaison between Shine Girl and sponsors/vendors

Responsibilities

- Extend invitations to sponsors
- Create sponsorship packages and all marketing information that pertains
- Solicit event sponsors and table vendors
- Communicate event details, and continue communication, with all vendors
- Collect sponsor payments
- Confirm vendor attendance and participation to communicate with Logistics
- Create and communicate sponsor highlights on social media with Marketing
- Meet day-of sponsor needs

Summit Day-Of Attire Guidelines

Business Casual with a Shine Girl Twist

As a leader of the Shine Girl Brand on Summit day, you will represent what Shine Girl means.

Each member's outfit should match the level of importance, power, and poise of the Summit day.

Each member of the Squad will be responsible for dressing to impress the female community that attends the influential event.

MAKE YOUR OUTFITS SAY MORE!



Summit Day-of Schedule

Tentative

6:45

Summit Squad Arrives

8:00-8:30

Check-In

8:30-9:45

Welcome and Keynote Speaker

9:50-10:45

Breakout Session #1

10:50-11:45

Breakout Session #2

11:50-12:45

Breakout Session #3/LUNCH

12:50-2:00

Keynote Speaker and Close

2:35-4:00

Coffee Hour with Keynote Speakers

4:05

Clean Up and Summit Squad Close

Shine
Girl



Empowering
Women
to
Empower One
Another