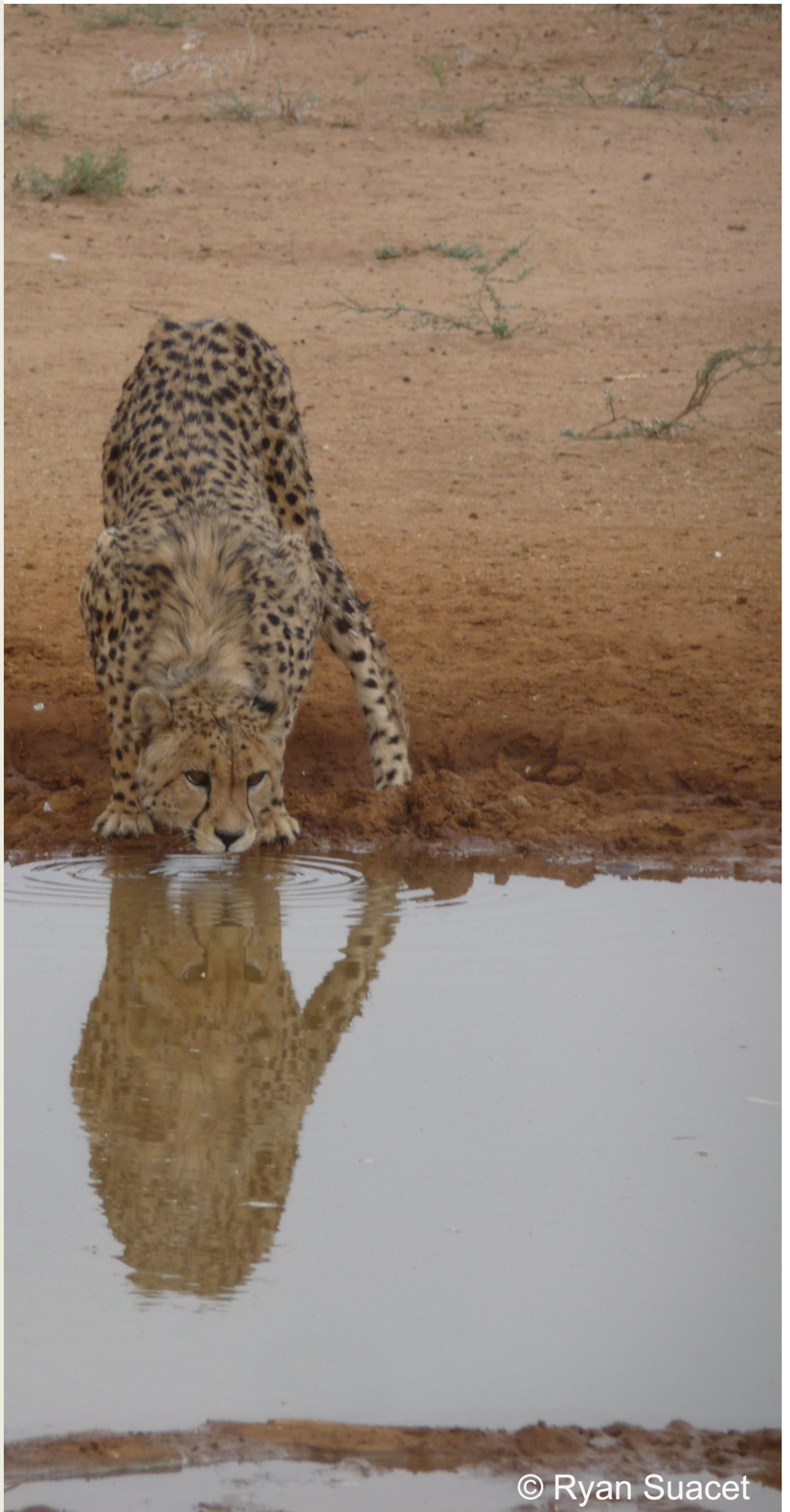


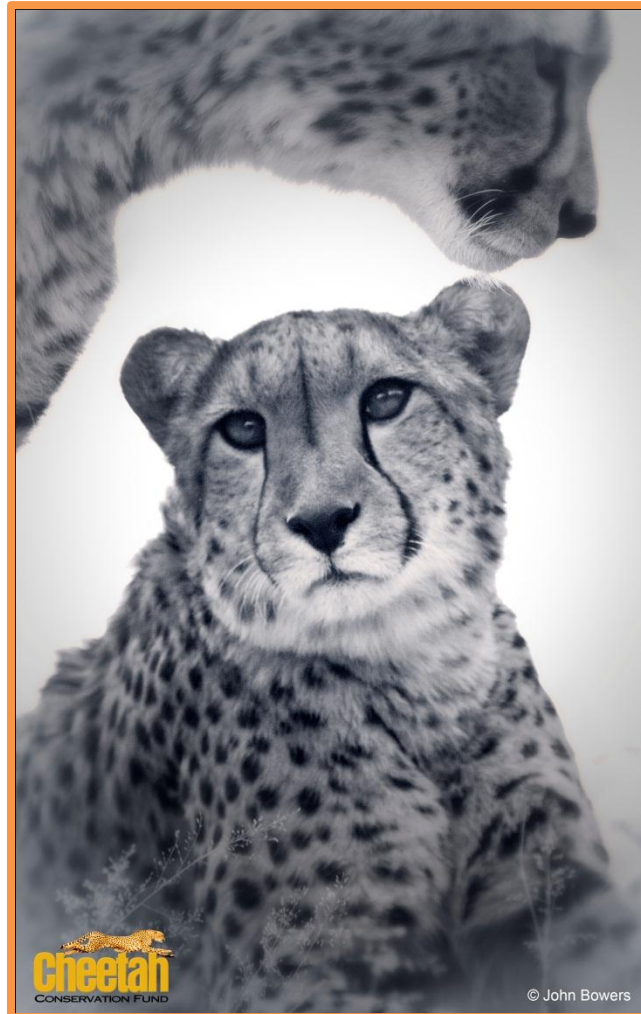
Cheetah Conservation Fund Chapter Guidelines



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Welcome to the Cheetah Conservation Fund!

Thank you for choosing to help CCF, help the cheetah, win the race against extinction. Your support will help our Chapters grow and we thank you. These Chapter Guidelines were created to assist you in the formation and management of your Chapter. We hope you find them useful, if you have any questions about the contents, please contact heather@cheetah.org.



CCF's Mission

Cheetah Conservation Fund strives to be the internationally recognized centre of excellence in the conservation of cheetahs and their ecosystems. CCF will work with all stakeholders to develop best practices in research, education, and land use to benefit all species, including people.

CCF Chapter Goals

CCF's USA Chapters and affiliate International organizations (such as CCF UK and CCF Canada) serve as the backbone of the Cheetah Conservation fund around the world. They raise the majority of the necessary funds for CCF in Namibia which works worldwide in cheetah conservation efforts. These efforts consist of groundbreaking education and public outreach; applied conservation biology and management; influential public policy; and cutting edge science and genetic research.

Fundraising

The main goal of USA Chapters is to raise funds for CCF's worldwide work. The minimum yearly fundraising goal for a well-established Chapter is \$50,000. When a Chapter is starting out it is anticipated that the goal will be significantly lower. The minimum yearly fundraising goal for a new chapter is \$2500. It is expected that Chapters will bring in between \$15,000 and \$20,000 in their fifth year of operation. There are many tools and platforms available to help with this goal, see the fundraising section for more details. The importance of this fundraising work cannot be understated. These funds serve as the blood that keeps the body of CCF's work alive—in Namibia, Kenya, Iran, Algeria, Ethiopia, Pakistan and other places where wild cheetahs may have a chance to survive. US Chapters raise proportionally the most funds worldwide due to the USA's liberal non-profit tax laws.

Visitation

