

# USAWE Affiliate Organization Handbook



This Handbook contains valuable information for Affiliate Organization leaders.  
Please read and share it with your leadership team.

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# 1 Welcome!

You are now a “USAWE Recognized Affiliate Organization.” Congratulations!

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 USAWE involvement. You are encouraged to build and maintain good working relationships with everyone you encounter 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 each other.

## 1.1 Ready? Let's get started!

For questions, concerns, or ideas, please contact the Affiliate Organization Program Coordinator at [AffiliateOrganizations@USAWE.org](mailto:AffiliateOrganizations@USAWE.org). They can also assist with any AO billing or renewal questions.

Further contact information can be found here: <https://usawe.org/corporate/committees/>  
<https://dev25.usawe.org/about/committees/>

# 2 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.

## 2.1 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, Non-Profit, DBA, etc.).
- AO policies and procedures must not 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 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 made by filling out the Info/Update form annually and paying annual dues at the current rate when joining or renewing. Affiliate Organization payments are due by the end of each calendar year.
- The AO must abide by the USAWE Social Media Policy for Affiliate Organizations and Code of Conduct for Members.
- Annually, at least one Affiliate member must take the rules test and file the reports. An Affiliate member who has taken a rules test as a Licensed Official (LO) or Professional Instructor (PI) will fulfill the AO rules test requirement.
- At least one Affiliate member must file an annual Year-End Activity Report.
- Report events and dates to the Regional Director.

## 2.2 Benefits

- Quarterly Affiliate Organizations Networking Zoom Meetings will be held to meet other AO Leaders and share ideas and challenges.
- Affiliate Organizations will be listed on the USAWE website by region, state, and city. The listing will include a brief description of the AO's functions and activities, a point of contact, their logo or a 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 events calendar as they are submitted for listing.
- The AO may use the USAWE Affiliate Organization logo on its website and advertising. The USAWE logo may only be used for Licensed Shows.
- The AO is eligible to receive one subsidized vinyl USAWE logo banner.
- Member Designated Funds. 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 allowed to designate \$5 from their current year's USAWE membership dues to the AO of their choice on the annual election ballot. **Only AOs current on their AO dues and who have an IRS Form W-9 on file with USAWE before the cut-off date of October 10<sup>th</sup> shall be listed on the election ballot and be eligible to receive these funds each year.**
- Brochures/Literature are available for AOs to have printed. [\[instructions/link\]](#)
- Access to AO Resources via the website.
- A new AO leader may request a mentor during their first year. A mentor will be a current USAWE AO Leader to give support, discuss ideas, and answer questions regarding starting and growing a new AO.
- The AO Leader will receive invitations to USAWE educational opportunities.
- AOs can make submissions to the USAWE Newsletter.
- Current AOs are eligible to apply for a Trade Show Grant.

## 2.3 Step 1 – Apply

The first step to applying is to fill out this form: [USAWE Affiliate Application / Info Update Form](#). You will need to submit the following:

- AO email address (must be different from regular membership email)
- Legal documentation
- Links to website and social media

## 2.4 Step 2 – Pay Dues

Pay your initial dues/AO Registration Fee. You will receive an email from the USAWE Assistant Treasurer with a link to pay your dues.

To update your information at any time:

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

## 2.5 Step 3 – Next Steps

After applying and completing your initial AO dues payment, you should complete the following:

- If you have not already, send a completed [IRS Form W-9](#) to [affiliateorganizations@usawe.org](mailto:affiliateorganizations@usawe.org). (For receipt 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 Section 7 for details.)
- Add the official USAWE Affiliate Organization logo to your website home page and/or Facebook page (see paragraph 8 for Logo Usage Guidelines.)
- Add a link to <https://usawe.org> on your website and your AO Social Media areas.

