



COMMUNITY OUTREACH TOOLKIT

NWR
National Women in Roofing

www.NationalWomeninRoofing.org



National Women in Roofing (NWIR), is a volunteer-based organization that supports and advances the careers of women roofing professionals. We provide networking, mentoring, education and recruitment opportunities from the rooftop to the boardroom. We support the young professional at the start of her career to the seasoned manager in the executive suite. Through our commitment to connect and empower women in roofing, we contribute to the overall betterment and professionalism of the roofing industry.

We foresee NWIR Community Service committees throughout the country affiliated with our Councils, from contractor associations and roof consultants, to manufacturers and distributors and anywhere women network and grow in our industry.

Goals

NWIR is guided by a strong framework of bylaws, processes and procedures that are designed to ensure implementation through our four Pillars: Mentoring, Education, Networking, and Recruitment. The Community Service Committee views each of these pillars as instrumental in reaching our goals.



MENTORING



EDUCATION



RECRUITMENT



NETWORKING

NWIR councils are encouraged to participate in community outreach in their local community. Community service and philanthropy is of great importance to many companies and our industry. View our Annual Report with information regarding community service on the [NWIR About Us page](#).



NWIR 2020 Focus:

Empowering Women & Girls

- ✓ Assisting women and girls and their families who need support.
- ✓ Supporting women getting back into the workforce, especially the roofing industry.
- ✓ Opening doors, sharing opportunities to connect with others to set and achieve goals.
- ✓ Establishing healthy relationships with each other and discovering new paths for permanent, positive change.
- ✓ Encouragement can be shown by volunteering & fundraising for your local non-profit organizations that support women and girls.



GETTING STARTED

- ✓ Decide on an Impact Area(s) and then align your pillars of giving (time, money, resources)
- ✓ NWIR impact areas are supporting the empowerment, uplifting of women and girls.
- ✓ Keep it simple – crawl, walk, run – don't try to take on too much, do too much, spend too much, in the beginning

CHOOSING A NON-PROFIT

- ✓ Does it compliment the NWIR impact focus – uplifting women and girls?
- ✓ Visit the non-profit to see if it fits your council's culture and mission of the association.
- ✓ Best practice is to leverage your time, money and resources to make an impact – do more for one than a little for many.
- ✓ Research the financial stability and reputation of the non-profit. A basic 990 report on a non-profit will be available for free on Guidestar.
- ✓ If the reports are missing, ask questions. Why? Good non-profits are completely transparent. Have them send you their 990's for the past 3 years. Does it feel right?

SUPPORTING YOUR NON-PROFIT PARTNER

- ✓ Choose a simple activity – one or two for the year.
- ✓ Volunteer first before fundraising – engage in action.
- ✓ Consider a supply drive, volunteering at a career fair day, hosting an intern, becoming a mentor, doing a house build or participating in a fund raiser such as a walk or gala
- ✓ Choose something that many people could easily support for optimal success
- ✓ Do what you can but keep it simple and fit the availability and resources of your council members.

Non-Profit Partner Recommendations

Both national and local non-profit organizations that focus on the betterment of women and girls could be suited for your council. Some ideas:



eliminating racism
empowering women
ywca



**Purple
Purse**

Allstate Foundation

**girls
inc.**

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