Our Namibian Headquarters in Otjiwarongo is our pride and joy. We want to share our work first-hand with everyone. Our headquarters are open year round to guests; they can meet cheetah ambassadors and see our innovative programs in action. Chapters should promote visiting CCF Namibia at every opportunity.

Education

The USA Chapters are responsible for sponsoring educational lectures that also function as fundraising events. Twice yearly, Dr. Laurie Marker, founder and Executive Director of CCF, embarks on a USA lecture tour in conjunction with her visits to the UK and Europe. These events are meant to increase awareness, educate the public about the work being done in Namibia, as well as raise funds. The 2014 Spring Tour also functioned as a platform for promoting *A Future for Cheetahs*, a book co-published by Cheetah Conservation Fund, Dr. Laurie Marker and Suzi Eszterhas, who is a prominent wildlife photographer and CCF supporter. Chapters are encouraged to hold educational events at other times of the year. Some suggested events also include but are not limited to, guest lectures (pertaining to similar conservation work and with CCF approval) or sponsoring CCF Namibia staff lectures (either in person or via web platforms such as Google+). Any ideas for broadening the

audience for the, educational and scientific, work done by CCF are welcome. Please see page 16 for a list of additional ideas.

Requirements for Organizing a Chapter

The minimum number of members for a Chapter starting out should be at least three individuals. These people will form the:

Chapter Leadership Board

Chapters require at least three individuals committed to leadership roles. These individuals should be selected based on availability, capability, and reliability. Leadership Board members are responsible for managing the operations of their CCF chapter at a local level. They will be called upon to structure committees designated to working toward the following goals: community outreach, financial development and event planning. The leadership board, in conjunction with CCF USA and CCF Namibia, will set yearly strategies for their Chapter involving outreach, development and events. The plans for the following year should be submitted for approval by no later than July 1st. This enables CCF USA to provide greater assistance to all Chapter projects, cross-promote events and maximize inter-Chapter participation. In the formative year of any Chapter it is expected that the leadership board, in conjunction with CCF USA will actively pursue local participation and increase their member base.

