

## MOD COUNCIL HANDBOOK

Last Updated: 9/22/2021

### **Mission**

The Modernists is a group of individuals who challenge traditional norms and explore new ways to establish the National WWI Museum and Memorial as a dynamic force in Kansas City culture and a renewed birthplace of entrepreneurialism, spirit and local pride.

### Goals

- Provide innovative opportunities for young professionals to be involved
- Gain long-term Museum and Memorial support from young professionals
- Provide support and visibility to the Museum and Memorial
- Link nationally and internationally with other organizations
- Create meaningful events to engage young professionals

### Membership Talking Points

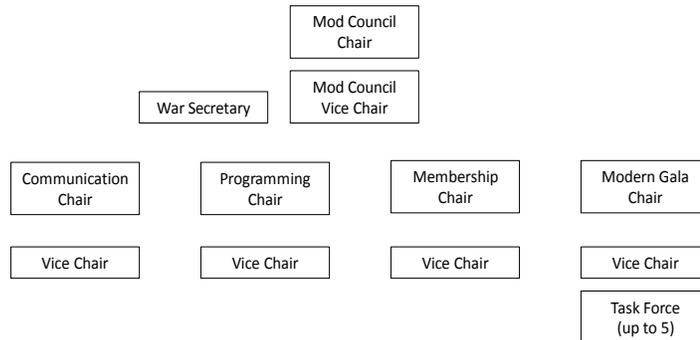
- We boast a national landmark right in Kansas City's front yard which remains a strong local, national and international symbol of our nation's identity, determination and ability to make a statement to the world
- The Modernists will focus on the Museum and Memorial and its place in a thriving, growing city
- We will explore ways to help gain exposure for Kansas City start-ups and businesses through events, series, happy hours and collaborations
- Benefits of being a member:
  - One year unlimited Museum and Memorial admission for cardholder
  - Additional tickets available at half price
  - Free or reduced admission to educational programs and Modernist programs
  - 10% discount in the Museum and Memorial Store
  - 10% discount at the *Over There Café*
  - Exclusive members-only offers, discounts and special events
  - Networking and professional development opportunities
  - Discount on admission to the Nelson-Atkins Museum of Art, the Museum at Prairiefire and the American Jazz Museum

### How to become a member

- Online at [themodernists.org](http://themodernists.org)
- Onsite at Modernist events or at the Museum and Memorial gift store

- Phone 816.888.8129
- Mail brochure

## Mod Council Structure



- Mod Council memberships generally begin on Oct. 1 and end on Sept. 31 of the next year.
- Applications to join the Mod Council will be available July 1 – July 31 each year.
  - Current Mod Council members must complete an application to be considered for service for the upcoming year in order to gauge interest in upcoming years' service.
  - People interested in the Chair position will be asked to complete a few additional questions as part of their application.
  - Current Modernist members will be sent the application.
- Staff oversight
  - Mod Council members will be recommended by Museum and Memorial staff and submitted to Mod Council for discussion and approval at August Mod Council Meeting.
    - Vice Chair does not automatically serve as Chair the next year.
    - Chair will be able to provide input on Vice Chair selection.
- Terms
  - 1 year term for Officers
  - 1 year term for Area Specialists
  - 1 year term for Mod Gala Task Force members

## Position Expectations and Descriptions

### Expectations

- Maintain a current Modernist membership.
- Attend events. Promote The Modernists and our events on social media and with your network.
  - Please do not make any personal post about any Modernist event or news before the Modernists have had the opportunity to share with followers and do not post about any Museum and Memorial event or news before the Museum and Memorial has had the opportunity to share with followers.
- Share ideas and expertise to improve The Modernists.
- Be passionate about the National WWI Museum and Memorial.
- Set a good example. As a representative of The Modernists and the Museum and Memorial, we expect your behavior to reflect the institution. Should behavior reflect poorly on the organization, Museum and Memorial staff retain the right to reconsider your position on the Mod Council.

### Position Descriptions

- Chair: Attends monthly meetings (last Wednesday of the Month at 5:30 p.m.), organizes monthly reports to send to the War Secretary, takes lead on projects pertaining to their area and acts as project manager to ensure tasks are completed
- Vice Chair: Attends monthly meetings, supports the Chair in the above, manages budget and special projects
- Mod Squad: Attend Retreat, maintain an active Modernist Membership, attend Happy Hours and regular Museum and Memorial programs, promote The Modernists in the community and commit to volunteering their time to supporting the National WWI Museum and Memorial.

