



Greater Carolina Kerala Association, North Carolina

(A Registered Cultural Nonprofit Association)

Operating Procedures & Guidelines

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A. Communication Policy and Guidelines

1. GCKA emails should be used only for GCKA related communications.
2. GCKA shall minimize number of emails to community by combining multiple messages in an email.
3. GCKA should always send emails BCC to members so that their email addresses are not broadcasted.
4. GCKA shall avoid sending attachments in email communication other than for monthly Newsletters.
5. GCKA shall wait to send non time critical messages to group with other messages.
6. Subject line of GCKA emails shall have all critical information.
7. GCKA email may adopt a uniform format.
8. Matters related to GCKA shall have priority in emails.
9. GCKA shall not send messages by email or any other form just for advertising the interests of a denomination or a group or an individual.
10. All non-GCKA related messages/announcements must be through monthly newsletters.
11. All non-GCKA related messages/announcements must be received before 25th of each month to be included in following month's Newsletter. GCKA BOD may prioritize the content on a first come first serve basis when it is included for the first time. If there a second release for the same content, the BOD may decide to include it after the latest request received.
12. Non-GCKA content may include in newsletter only after receiving signed written request or email request from the authorized personnel of the group or denomination and confirming the date/venue/time/driving and parking information. The message shall have the contact information of the authorized personnel of the group or denomination.



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13. GCKA may include messages in maximum of 2 monthly newsletters on any activity/program/event if and only if the majority members of the group or denomination are GCKA members and activity/program/event is open to all members of GCKA. This needs two third BOD approval.
14. GCKA may include messages on activity/program/event organized by non-Kerala origin in maximum of 1 monthly newsletter if and only if members of GCKA community will benefit by participating in it. This need two third BOD approval. Message content can only be included in newsletters only after receiving signed written request or email request from the authorized personnel of the group or denomination and confirming the date/venue/time/driving and parking information. The message shall have the contact information of the authorized personnel of the group or denomination.
15. GCKA may include only 1 embedded image in the newsletter. GCKA BOD shall have all the rights to adjust the size of the image to accommodate in the newsletter. GCKA BOD may co-ordinate with the authorized person for the group or denomination.

The image must adhere to below specification

- image size does not exceed 250KB; format can be .png or .jpg only
- maximum frame size for image orientations
- portrait - 500 pixels height X 300 pixels width
- landscape - 300 pixels height X 500 pixels width

16. GCKA BOD shall have all the rights to limit the content of any non-related GCKA communication, in order to adhere with GCKA standards. GCKA BOD may co-ordinate with the authorized person for the group or denomination if required.
17. GCKA email can have only 1 embedded image in addition to the GCKA title and Sponsor Ad images.

The image must adhere to below specification

- image size does not exceed 250KB; format can be .png or .jpg only
- maximum frame size for image orientations
- portrait - 500 pixels height X 300 pixels width
- landscape - 300 pixels height X 500 pixels width



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18. Obituary message at the event of unfortunate death of GCKA member or immediate family member may be sent to GCKA community up on receiving signed written request or email request from the affected family member.

B. Nomination of members to BOD

1. Email to GCKA community may be sent 8 weeks before the plenary meeting notifying inviting nomination to next GCKA committee.
2. Nomination committee shall accept only one name on a nomination. Group nomination shall be strongly discouraged.

C. Sponsorship and Advertisement Policy

1. GCKA shall maintain a list of sponsors interested in advertising GCKA website and publications and sponsoring GCKA events.
2. All the advertisement and sponsoring opportunities shall be sent to the sponsors with advertisement rates. Sponsors will have at most 1 week to respond. Responses are primarily expected to be sponsor(s)' willingness to utilize and pay for the available opportunity. The actual content will be collected by the BOD (or BOD authorized Advertisement Subcommittee) based on subsequent communications.
3. If the BOD doesn't receive enough responses within the deadline, BOD (or BOD authorized Advertisement Subcommittee) is privileged to reach out to one or more parties within the list of sponsors to market these opportunities.
4. If the BOD receives more number of responses than the available advertisement and sponsoring opportunities/slots, BOD (or BOD authorized Advertisement Subcommittee) will choose the right sponsor.
5. BOD is advised to devise effective methods (For e.g.: close-bids, auctioning etc.) to choose the right sponsor avoiding any impartial treatments.