Chapter President - A person dedicated to CCF's cause, an individual with good leadership skills, someone who understands the crucial importance of volunteers. This person will be responsible for coordinating the community outreach committee of the Chapter.

Chapter Treasurer - A person dedicated to CCF's cause, an individual with good fiscally responsibility and attention to detail. This person will coordinate the financial development committee of the Chapter and be in direct contact with local donors.

Chapter Secretary - A person dedicated to CCF's cause, an individual with good organizational skills that can attend all chapter meetings (in a virtual capacity) and keep records. This person will be responsible for coordinating the event planning committee.

When your Chapter Begins to Grow

By the end of a Chapter's first year the number of members is expected to increase significantly through active recruitment. Once the Chapter gains 12+ members, leadership must begin formally organizing Chapter members toward common goals through:

Chapter Member Committees

These may not be an initial necessity, but as membership increases and the Chapter is more active, it is essential that Chapter leadership will begin the formation of committees. Committees should consist of individuals that work well within a team; they have specialized skill-sets and the dedication to see potentially large projects through to completion. Committees can be groups of individual members that form quickly in response to a specific event or need. Committees could also be fixed groups focused on cross-Chapter promotion or long-term economic growth.

Chapter Member Volunteers

These people are the chapter's support system. They will be individuals that are passionate about CCF and cheetahs. They may have recently visited CCF Namibia and decided to volunteer their time from home. They may not have the time to be as involved as a board member or committee member but capitalizing on their commitment, keeping them active, engaged and informed is key to the Chapter 's success. These individuals will assist in calling campaigns, attend to promotional/educational tables at festivals, sell merchandise, or mail thank you cards after events or donations. Member volunteers could have a specialized skill. They could be a photographer that donates their time to come out and take photos at events or a zookeeper that volunteers to hold a cheetah talk.

Chapter Interns

Chapter internship is an application and merit based opportunity for students or recent graduates to gain work experience and boost their resume. These are yearly un-paid positions and the participants must sign a contract obligating them to fulfill a full year. Chapter interns report to chapter leadership and the Chapter Liaison and work closely with the chapter member committees. Each chapter can have up to three interns per year. The chapter intern program is voluntary. Chapter leadership can opt out of having a CCF intern.

Reasons for termination of a volunteer position

All volunteer positions are not equal in their responsibility and time commitment. Accepting the role of Chapter leadership will require an initial investment of time and may require a great deal of long term oversight. A Chapter volunteer for events will only need to report at certain times and long-term throughout the year; however, their participation at those times is crucial to the success of an event. **When an individual makes the commitment to take on a project or to work at an event, they should expect to be held accountable.**

CCF realizes that there will be times when Chapter members need to take time away from their responsibilities as volunteers. It is the responsibility of every individual to let CCF and

Chapter leadership know when there are unexpected interruptions in their ability to perform volunteer duties.

The following examples are situations where notice should be given: illness, school, vacation, military service, prior engagement, Doctor's appointments, or family/work emergencies. Chapter leadership and CCF are to honor these situations NO QUESTIONS ASKED. Under no circumstance should the volunteer be asked to provide proof or documentation for these absences.

If appointments, meetings or obligations are habitually cancelled due to any reason other than listed above, the Chapter Leadership must make every effort to figure out why that volunteer is not participating in an appropriate way. There may be a fixable underlying issue within the chapter that is causing this volunteer to lose interest.

If appointments, meetings or obligations are habitually missed without notice (3 or more occurrences) it should lead to termination of the volunteer position. It is always encouraged that Chapter leadership will speak with any individual who is not upholding their obligations and not communicating. If mediation and assistance is required the Chapter Liaison will be available.

CCF will not tolerate the following behaviors and they are grounds for immediate termination of a volunteer position:

Slander: disparaging and inflammatory remarks about CCF, CCF founder or staff.

Harassment: the act of systematic and/or continued unwanted and annoying actions of one party or a group, including threats and demands.

Theft: intentionally and fraudulently taking personal property of another without permission or consent and with the intent to convert it to the taker's use.

Assault: threat of bodily harm coupled with an apparent, present ability to cause the harm.

Affirmative Action policy

It is hereby reaffirmed that the Board of Directors of Cheetah Conservation Fund has adopted a policy of non-discrimination and affirmative action in conformity with applicable federal, state, and local laws, to provide equal and open employment opportunity in all aspects of the employer/employee relationship, including recruiting, hiring, promotion, training, educational reassignments, discipline and termination of employment to all personnel without discrimination on the basis of race, age, sex, color, national origin, physical or mental handicap or disability, or any other classification protected by law.

