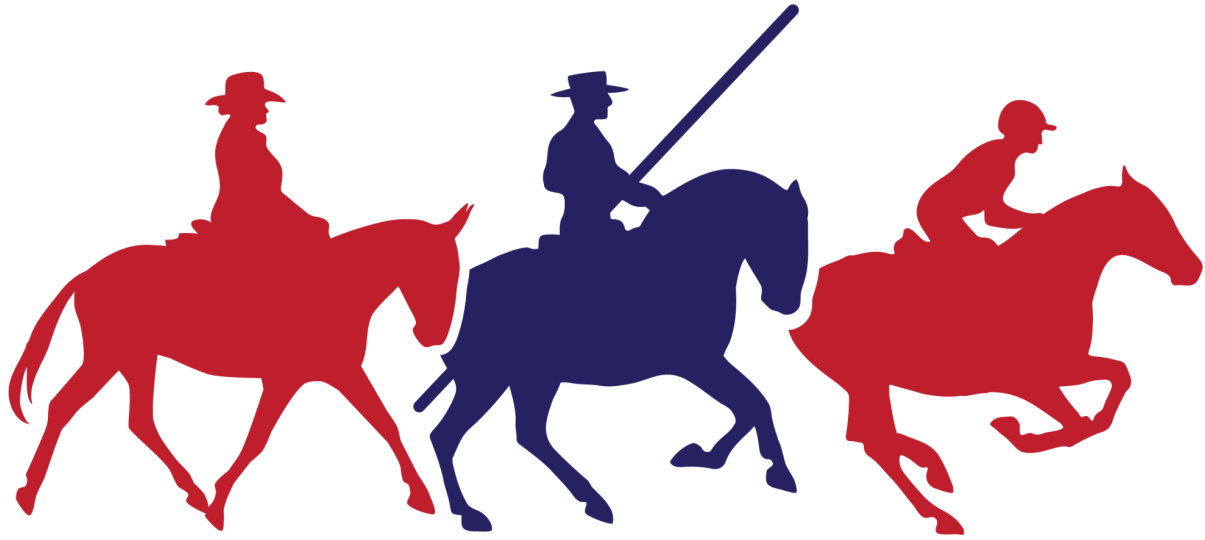


# USAWE Affiliate Organization Handbook



★ **USAWE** ★  
USA WORKING EQUITATION™

# Table of Contents

<a href="#">Welcome</a> .....	2
<a href="#">Ready? Let's Get Started</a> (Introduction Letter) .....	2
<a href="#">Requirements and Benefits for USAWE Affiliate Organizations</a> .....	3
<a href="#">AO Application Process, Dues and Renewals, Info Updates</a> .....	4
<a href="#">New Affiliate Organization Onboarding Tasks You Need To Do After Applying and Completing Your Initial AO Dues Payment</a> .....	4
<a href="#">Affiliate Organization Listing on the USAWE Website</a> .....	5
<a href="#">Affiliate Organization Banner Perk</a> .....	5
<a href="#">Affiliate Organization Authorized Uses of USAWE Logo</a> .....	5
<a href="#">Affiliate Organization Quarterly Networking Hour</a> .....	6
<a href="#">USAWE Member Designated Funds</a> .....	6
<a href="#">Sample Email to Solicit USAWE Member Designated Funds Votes</a> .....	7
<a href="#">Affiliate Organization-Specific Resources</a> .....	8
<a href="#">Affiliate Organization Support and More</a> .....	8
<a href="#">Affiliate Organization Program Coordinator Contact Information</a> .....	9

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

## Welcome!

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 come into contact with 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 it is our members who are willing to step up locally who 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 be in 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 general 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 renewable annually at the rate in effect at the time of the agreement.

## b. Benefits

- USAWE will list the AO on its website alphabetically by State, then 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 on their website and advertising.
- 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. If no AO is designated, then the money will be earmarked for USAWE educational initiatives. Only AOs who are current on their AO dues and also have an IRS Form W-9 on file with USAWE shall be listed on the election ballot in a given year.

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

To apply to be recognized as an USAWE Affiliate Organization

- Fill out this [Affiliate Organization Application / Info Update Form](#)
- Pay your initial dues [AO Subscription Payment](#)

To renew your AO each year

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

To update your information

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

## New Affiliate Organization Onboarding Tasks You Need To Do After Applying and Completing Your Initial AO Dues Payment

- 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)
- Email a .jpg or .png file of your logo to [affiliateorganizations@usawe.org](mailto:affiliateorganizations@usawe.org).
- Request your [USAWE Logo vinyl banner here](#). (See paragraph below for details.)
- Add the official USAWE logo to your website home page and/or Facebook page.

# Affiliate Organization Listing on the USAWE Website

The most valuable perk you receive as an USAWE Affiliate Organization is a listing on our [dedicated AO webpage](#). 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 your logo.) Check out the other AOs on our listing page to see what others are saying about their AOs. **Please note:** If there is contact information you do not want published on your USAWE website listing, simply email [affiliateorganizations@usawe.org](mailto:affiliateorganizations@usawe.org), and let us know what you want left off the listing (phone numbers are the most frequently omitted info.)

## 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 the [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. Don't delay! Get yours today!

## Affiliate Organization Authorized Uses of USAWE Logo

All USAWE Affiliate Organizations are authorized to display the USAWE 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 Logo 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 logo is not altered in any way, including cropping or stretching.

## 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

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. Don't 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 in order 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.

### **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.

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's 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]

## Affiliate Organization-Specific Resources

You will find a variety of [Resources on the USAWE Affiliate Organizations](#) web 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 of 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'll 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*

*USAWA Affiliate Organization Program Coordinator*

*affiliateorganizations@usawe.org*

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

