

The SheArt Network Handbook

Mission Statement

“Empower Women Through Creativity”

The SheArt Network is a non-profit organization dedicated to providing women of all ages, backgrounds, and talents the opportunity for emotional and financial growth through creative expression. Our goals are:

1. *To Nurture Creativity* – by providing a supportive environment where women gather to learn new artistic techniques, share ideas, develop business and marketing skills for selling creative arts, and meet like minded, caring individuals to socialize.
2. *To Provide Venues* – for sharing, showing and selling creative arts.
3. *To Partner* – within our membership and the community to provide encouragement and support for women to achieve emotional and financial security.

History

The SheArt Network was founded in 2007 by a handful of everyday women in Orleans, MA. Some of us were professionally educated artists, others were spirited crafters, and some didn't think of themselves as artistic at all, but just wanted the opportunity to gather with like minded women. Now everyone who participate in our efforts has found their creative niche, whether it is producing product to sell at our Artisan Boutiques, helping to organize our venues, participating in creative workshops, or spreading the word to others. SheArt has grown quickly in a short period of time. We are incorporated as a Massachusetts non-profit corporation. We have over 80 members from located across Cape Cod from Falmouth to Provincetown. Over 1000 people have attended our events. We have held 20 Art and Fine Craft shows in a variety of locations from prestigious Art Galleries to homes to community centers, retail establishments and under outdoor tents in towns across Cape Cod including Provincetown, Orleans, Dennis, Yarmouth, Harwich, Hyannis, and Brewster. We have expanded our offerings of creative workshops to include pottery, jewelry design, techniques in paper mache, and textile creations. We have adopted the Harwich Community Center as place for monthly meetings held the First Monday of each month at 6:30 where new members are always welcome to learn about what we are planning. We have managed this success though a completely volunteer cooperative organization that to date has been totally self-funded, serving as a testimony to what creative women can accomplish.

The Future

The SheArt Network intends to capitalize on this success by expanding on its three primary goals in the following ways:

Nurturing Creativity – We seek to deploy the talents of our members to host at least one creative workshop each month for members and an annual “Create Your World” Conference where the public can gather to collaborate on creative efforts that will enhance the Cape Cod Community.

Venues to Show, Sell, and Share – We seek to continue organizing 5 Art and Fine Craft Shows annually where members can sell creations. In addition, we are beginning plans to open a permanent SheArt Studio and Gallery where members can sell products, show artwork, and gather to create SheArt Products.

Empowering Women Through Creativity – We seek to partner with other complimentary organizations whose members can benefit from the creative mission of The SheArt Network to further the economic and emotional stability of Cape Cod Women. We strive to develop a model of cooperative microeconomic success that can be deployed in other locations.

Organizational Expansion – We will expand our organizational structure to include more members in the cooperative management of our endeavors to sustain the growth we envision. In addition, we will launch fundraising endeavors to support our efforts.

Activities

The Activities of The SheArt Network focus on achieving our three goals

1. *Nurture women's creativity*
2. *Provide opportunities to show, share and sell our creative endeavors*
3. *Provide encouragement and positive empowerment for women through creativity.*

Creative Development

The SheArt Network provides programs to nurture creativity including

Monthly Creative Workshops – SheArt Members teach creative techniques as well as information about marketing and selling creative works.

Monthly Membership Meetings – At the end of each monthly SheArt Meeting, members have an opportunity to share creative ideas through our “Show and Tell”.

“Create Your World” Annual Conference – An annual conference, open to the public, where several workshops will be offered, products will be sold, and creative entertainment will be enjoyed. A chance to show off creative efforts in the areas of music, dance, poetry, theater, writing, etc.

SheArt Studio – The SheArt Network intends to explore the opportunity for providing a permanent location that will offer space for creative workshops to benefit our members as well as to produce products to be sold to fund our goals.

Show, Share, and Sell

The SheArt Network provides opportunities to share, show, and sell creative products.

Art and Fine Craft Shows – The SheArt Network will host 5 Art and Fine Craft Shows each year including a Valentine’s Day Show, May Day Sale, Summer Fair, Fall Show, and Holiday Show.

Website – The SheArt Network provides members the opportunity to create an Artist Profile on The SheArt Network Website to link our guests to you website. In the future, we will explore the possibility of selling online through our website.

SheArt Studio – The SheArt Network intends to explore the opportunity for providing a permanent retail location for artists to display and sell their products and to use as a base for developing internet sales and procurement.

Empowering Women

The SheArt Network strives to maintain a culture of positive support. Our members are expected to treat each other with utmost respect for each individual’s creative contributions and provide encouragement and positive suggestions whenever possible. We seek to provide an environment where women can come to engage in positive camaraderie. Our members support one another through life’s challenges through friendships nurtured by our activities. We seek to find and include women who can benefit from these efforts by partnering with other organizations whose members can come to join in our activities. We seek to engage in jointly sponsored programs with other organizations to raise funds and promote creativity. While we are not a “support” organization by definition, many of our members are familiar with community resources that offer a variety of support programs to women in need and can provide referrals.

Membership Guidelines

Any woman may register as a member of The SheArt Network. The annual membership fee is \$20, covering the year in which it is collected. Members must renew their membership each year by January 15. Members of The SheArt Network are entitled to participate in all activities on a first come registration basis, including creative workshops, shows, sales, seminars, meetings, conferences, and social events. Our registration guidelines for each SheArt event will be distributed to our membership by email. These guidelines will be strictly adhered to in order to insure equality and order for all of our members.