## 2.6 Dues Renewal

To renew your AO each year:

- Renewal invoices will be emailed to your AO email address in Oct/Nov.
- Renewals not completed by Jan. 31 will terminate Affiliate status per USAWE Bylaws.
- Affiliates who are terminated will have their listing removed from the USAWE website on January 31.
- Renewal after 31 Jan. is \$100 (\$50 dues and \$50 administrative fee).
- Billing questions? Please email: [affiliateorganizations@usawe.org](mailto:affiliateorganizations@usawe.org)

### 3 Having an AO Mentor

AO Leaders may request a Mentor during their first year as a USAWE Affiliate Organization. A Mentor in the new AO Leader's region will be assigned, or a particular person can be requested. A Mentor is a current AO Leader and will help a new AO Leader with questions or concerns, and be able to give tips and ideas on growing AO membership and holding events.

### 4 Affiliate Organizations Rules Test

At least one member of the Affiliate will take the rules test once initial dues are paid, then tests are done annually. The Affiliate member who takes a rules test as a Licensed Official (LO) or Professional Instructor (PI) will fulfill the AO rules test requirement.

### 5 Filing Reports and Memo of Understanding (MOU)

At least one member of the Affiliate will file the reports and complete the MOU annually. A short Google form will be sent to all AO leaders at the end of the year to report on activities done during the past year.

Information about activities/events and shows (Licensed and Schooling) should be forwarded to the AO's Regional Director so they can be posted on the Region's FB page.

MOU is part of the [AO Information Update Form](#). This form can be filled out anytime and multiple times if needed during the year, but will be sent to all AOs to fill out at the beginning of each year in Jan/Feb.

### 6 Affiliate Organization Listing on the USAWE Website

The most valuable perk you receive as a USAWE Affiliate Organization is a listing on the national organization website. Your logo, contact information, and a blurb about your AO will be listed. You can update any of this information any time by filling out the [AO Application/Info Update Form](#). (See paragraph 2.5 instructions for sending your logo.) Check out the other AOs on our listing pages to see what others are saying about their AOs.

**Please note:** Check your listing to verify it is correct. If there is information you want changed, simply fill out the [AO Application/Info Update Form](#), and let us know what corrections we need to make.

### 7 Affiliate Organization Banner Perk

As a USAWE Affiliate Organization, you are eligible to receive a beautiful 4'x6' vinyl USAWE logo banner for display at all your Working Equitation events. Just fill out this [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. Additional Banners may be purchased.

## 8 Affiliate Organization Authorized Uses of USAWE Logos

All USAWE Affiliate Organizations are authorized to display the **USAWE Affiliate Organization 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 Logos 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 before resizing to avoid stretching or contorting the logo. Please ensure the logos are not altered in any way, including cropping or stretching.

### 8.1 Logo Usage Guidelines

Use of the USAWE Affiliate Organization Logo is exclusive to the Affiliate Organizations, as they are recognized on their USAWE website listing. It must be clear to the viewer that the organization associated with the USAWE Affiliate Organization Logo matches the AO's listing on the USAWE website.

Get the [USAWE Affiliate Organization Logo](#).

These logos may only be added to websites, Social Media, marketing, and advertising materials that identify the name of the Affiliate Organization exactly as it appears on the [USAWE Affiliate Organizations](#) web pages under the USAWE Recognized Affiliate Organizations listings by Region.

These logos may NOT be used in conjunction with any website, Social Media, marketing, or advertising materials that utilize variations on names or connected associations that do not exactly match the name of the Affiliate Organization as it appears on the [USAWE Affiliate Organizations](#) web page under the **USAWE Recognized Affiliate** Organizations listing by Regions.

The USAWE Affiliate Organization Logo must always be associated with the name of the Affiliate Organization exactly as it appears on the [USAWE Affiliate Organizations](#) web page under the USAWE Recognized Affiliate Organizations listing by Region.

**USAWE Logos may NOT be used as a profile image in any way.**

Only USAWE Licensed Shows may use the USAWE Organization Logo for marketing purposes.

If you are not sure of usage, email [affiliateorganizations@usawe.org](mailto:affiliateorganizations@usawe.org).

## 9 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 networking opportunities with other AO leaders to share ideas, build new friendships, etc. Each meeting will have an agenda to help guide the conversation.

These meeting dates and times may vary, but they will always occur in January, April, July, and October. The meeting dates will be published on the [USAWE Calendar](#). Meeting invites will be emailed in advance to the AO email address given. (not your personal email.) You are welcome to pass along the meeting invite to your AO leadership team.