Chapter Meetings

Chapter meetings are essential to the successful operation of any volunteer organization. Meeting frequency will depend on the geographic distribution of the Chapter and general availability of the chapter committee members and volunteers, as well as the yearly itinerary. Meeting frequency will be expected to increase in anticipation of upcoming events. Minutes will be taken at every meeting by the board secretary. Submit copies of all chapter meeting minutes to the Chapter Liaison and Communications Assistant within 14 days after the meeting.

Keys to a productive meeting

- Schedule your conference call time or send out Skype invitations at least a week in advance.
- Distribute a meeting agenda within a week of the scheduled meeting.
- Stick to the scheduled start time and try to project an end time so that everyone stays on topic.
- Stick to the agenda.
- See that all members have a chance to participate.
- Ensure that assignments are clearly understood.
- Distribute minutes within a week of the adjournment of the meeting.

Cross Chapter Meetings

CCF Chapter members are a support system for each other. If the Chapter needs feedback or advice, reach out to other Chapters. If another Chapter has made a big accomplishment or reached a milestone it is a great idea to find out how they did it and learn their experiences along the way.

Twice a year (or more) prior to Dr. Marker's spring and fall tours, a call will be held between the Chapters to discuss the plans for the upcoming events. This will allow everyone to hear what is happening at events all over the country. The CCF Chapter Liaison will assist in arranging cross chapter meetings.

Chapter Leadership Conferences

It is not a requirement for chapter members to meet in person on a regular schedule but it is recommended that once per year a Chapter Leadership conference is held. CCF staff will develop plans for these conferences.

Meeting with CCF Staff

CCF's Chapter Liaison will call the Chapter Leadership Board at regular intervals to check in about the Chapter's activities; hear about the past two weeks of activities; the upcoming programming; and also answer questions. The frequency of these meetings will depend on the Chapter's upcoming agenda. The phone conversations with the Chapter Leadership Board should be 5-15 minutes in duration.

All chapters are required to submit monthly email updates to the CCF Chapter Liaison on the first day of every month. The update should include a list of events during the previous month and additional noteworthy news. We would like to hear about the Chapter's activities, and we encourage the sharing of ideas (and photographs).

Constituent Records

The Cheetah Conservation Fund (CCF) is committed to safeguarding the privacy of its constituents. CCF is the sole owner of and the only organization that uses the information collected. CCF does not sell, share, or rent this information to others under any circumstances.

Upon request, Chapter members will be given access to contact information on CCF donors and prospects for the sole purpose of communicating about to CCF sponsored events. At no time should this contact information be shared with third parties. Donor information will not be shared with Chapter volunteers.

Whenever Chapter volunteers collect contact information from people who attend an event or sign up at an information booth, the contact information should be forwarded to CCF's Constituent Relationship Manager along with any notes or information. Anyone who the Chapter communicates with on a regular basis, on behalf of CCF, should be in the CCF USA database.

Communications

All communications bearing the CCF name and logo will be monitored and approved by the Chapter Liaison and Communications Assistant. In the absence of the Chapter Liaison and Communications Assistant, the Director of Operations and Finance will monitor and approve all communications. The CCF name, logo, and materials are protected by copyright laws worldwide. The use by unapproved groups of the CCF name, logo, and materials constitutes the infringement of our trademarks and copyrights, which carries the potential for serious legal consequences. Usage licenses for CCF intellectual property are only available after

submission of the CCF Chapter Agreement. Continued usage of these materials is dependent on compliance with CCF requirements.

Websites

All CCF chapter websites, social media pages and blogs will be approved by CCF's Chapter Liaison and Communications Assistant before being developed. Administrative rights, for all CCF chapter websites, should be shared with the Chapter Liaison and Communications Assistant and they will have final authority to post and/or remove any content.

Social Media

Chapters have great success recruiting and advertising events through social media. CCF requires that Chapter pages are clear that the group is a Chapter of CCF so that the page is not confused with the organization as a whole. Stay updated and share CCF events on the Chapter page and share Chapter events with CCF staff for posting.

It works well to advertise the Chapter's fundraising progress through Facebook and Twitter. Get creative. Start a group or event that connects friends to the Chapter's fundraising page. Use the Chapter's status to update people on Chapter progress and encourage friends and family to share posts to all of their connections. Post photos and videos that demonstrate the impact of donations.

Don't forget to thank donors who support the cause. Reach out to them privately with a personal note or phone call, and ask for their permission to thank them publicly. It works particularly well to use the Chapter's Facebook status to recognize supporters as this encourages others to donate as well.

Invitations

Any invitations sent out for events must be approved by CCF's Staff before being sent. The mailing list will be provided by CCF's Constituent Relationship Manager with criteria set by CCF's Director of Operations and Finance. If additional invitations are sent out by the chapter, the contact name and address should be sent to CCF.

Press Release

All press releases should be approved and sent out by CCF Staff.

Money Handling

Volunteers, their spouses, friends or business associates should not benefit monetarily from any CCF interaction.

