



Redress Raleigh
Volunteer Orientation Packet

Dear Changemaker,

You are joining a movement for positive change. A revolution toward a more responsible fashion and textiles industry. You are a vital part of this movement, and we appreciate your commitment to Redress Raleigh.

Volunteers are the heart and soul of our organization. We are very enthusiastic about you choosing to help us fulfill our goals and work toward our mission! Your ideas and passion are essential to crafting the future we wish to see for sustainable fashion. This packet is intended to help you understand expectations of all Redress Raleigh volunteers as well as what type of volunteer activities we typically have.

We are a homegrown North Carolina nonprofit that values anyone who wants to be an active part of our organization. Welcome to the team!

— *Beth Stewart, Executive Director, and the Redress Raleigh team*

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OUR MISSION

Redress Raleigh cultivates a more responsible ecosystem for the fashion industry through educating and mobilizing consumers to be positive advocates while leveraging industry-related partnerships.

VALUES

- Authenticity
- Being conscious of our impact
- "Giving a Damn"
- Creating an inclusive community

OBJECTIVES

- To help people understand current issues within the fashion industry.
- To inspire a desire for a more responsible fashion industry.
- To empower supporters to advocate for a more responsible fashion industry.
- To motivate supporters to use their purchasing power to demand more responsible fashion.



VOLUNTEER EXPECTATIONS

Volunteers are expected to be actively working toward the Objectives of Redress Raleigh. Depending on the committee you join, you may have slightly different activities but all volunteers are expected to:

- Commit to attend Committee meetings (can be via phone / video).
- Commit to any action items assigned to you via email or during meetings.
- Have a basic understanding of sustainable fashion and why it is important (you can get this by reading the [What is Sustainable Fashion?](#) and [Resources](#) sections of our website).
- Be professional and courteous to all other Redress volunteers and our audience.
- Show respect for differing opinions and and experiences while encouraging people to join the sustainable fashion movement.
- Maintain communication with other volunteers and especially your Committee Chair.
- Show your passion for fashion / sustainability / textiles and share your creative ideas with your committee.

COMMITTEE RESPONSIBILITIES AND PURPOSE

Each Committee has a Chair (or Co-chairs) who is (are) expected to attend Board Meetings in addition to communicating with the Executive Director. The Board should be seen as a resource, not a manager — for example, The Board could be a resource if volunteers need help finding an expert or applying a strategy to create an executable idea.

Each committee is expected to:

- Meet independently of any regularly scheduled volunteer meetings
- Actively seek its own members
- Create agendas and minutes that are shared with the Executive Director
- Create action items for volunteers, with follow up as needed from the Chair/Co-chairs on completion of these items



Communications Committee

Internal

(Channels we control such as our website, YouTube channel, and social media platforms)

- Create digital and printed graphics for events, social media campaigns, press packages, sponsorship packet
- Create and maintain branding guidelines
- Ensure any presentations (such as PowerPoint) meet branding guidelines

Purpose: consistent, engaging branding that helps engage new consumers interested in our impact and activates existing supporters

External

(Channels we do not control but that help us promote our initiatives or reach a new audience)

- Create and distribute press releases and do media outreach to create stronger relationships with the press
- Create sponsorship levels and content that is appealing to specific types of sponsors and send to internal communications committee to create a sponsorship packet
- Contact potential sponsors, distribute sponsorship packet, follow up on leads
- Send out updates to donors throughout the year

- Be the main point of contact for sponsors the day of events, ensuring that they are welcomed and that agreed-upon benefits are fulfilled

Purpose: increased exposure that will help us identify consumers interested in our impact.
Keeping our existing supporters invested in our impact and advocating for it

Education Committee

Logistics

- Event coordination (contact venue, food and drink vendors, equipment providers or independent contractors needed, etc) within parameters of event idea and budget
- Provide content and specifics of event (time, location, cost, etc) to internal communications committee to create graphics
- Be main Front-of-House coordinator the day of the event: check in attendees, set up and break down and get any needed day-of volunteers

Purpose: professional, successful events that help us identify and activate consumers interested in our impact



Advocacy

- Determine type of event and content needed to create impact we want: connect objectives of event with strategic activities of Redress Raleigh
- Research additional ways to engage people at events in discussing sustainable fashion and figure out how to implement these ideas
- Create exciting, realistic calls to action for consumers related to Redress Raleigh's desired Outcomes

Purpose: figuring out the most effective and engaging ways way to educate and activate consumers about our impact

FREQUENTLY ASKED QUESTIONS

Do you have internships?

Currently, Redress Raleigh does not have the capacity to manage internships for college class credit. Occasionally we can create a formal project plan but we cannot guarantee a certain amount of hours.

Where is your office located?

We all work virtually from a space that has secure WiFi and a good environment for getting things done. If we need meeting space we generally utilize one of the many co-working spaces in or near downtown Raleigh.

Where are your events held?

The locations change but we mainly focus on areas near or in downtown Raleigh.

Will a team member be volunteering with me?

Most likely yes. For our main events we will always have at least one Redress team member there too. If you are interested in hosting a booth on your own or representing Redress Raleigh at an event that can be discussed on a case by case basis.

Do you have age requirements?

This depends on the volunteer position, but we try to make sure that many different ages can participate. It is important that you have reliable transportation if you are helping at an event. Many of the committee position tasks can be done virtually but often do require use of your own phone or email address. Any volunteer below the age of 16 will need parental permission to volunteer with us.

Do I have to dress sustainably / only own sustainable fashion?

We don't expect anyone to purchase new wardrobes. If you are volunteering at an event, we will expect you to dress professionally but do not require you wear only sustainable brands. We do expect you to have a basic understanding of sustainable fashion and why Redress Raleigh feels it is important (you can get this information from our website).

Additional Questions?

Please contact Beth Stewart at beth@redressraleigh.com.

TYPICAL EVENTS

Fashion and Textiles Mixers

- Held quarterly
- Social event focused on networking
- Goal: provide a forum for connections within the industry

Who's Who in Fashion and Textiles

- Future goal of being held quarterly
- Theme changes each time
- Has invited speakers but is a roundtable / intimate style event
- Goal: highlight positive changemakers in the fashion industry

Educational Events

- Future goal of being held twice a year
- Can be a partnership with a similar organization
- Goal: deep dive into a facet of the fashion industry

Better Threads Bash

- Postponed due to coronavirus, but will be annual
- Signature event with fundraising elements
- Goal: Celebrate the role fashion and textiles plays in our lives and suggest more sustainable choices individuals can make