## 10 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.

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 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. Do not 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 to list your AO on the ballot to receive Member Designated Funds. (See paragraph 2.5 checklist. 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 to be included on the November ballot to be eligible to receive Member Designated Funds votes for the current year.**

As you promote Working Equitation in your area all year long, don't be shy about letting people know you are a 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.

### 10.1 Sample Email to Solicit USAWE Member Designated Funds Votes

Here is 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 an opportunity to participate in the wonderful sport of Working Equitation. Thank you for being a great part of that group.

Did you know 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 can 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 a 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 join now so you can participate in the upcoming election. [Click here to join USA Working Equitation today!](#)

Happy riding! [SENDER NAME]

## **11 USAWE Social Media Policy for AOs**

This Social Media Policy governs the commentary via social media by USAWE Recognized Affiliate Organization representatives when acting as a USAWE Affiliate Organization representative or when it can be perceived as acting as a USAWE Affiliate Organization.

For this policy, social media means any tool for online publication and commentary, including but not limited to blogs, Facebook, LinkedIn, Twitter, Instagram, Snapchat, YouTube, and any other similar media outlet.

This Social Media Policy does not limit a person's right to post their opinions as an individual, when not acting as a USAWE Affiliate Organization or its representative.

### **11.1 Statement of Policy**

USAWE Recognized Affiliate Organizations may use social media as a conduit for conveying their activities in the WE environment. All uses of social media must follow the same ethical standards as outlined in the Code of Conduct (Officers and Directors) or Code of Ethics (Licensed Officials and Coaches).

USAWE Recognized Affiliate Organizations or their representatives may not represent themselves as an authority for the National Organization on social media.

### **11.2 Following the Policy**

USAWE Recognized Affiliate Organizations and their representatives must make every effort to consider all options within the context of appropriate civil behavior when responding to comments on social media, including the option of no response.

It is best to err on the side of caution. When in doubt, do not post, comment, or engage. If you are unsure whether something is appropriate to post on social media, contact the Ethics Committee before making the post live. ([ethics@usawe.org](mailto:ethics@usawe.org))

If, for whatever reason, you take an action that conflicts with this policy, you may be contacted by the Ethics Committee to resolve the situation and may be asked to withdraw, correct, or revise the posting.

Failure to adhere to this policy or to the resolution determined by the Ethics Committee may result in suspension of membership or AO Recognition.

### **11.3 What You Should Do**

- Disclose your affiliation. If you talk about USAWE matters that are within your role as a USAWE Recognized Affiliate Organization, you must disclose your affiliation with USAWE.
- State that it is your opinion. You must state that the views are your own. No one should speak on behalf of USAWE without express permission.
- Keep your comments respectful, professional, and helpful. Respectful discussions are a way for the sport and the organization to grow.
- Protect yourself. Be careful about what personal information you share online. Act responsibly and ethically. Do not misrepresent yourself.
- Honor our differences. USAWE will not tolerate discriminatory comments of any kind (including age, sex, race, color, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, or marital status, or any other legally recognized protected basis under federal, state, or local laws, regulations, or ordinances).

### **11.4 What You Should Not Do**

- Do not publish, post, or release information that is considered confidential.
- Do not discuss any legal issues.
- Do not use any USAWE logos unless expressly permitted, and only in such manner as is expressly permitted.

## **12 USAWE Community Code**

- USAWE is dedicated to good horsemanship and committed to fostering camaraderie and good sportsmanship in all our events. To that end, we ask all our members to:
- Make decisions, in training and competition, with the welfare of your horse foremost in your mind.
- Support others: encourage those new to the sport and actively seek ways to help them learn.
- Be considerate of those contributing their time to put on events. Be courteous to officials, organizers, staff, and volunteers.
- Be honest in your dealings with others and demonstrate personal integrity in your words and deeds.

- Volunteer whenever you are able. By donating your time at local events or in service to the national organization, you are helping to grow this sport.

## **13 Affiliate Organization Resources**

The [USAWE Affiliate Organizations Resources page](#) offers multiple resources for AO leaders.