Minimizing Chapter Expenses

Every effort should be made to minimize expenses of the Chapter. For events, it is important to start very early to try to get all refreshments, chairs, tables, room rental, audio-visual equipment, raffle prizes, auction items, speakers, even caterers' services, etc., donated. Even administrative items such as paper, envelopes, stationery and flyer design, software, and postage can be obtained for free or at a reduced rate.

In-Kind Donations

If supplies are donated or if volunteers spend funds for chapter event supplies, this may be considered legal In-Kind Donations for which official CCF receipt letters can be requested.

Expense Reimbursement

All Chapter expenses requiring reimbursement must be pre-approved by the Director of Operations and Finance before they are submitted. Under no circumstances may someone keep monies to reimburse themselves for expenses. If there is a PREAPPROVED reimbursement, continue to send all monies collected to CCF following proper protocols as described above. CCF will then reimburse the PREAPPROVED expense. Do not reimburse independently.

Event Funds

At least a month prior to the scheduled event, Chapter leaders should request enough Square® readers for the merchandise and donation table volunteers. It is mandatory that everyone read CCF's directions for accepting Square® payments and that everyone has a phone-in training session prior to taking any payments.

Any monies collected at an event must be sent to the office within 14 days of the event by certified mail. Send the checks (made out ONLY to Cheetah Conservation Fund or CCF), credit card vouchers and monies (cash in form of money order) to CCF/USA HQ in Alexandria, VA. Please provide a clear accounting of all payment (s) being sent (An Excel spreadsheet is best).

Tax Acknowledgements

Tax acknowledgements will be sent by the CCF USA office within 5 business days of receipt of the donation or purchase. The fair market value of any purchase will be deducted from all tax acknowledgements.

Bank Accounts

CCF Chapters (USA) should not open a bank account. All financial transactions should be handled through the CCF USA office. If cash is collected at an event, a money order should be purchased and the money order should be sent to the CCF USA (P.O. Box 2496, Alexandria, VA 2230) office along with any supporting documentation of the transaction(s)

Solicitation

All solicitation must be approved by CCF's Executive Development Assistant or CCF's Director of Operations and Finance.

Mailings and Emails

All mail and email solicitations should be sent through the CCF USA office. At no time should Chapters solicit for monetary donations independent of CCF staff.

In-Kind Donations

All companies solicited for in-kind donations should be coordinated by the Chapter Secretary and Chapter Treasurer to make sure no company or individual is overburdened with solicitations. Tax acknowledgements for in-kind donations must be issued by the CCF USA office and a written request must be made. Anyone asking for an in-kind donation should be given an in-kind donation form so they can submit their donation to the CCF USA office for tax acknowledgement.

Partnerships

CCF has mutually beneficial partnerships with other conservation based organizations. The chapter can choose to partner with local organizations too. When considering the best local organizations to partner with, think about how the partnership will benefit both parties. The best way to have a mutually beneficial arrangement is if both parties are working toward parallel goals. The goal could be as broad as conservation education or as specific as promoting awareness of Anatolian shepherds as livestock guarding dogs. See the following examples of appropriate organizations: Licensed Anatolian shepherd dog breeders and rescues, local wildlife rescue groups, local organizations that promote keystone species and top predator preservation, AZA accredited zoos, wildlife photography clubs, art galleries that promote wildlife art or African art and artists.

Event Management

Holding a chapter event is a great way to communicate CCF's message and to gain new chapter members. Chapters can host lectures, participate in festivals by renting a booth or table, hold silent auctions, organize informal meet-up groups or host online discussions. It is sometimes advantageous to participate in an event that has already been established, where people with similar interests will naturally be in attendance. Members will need to make the appropriate contacts to ensure the chapter gets the correct representation for these events.

Approval

All events or event participation must be approved by CCF's Executive Development Assistant and Director of Operations and Finance. The CCF staff, Executive Development Assistant and The Chapter Liaison, will serve as advisors for CCF approved events. The event checklist should be on file in the CCF USA office at least 4 - 6 weeks prior to the event.

Logistics and Accountability

CCF uses Basecamp® to manage chapter events. CCF is an international organization so organizing an event across multiple time zones and with multiple people requires a platform that can maximize accountability through all the planning phases. Chapter members involved in planning and providing services for an event are required to utilize this project management application. For access to CCF Basecamp® please contact the Chapter Liaison, who will also be included in all Chapter projects.

Communication

Any communication sent out to promote an event must adhere to CCF's communication guidelines. Chapter leadership should be prepared to submit a logo and photos to outside organizations who may be promoting the event. Contact the Chapter Liaison and Communications Assistant to attain these materials. Requests for assistance in creating promotional materials must be submitted no later than 4 weeks prior to the event. The Chapter is responsible for the cost of printing promotional materials unless a request for reimbursement has been pre-approved by the Director of Operations and Finance.