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6. With respect to advertisement material (banners/cutouts etc.), sponsors should completely abide by the rules of the hosting venue. Any restrictive rules from the hosting venue override GCKA guidelines where applicable.
7. Advertisement rates and methods are effective only for the current opportunity/event. BOD reserve the privilege to change the rates/ methods for future opportunities/events.
8. The maximum possible term for any binding contracts will be one year or October 1st (December 31st for GCKA website) of a calendar year whichever is earliest, enabling any incoming BOD to adopt changes in advertisement rates/methods as per its strategy.
9. The maximum possible term for any binding contracts will be one year or October 1st (December 31st for GCKA website) of a calendar year whichever is earliest, enabling any incoming BOD to adopt changes in advertisement rates/methods as per its strategy.
10. The expected payment window is 30 days. GCKA will maintain historical records (from 2011-12) of when payment is received for completed events/publications. These records will favor (at BOD's discretion to decide the favorable terms and conditions) those sponsors who pay on time for any auction strategies/future sponsorship opportunities employed at GCKA events.

D. Cultural Program Invitation and Selection Guide

1. GCKA shall give preference to members (membership holder and his/her immediate family members) for enrolling in cultural program events.
2. GCKA shall always stand for promoting and nurturing the talents of community members.
3. GCKA shall always promote and nurture traditional Kerala performing arts forms.
4. GCKA BOD shall have all the rights to decide the rules for submission of the programs to give preferential treatment to members.



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5. The participants and choreographers may be notified that the photographs and videos of any GCKA sponsored event may be shared or published.
6. The participants and choreographers may sign waiver form.

E. Privacy Policy guidelines

1. GCKA emails shall protect the email IDs and phone numbers of its members.
2. GCKA shall not share email and phone number list to any individual, group or corporation.
3. The photographs and videos of any GCKA sponsored event may be shared or published and GCKA is not liable to sharing.

F. Running of Malayalam class

1. There is no upper age limit for enrolling in Malayalam class. The lower age is recommended to be 5 years (school age).
2. At least 75% of the expenses towards running of the Malayalam class shall be collected from parents or guardian of the students.
3. Teachers and teacher's assistants are volunteers.
4. GCKA BOD will have the ultimate authority to appoint or dismiss teachers.
5. Malayalam class shall be only used to teach Malayalam.
6. Class completion certificates should be provided based on at least 50% attendance and successful completion of final exam.



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G. GCKA Yearbook or GCKA Varshika Pathippu and Newsletter Publication Guidelines

1. The newsletter and GCKA Yearbook are established for nurturing the literary and artistic talents of GCKA community. The BOD in charge of editorial board shall ensure this fundamental purpose is met.
2. The newsletter and GCKA Yearbook should not be used to promote a religion, any group's interest, and political ideology.
3. The newsletter and GCKA Yearbook should not be used to instigate communal, color, regional based divide.
4. Any exposing pictures or painting shall be avoided.
5. GCKA BOD will have governing rights on editorial board.

H. Running of Malayalam library

1. GCKA shall consider contributing books worth not less than \$100 to the collection in every year.
2. GCKA BOD in charge for library shall periodically establish email contact with Wake County Public Library and check whether they can accept our Malayalam books donations.
3. GCKA BOD in charge shall maintain a catalogue of books.
4. GCKA BOD in charge shall establish books check-out and check-in information.
5. Maximum period of lending period is 10 weeks and one renewal for additional 6 weeks.
6. A fine of \$2 may be charged per week after the expiry of maximum allowed possession time subject to maximum of cost of the book plus shipping expense to US through FedEx shipping.