All communications will be conducted by email at “thesheartnetwork@hotmail.com” and through our website at “www.thesheartnetwork.org”. All activities will be posted on The SheArt Network website Calendar of Events. Members may communicate information related to the activities and goals of The SheArt Network ONLY through the SheChat forum on the SheArt Network website. Members may post their contact information in SheArtist Profiles on the website.

Above all, the success and viability of The SheArt Network is dependent on the mutual trust, honesty, respect and cooperative contributions of our members and we will insist on maintaining a code of conduct that is conducive to achieving our standards.

Monthly SheArt Meetings

The SheArt Network meets the first Monday of each month at the Harwich Community Center , 100 Oak Street, Harwich Ma from 6:30 to 8:30. The first half of the meeting is dedicated to updates about our activities and suggestions/discussion about our plans. The remainder is dedicated to “Show and Tell” providing an opportunity to share creative ideas, show new creations, and offer suggestions or ask for help about creative endeavors. Throughout the evening, there is ample time for social chats and laughter!

Volunteer Opportunities

The SheArt Network operations are run solely by volunteers. **Thus, each member is expected to participate in at least one volunteer activity each year.**

Member of The Advisory Council – Two year term

Committee Chair – One Year Term

Art and Fine Craft Show Chair

Committee member – One Year Term

Creative Workshop Mentor

Show volunteer – Assist in Art and Fine Craft Show needs such as Greeter, Raffle Table, Sign Placement, Flyer Distribution, Artist Booth Assignments

Technology Development

Fundraising

“Create Your World” Blog Writing

If you see a need, bring it to the attention of the appropriate person and start a new endeavor. We thrive and grow on the ideas and suggestions of our members.

Organizational Structure

President

Vice President

Treasurer Secretary Registrar

Advisory Council

Committees

Technology---Creative Workshops---Show---SheArt Studio---Alliances---SheArt Products---PR/Advertising

President’s Responsibilities: Serve as the legal representative of The SheArt Network. Coordinate goals and long term planning, financial resources and fundraising, and strategic alliances. Oversee the operations of the Vice President and Council of Advisors. Attend Advisory Council Meetings and hold one vote at such meetings. Preside over monthly SheArt Network meetings.

Vice President’s Responsibilities: Oversee the responsibilities of Treasurer, Secretary and Registrar. Assume the role of President as needed.

Treasurer Responsibilities: Oversee the accounting of all financial records, bank accounts, financial reporting, collection and allocation of all funds of The SheArt Network.

Secretary Responsibilities: Document the minutes of all Advisory Council meetings, monthly SheArt meeting, and prepare all legal filings for The SheArt Network. Distribute monthly SheArt meeting minutes to the membership via email.

Registrar: Maintain the Membership records and oversee Registration for SheArt Events.

Advisory Council: Comprised of the President, Vice President, Treasurer, Secretary, and 7 Advisors. The Advisory Council will set the goals and agenda for The SheArt Network each year and oversee the implementation of that agenda. Each Advisor will have responsibility for reporting on the activities of the committee they represent. The Advisory Committee will meet once a quarter or as needed. Each member of the Advisory Council will serve a term of two years, with rotations allowing for a replacement of three members each year. Each member will have one vote in setting the annual agenda for The SheArt Network.

Committees: Each committee will be comprised of a Chair and the appropriate number of members required to carry out the responsibilities of the committee. All positions will be held for one year.

Technology: Comprised of a Chair and two members to oversee the technology needs of The SheArt Network including The SheArt Network Website, Facebook, Twitter, Linked-In. The technology committee will interface with the Chairs of all other committees to facilitate communication of pertinent information throughout The SheArt Network and outside community.

Creative Workshops: Comprised of a Chair and two members to oversee the program of monthly workshops and creative conferences designed to nurture the creativity of our membership and the community. Investigate the feasibility of an annual Create Your World Conference

Shows: Comprised of a Chair, two members, and Show Registrar to oversee the implementation of 5 SheArt Art and Fine Craft Shows each year - Valentine's Day, May Day, Summer, Fall, and Holiday including finding venues, coordinating registration with Registrar, show set up, and implementation.

SheArt Studio: Comprised of a Chair and two members to investigate the feasibility of establishing a permanent facility to house The SheArt Network and its operations including space for creative workshops, SheArt Product production, and retail/gallery space. This will include developing a financial plan, researching locations, identifying operational needs including staffing, guidelines for artist participation, etc. This will begin as a research effort then expand into an effort to implement such a program if it is feasible.

Alliances: Comprised of a Chair and two members to identify other Cape Cod organizations whose members could benefit from the goals of The SheArt Network and to determine ways to partner with these organizations.

SheArt Products: Comprised of a Chair and two members to identify SheArt Products that can be sold to raise operating funds for The SheArt Network. Products can be logoed manufactured products or products created by the artists of The SheArt Network.

PR/Advertising: Comprised of a Chair and two members responsible for coordinating advertising of all SheArt events including print newspapers and magazines, television, radio, and online sources. Development of a public relations program to increase awareness of our programs and events, attract new members, and financial donors. Work with the President on messaging, fundraising, and increasing visibility.

Contact Information

The SheArt Network

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