Insurance

All events must be adequately insured and a copy of any necessary insurance paperwork must be on file in the CCF USA office before the start of the event. Any event with a cheetah ambassador or a dog present requires additional insurance. Please check with the Director of Operations and Finance for additional information concerning insurance.

Licensing

All local ordinances for licensing must be adhered to. For example, liquor licenses may be required. Copies of all licensing paperwork should be sent to the Director of Operations and Finance for filing.

Formal Agreements

All participants that provide services for any CCF event should sign a memorandum of understanding (MOU). This includes but is not limited to: guest lecturers, photographers, or artists donating work. This will ensure that all obligations and expectations are properly laid out in advance.

Corporate Sponsorships

We encourage CCF Chapters to seek corporate sponsorship for events. To maximize the benefit of corporate sponsorship, before approaching a company for a corporate sponsorship, please communicate and receive approval from the Director of Operations and Finance. This will assure that the company is not already being solicited by CCF for other opportunities.

Fundraising

- **Silent auctions and live auctions**

There will likely be many people in the Chapter's area willing to donate products and services toward a CCF silent or live auction. Anything from pet grooming to vacation packages can be auctioned. Just make sure to get all the necessary documentation for each item to ensure the validity of the offer prior to the event. It is a good idea to consider the event audience when lining up auction items and when in doubt get products and services universal in their appeal.

- **Donations**

Every event, no matter how small should have a way to collect donations. To enhance guest participation the chapter could set a target goal to give guests something tangible to donate towards. For example: X-chapter is working tonight to raise enough money, through donations, to sponsor 10 Livestock Guarding Dogs for a year. It gives the event participants a set amount and a way to see their progress toward this amount.

- **Merchandise**

Merchandise may be sold at events. The merchandise should promote CCF's mission and vision and should be approved by the Director of Operations and Finance. CCF

USA has pre-approved merchandise available and can assist in developing a sales plan for your chapter's event. If CCF's Logo or Name is used, please adhere to CCF's Logo usage guidelines.

Please see the Supplemental Materials section for more fundraising ideas

Event Funds

At least a month prior to the scheduled event, Chapter leaders should request enough Square® readers for the merchandise and donation table volunteers. It is mandatory that everyone read CCF's directions for accepting Square® payments and that everyone has a phone-in training session prior to taking any payments.

Any monies collected at an event must be sent to the office within 14 days of the event by certified mail. Send the checks (made out ONLY to Cheetah Conservation Fund or CCF), credit card vouchers and monies (cash in form of money order) to CCF/USA HQ in Alexandria, VA. Please provide a clear accounting of all payment (s) being sent (An Excel spreadsheet is best).

Follow up Correspondence

Always follow up with guests. Make sure there are sign-in sheets or a guest log where people can write their contact information. These records ensure that attendees are invited to future events and they receive thank you emails. Make sure to personally thank anyone that offered up products and services for donation and anyone that made a monetary donation at your event. People should feel good about participating and want to donate with the Chapter again.

Supplemental Materials

Logo Usage Guidelines

CCF's logos are part of the intellectual property belonging to CCF. It is part of our international branding and our marketing, and critical to maintaining our identity as a world class conservation organization. When you as a chapter utilize this logo, you are putting our global reputation on the line. Your continued access to this resource is contingent on you meeting the following expectations:

1. Logos will not be distributed to 3rd parties without contacting CCF's USA headquarters and securing **prior** written permission via email. This is vital not only to preserve our brand, but to assure continued viability of our intellectual property. Please do not take an "it is better to beg forgiveness than to ask permission" approach to this requirement. We want to know in advance, and we will need to give approval.
2. If the logo is being put on an item that is going to be sold or given to the public, please contact USA Headquarters with at least two-weeks' notice. Because CCF does maintain licensing agreements with various vendors, we will need to assure ourselves that the products you are planning for sale do not conflict with our other contractual obligations to other vendors.
3. It is expected that the logo will be used on communications and objects that are for use by an official affiliate organization of CCF. Keep in mind that when you apply our logo to something, it is perceived as ours and being endorsed by us. If you are unsure whether the material to which you are applying the logo to is appropriate, please ask the Communications officer in the USA office. We are here to be exactly that kind of sounding board for your endeavors.
4. The logos are never to be used on communications that are not official CCF business, or that contain messaging that is unauthorized by CCF.

If there are any questions about the use of the logo, we are always here to answer questions. Please contact Chapter Liaison and Communications Assistant, Heather Ravenscroft, heather@cheetah.org.

Additional Educational/Fundraising Ideas

The following is a list of fundraising ideas that have proven successful. When planning a fundraising event it is important to set an initial goal for fundraising. This will allow objective tracking of the success of the event.

Online Fundraising: Now that much of the world has engaged with social media, it has given non-profits the ability to tap into their online networks to raise funds, as well as galvanize supporters. (ex. Causes, Crowdrise, Network for Good, DonorsChoose, FirstGiving, etc.) Before using any site make sure it is a stable site with good reviews.