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1. Emergency Fund guidelines

1. GCKA Emergency Fund Committee shall make a plan for activities for the year along GCKA BOD making sure that any events (such as fund-raising events) planned for the year do not conflict with GCKA events unless specifically approved by BOD. The plan of activities shall be submitted to BOD for approval. Only BOD approved activities may be conducted by the EFC.
2. GCKA shall maintain a minimum of \$5000 in the Emergency Fund.
3. GCKA shall accept Emergency Fund applications either directly from Primary or Secondary beneficiaries, or a GCKA member authorized by the beneficiary to act on their behalf.
 - Primary beneficiaries are defined as the current GCKA members
 - Secondary beneficiaries are defined as the past members of GCKA or those who meet the requirements to become a GCKA member.
4. The requests may be communicated either in writing using this form <link to be created>, or via email sent to efc@gcka.com.

Applications must document

- Type of beneficiary (if secondary, then define the relationship with GCKA)
 - The date by which the fund needs to be obtained
 - Specific event that has caused financial hardship that falls under definition of emergency per GCKA By-Laws.
5. GCKA Emergency Fund Committee shall evaluate each application to make sure that the event qualifies as an emergency, and that the request meets the conditions for eligibility stipulated in the GCKA By laws. If there are multiple applications, applications will be considered in the order in which it is received. If additional applications are received while one request is under consideration, then the EFC may consider all of the applications together.



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6. EFC shall cross verify the validity of the request through at least two separate GCKA members. EFC may conduct fact finding interview(s) with multiple GCKA members to assist with this verification.
7. Upon verification that the request is a valid emergency and that eligibility conditions have been met, EFC shall make a recommendation based on the severity of the emergency, funds available, and other factors, to the BOD within 14 days or within the date specified in the application whether or not to provide financial assistance to the beneficiary.
8. EFC committee shall approximately estimate the expense needed to meet the emergency specified in the request. EFC shall then recommend an amount which should be less than 50% of the expected expense calculated or less than 75% of the current fund value, whichever is lesser. Expected expense will be calculated by the EFC and reviewed by BOD. The expense items considered, and the cost calculation of expenses will be at the discretion of EFC and BOD. The same disbursement formula shall be used for both Primary and Secondary beneficiaries.
 - In case of lack of funds, EFC can request GCKA to solicit contribution for that particular request in which case all the money raised for that request will be distributed.
9. All recommendations reported to BOD will be unanimous and there will no recording or reporting of individual votes.
10. GCKA BOD shall make a decision based on EFC recommendation. EFC recommendation is by itself non-binding. GCKA BOD recommendations will be recorded on the application for documentation and audit purposes.
11. In the event that a disbursement is approved by the BOD, a check is issued either in the name of the Beneficiary, or lawful next of kin as identified by EFC.
12. BOD shall release disbursement fund to the beneficiary/next of kin in the form of a check, along with any official communication to the beneficiary with any conditions, including



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- that the amount needs to be paid back to EFC if the need has been met by other means (for example through an insurance refund, employer contribution)
 - that the fund is a gift for the specific purpose for which the request is made and GCKA is not responsible for any tax if incurred
 - that GCKA is distributing the fund in good faith that it will be used for the purpose stated.
13. In the event that a disbursement is not approved, the requestor shall be notified by EFC about the decision.
14. All documentation pertaining to a request shall be maintained by EFC for the year when the committee is in operation and will be handed over to next EFC committee as part of transaction.
15. EFC disbursements, if any, made during the year shall be communicated to GCKA members via the annual Accounts Closure report.

J. Youth Forum

1. Youth Forum members should have volunteered in at least 2 GCKA events in prior calendar year to be eligible for selection to the BOD.
2. Youth BOD should log hours for youth volunteers for each event and GCKA Youth Coordinators should sign the document for the same.
3. Volunteer hours should be provided on request only based on the documented hours.
4. Number of Youth BOD members is recommended to be no more than 11.
5. Each Youth BOD member should be expected to coordinate/drive at least 1 event in a year.
6. Each Youth BOD member should be required to perform at least 20 hours of volunteering.