### Area Specialist Descriptions

- The Mod Council shall plan and execute 4 programs/events per year that require the resources/staffing support of the Museum and Memorial, as well as the Modern Gala fundraising event. In advance, themes, concepts, proposed partnerships, potential sponsors and budgets with projected expenses should be presented to the Mod Council for approval. The Officers will consult with the Individual Giving Specialist to approve and/or gather additional resources.
- The Museum and Memorial is committed to assisting the Mod Council where needed. Individual Giving Specialist or, when needed, other Development staff members, will make an effort to attend relevant meetings and events to provide support and guidance.

### *The Executive Committee*

The Executive Committee comprises of the Board Chair, Vice Chair and War Secretary. The Executive Committee calls and conducts the monthly board meetings, sets the agenda and facilitates discussion. Collectively, this group will act as a liaison between the Mod Council and the Individual Giving Specialist. Members of the Executive Committee may be called to head special task forces or projects.

The Chair and/or Vice Chair are expected meet regularly with the Museum and Memorial staff to discuss Mod Council meeting agendas, program budgets and financial goals, coordination with Museum and Memorial events and staff, and the overall vision and direction of the Modernists.

The War Secretary oversees collecting updates and sending out the Mod Council meeting agenda, keeping minutes at meetings and sending the minutes to the Mod Council after each meeting.

### *Membership*

The Membership chairs are tasked with engaging current members and recruiting new members to the Modernists. The Membership chairs will have a physical presence at Modernist and Museum and Memorial events. The Membership committee seeks out innovative ways to add value to the Modernist membership by finding and offering new perks of membership, creating new opportunities for members to get involved and interact and executing meaningful ways to engage members. The Chairs will oversee staffing and activities at the monthly Modernist Happy Hours. Membership will oversee the Birthday Club, which will send out birthday cards to current members each month on behalf of the Modernists. Membership will also work on developing a merchandise sub-committee for Modernist merch.

### *Programming*

The Programming chairs develop and execute a calendar of cultural, historic and intellectual programs for the Modernists. Programming will work with Mod Council to brainstorm ideas for programs and propose a calendar of events for the upcoming year. The Chair and Vice Chair will

coordinate with Museum and Memorial timetable of events and appropriate staff, if necessary. With support of the other chairs, Programming will organize and delegate action items for each program, work with local partners to create cross-promotional opportunities for value-added programs, discounts for space, drinks, food, etc., and help coordinate day-of logistics. The Programming chairs will oversee the Modernist book club and help schedule events within the overall Modernist calendar of programs. Educational and historical content to be used in events or programs shall be submitted to the Individual Giving Specialist who shall seek approval from curatorial or education staff..

### *Modern Gala*

The role of the Modern Gala Chairs and Task Force is to plan and assist in the execution of the annual fundraiser, including asking for donations of goods or services. The Chair and Vice Chair are expected to hold regular meetings leading up to the Modern Gala and employ a group of individuals to help with the vision, branding, execution, promotion, timeline, strategic partnerships of the Modern Gala. The Chair and Vice Chair will oversee the Gala planning and work closely with the Executive Chairs and Museum and Memorial staff to discuss sponsorships, budget, fundraising and attendance goals and community partners. The Chairs will also collaborate with Communications to plan and roll out promotion of the gala in a timely fashion.

### *Communications*

The Communications Chairs will be the mouthpiece and marketing arm of the Modernists. The Chair and Vice Chair are expected to plan and execute a marketing and communications plan for the year and for specific programs, events and projects in coordination with the Museum and Memorial's Graphic Designer & Social Media Manager. Communications will use thoughtful and creative ways to promote Modernist events, programs and other local initiatives, establishments and events that have a relevant tie-in to the mission of the Modernists. The Chairs will oversee social media communication to new members, regular follow-ups and check-ins, consistent and frequent social media posts, and public-facing messaging and branding. Communications will collaborate with the Mod Council to support initiatives, programs and projects. Museum and Memorial will provide a Branding Guideline to members of the Communications committee

### **Partnership and Sponsorship Recruitment**

The National WWI Museum and Memorial staff maintain oversight over all Modernist and Mod Council activities. No partnership shall be formed, or contract executed, on behalf of the Modernists or Mod Council without written approval by a Museum and Memorial executive staff member.

### *Partnerships*

- Consult with Museum and Memorial staff before confirming
- Strive for diverse partners who increase Modernist reach
- Partnership offers promotional opportunities via Modernist newsletter, social media messages, onsite presence, and possible mention at events
- Partner agrees to cross-promote event / partnership

### *Sponsorship*

- Lead sponsor will be guaranteed one Mod Council position per year
- Utilize sponsor materials developed by Museum and Memorial staff
- Develop cash and in-kind prospect list based on connections
- Review with Museum and Memorial team before confirming sponsorship
- Provide assistance, if needed, for follow-up and securing donation