Online Auction: CCF Chapters have had very successful live auctions in the past. Accumulating highly valued items is key, as well as knowing your audience, and promoting the auction to several donors and supporters.

Dinner and Cocktails: This event can be a great resource for high-end donors. It can bring donors together to facilitate creating connections and communication. Usually this entails a price for the event, along with a silent auction, many times donations are given at these events.

Auction and Dinner: Many of our chapters hold annual auctions/galas. These are white table cloth events, where items are donated and auctioned off in our live or silent auction.

Holiday Special Events: December and January are great times to hold events for fundraising. It's the best time to request money for specific projects or goals, such as a new building or program which needs monetary backing.

Promoting Legacy Gifts or Planned Giving: Encourage donors to leave gifts via their estate, most likely through a will, trust, or other beneficiary designation.

Holding a Capital Campaign: While also primarily focused on individual donors, a capital campaign happens outside a nonprofit's regular, annual fundraising program. It's typically a coordinated effort to raise a large sum of money for a particular project or goal, such as a new building or an endowment fund. It may involve teams of volunteers, with specific outreach goals.

Education Outreach: Going to schools and getting kids of all ages is a great way to educate and encourage them to start their own fundraising ideas like websites and campaigns.

Getting Sponsorship for a Marathon/Walk-A-Thon: Finding a marathon or walk-a-thon where you can get sponsorship for what you complete can also be a great way to raise money.

Humans for Cheetahs: This is a collective of groups within CCF Chapters. It is an initiative provided for members who enjoy running/walking events and competitions like marathons. Chapter members can create a Humans for Cheetahs team within an existing marathon and raise money through sponsorship.

Restaurant Percent Night: Restaurant percent nights are a way to raise money for CCF while spreading awareness about the organization. Local restaurants donate a percentage of their profits on specified days in exchange for the extra business the Chapter brings to the restaurant.

Community Involvement: Local involvement at community fairs can boost membership and donations for the Chapter. Presenting CCF materials at booths manned by volunteers is a good way to spread the word.

CCF's Directions for Accepting Square® Payments

Open the app by tapping the Square Register icon and tap sign in.

Enter the email address and password associated with the Cheetah Conservation Fund account.

Tap sign in again.

Plug the card reader into the device's headset jack.

Tap 'Add Note' located above the number pad on your device screen.

Add the guest's name on the 'Add Note' page and tap ✓Add Note at the top left corner of your device screen. (This helps CCF staff keep track of guests making purchases)

Slide the screen from right to left to access the list of items available for purchase.

Tap the item for purchase this directs you to a screen for adding a price.

Type the price using the touch screen number pad. If more than one of the same item is being purchased you may add the price for both items at once or you may add them individually. When finished inputting the price tap the ✓Add _____ (item) at the top left corner of your device screen.

The item will be added to the 'Current Sale' tab at the top center of your device screen.

To complete the sale, tap the Charge \$_____ (amount) located in the blue bar on your device screen.

You will be prompted to choose a method of payment. Only use the Square® reader for credit sales. Cash sales are processed differently.

Swipe the card smoothly and evenly through the Square® reader with the black magnetic strip facing the thick end of the reader.

Have the guest sign with their finger on the signature line.

After the guest taps 'Done Signing' they can enter their preferred receipt delivery method.

You will see a final screen that reads 'All Done' after the payment completes.



P.O. Box 1755 | Otjiwarongo, Namibia

Phone: +264 (0)67 306225 | Fax: +264 (0)67 306247 | info@iway.na

Please retain a copy of this signed section for your records. Mail the signed original to:

P.O. Box 2496 | Alexandria, VA

Phone: +1 866.909.3399 | Fax +1 206. 338.2161 | info@cheetah.org

2014 Chapter Agreement for Cheetah Conservation Fund (CCF)

This Chapter officially affiliates with Cheetah Conservation Fund (CCF) Otjiwarongo, Namibia, a Namibian non-profit Trust, with its US headquarter in Alexandria, VA, a 501(c)(3) non-profit organization.

Cheetah Conservation Fund's mission is to be the internationally recognized centre of excellence in the conservation of cheetahs and their ecosystems. CCF works with all stakeholders to develop best practices in research, education, and land use to benefit all species, including people.

Chapter Requirements

Chapters and Fundraising

- The Chapter must be renewed annually and must be submitted with an annual plan by July 1st of each year for all returning Chapters.
- A Chapter will be approved by Dr. Laurie Marker and the Cheetah Conservation Fund (CCF) Chapter Liaison.
- The Chapter will work to raise money annually for the Cheetah Conservation Fund (CCF) through joint fundraising. This money will assist all the aspects of the cheetah's

plight, through education and public outreach, applied conservation biology and management, public policy, and science and research. Fundraising activities should be planned throughout the year, and the Chapter will adhere to fundraising guidelines.

- All funds that the Chapter raises must be submitted to Cheetah Conservation Fund (CCF) and to no other person or organization.
- CCF Chapters are encouraged to fund most operational expenses (i.e. copying, etc.) through their own resources.
- All funds raised by the Chapter must be received by the Cheetah Conservation Fund's USA or Namibian office within 30 days of the Chapter's receipt of the funds and a detailed accounting of funds raised will be necessary including matrix of the event.
- With an approved budget, appropriate and approved costs to CCF will be covered by CCF in a timely fashion.
- Fundraising through the CCF Chapter's online fundraising page is an acceptable method of fundraising.
- Fundraising plans must be submitted in writing to CCF and Dr. Laurie Marker for review and approval. The Chapter is required to hold at least 2 fundraising activities per year.
- After receipt of Chapter approval, the Chapter is permitted to utilize the CCF name and logo on approved educational materials, posters, and flyers. Prior to printing any materials with the Cheetah Conservation Fund trademarked name or logo, the proposed material must be submitted to Cheetah Conservation Fund for approval.

Chapter Leadership and Committees

Each Chapter must follow the Chapter structure set forth in the Chapter Guidelines (available through the CCF USA office). Chapters must have at least three Leadership Board members assigned to the following positions: President, Treasurer, and Secretary (initial phase) and at least three Committee Leaders assigned to the following positions: Outreach, Development, and Events (second phase). Co-officers are not permitted, and Chapters should not modify the officer structure.

The Chapter will respond promptly to all communications from Cheetah Conservation Fund management.

- The Chapter Leadership Board will keep Cheetah Conservation Fund up to date with information before and after large events, including a detailed summary of the event and a full accounting of its earnings.
- The Chapter will submit a monthly update on the first of each month, including the progress being made for each event and updates.

- At least one (1) officer from the Chapter is strongly urged to attend donor functions when Dr. Marker is unable to attend.

Management Responsibilities

Chapter Leadership Board members are responsible for enforcing the CCF policies and requirements. Board members are responsible for the Chapter's compliance with the terms set forth in the CCF Chapter Guidelines. If an officer does not adhere to the Cheetah Conservation Fund policies or requirements, the Chapter officer(s) may be terminated for failure to adhere to CCF's Chapter Policies and Procedures. Termination will be provided in writing to Chapter officers and volunteers, Chapter Chair, and CCF staff.

Termination

A Chapter volunteer may be terminated for repeated and willful disregard of, and failure to adhere to, these requirements. Revocation of the Chapter volunteer position will be provided in writing to Chapter officers and volunteers, Chapter Chair, and CCF staff.

All materials and programs furnished by the Cheetah Conservation Fund will remain the sole and exclusive property thereof. The Chapter officers agree to never directly or indirectly compete with the Cheetah Conservation Fund. The term "non-compete" as used herein shall mean that the Chapter and its officers shall not manage, operate, or start an organization that is substantially similar to, or competitive with, the present programs of the Cheetah Conservation Fund (CCF).

Application and agreement

We the undersigned, being the intended officers, on behalf of the members of our proposed CCF Chapter, petition Cheetah Conservation Fund for a Chapter and agree as follows:

We will abide by the CCF Chapter requirements set forth above and within the Chapter Guidelines of Cheetah Conservation Fund.

We acknowledge that the name 'Cheetah Conservation Fund (CCF)' and trademarks, logos or other indicia of origin used by Cheetah Conservation Fund are owned by Cheetah Conservation Fund and that all uses of the name will inure to the benefit of Cheetah Conservation Fund.

The trademarks may only be used in the manner approved in advance by Cheetah Conservation Fund and for the purpose of advancing the mission of Cheetah Conservation Fund and carrying out transactions connected to that mission.

No other use is authorized without the express written permission of Cheetah Conservation Fund. We understand that to qualify as a CCF Chapter, we are required to abide by the Chapter requirements. We petition for Chapter status with approval of Cheetah Conservation Fund staff.

We the undersigned understand fully the contents of this document and agree to uphold the terms outlined therein to the best of our ability.

Applicants Agreement

Leadership Board (print & sign)

President: _____

Treasurer: _____

Secretary: _____

Committee Leaders (print & sign)

Approval of Cheetah Conservation Fund (CCF)

(Signature) DATE: _____

(Name and Title) DATE: _____

Contact Information

(Please print)

Chapter President: _____

Phone and Email: _____

Chapter Treasurer: _____

Phone and Email: _____

Chapter Secretary: _____

Phone and Email: _____

Outreach Committee Leader: _____

Phone and Email: _____

Development Committee Leader: _____

Phone and Email: _____

Events Committee Leader: _____

Phone and Email: _____

Chapter Correspondence Address

Please forward Chapter correspondence, until otherwise advised, to:

(Name)

(Address)

(Phone number and e-mail)

