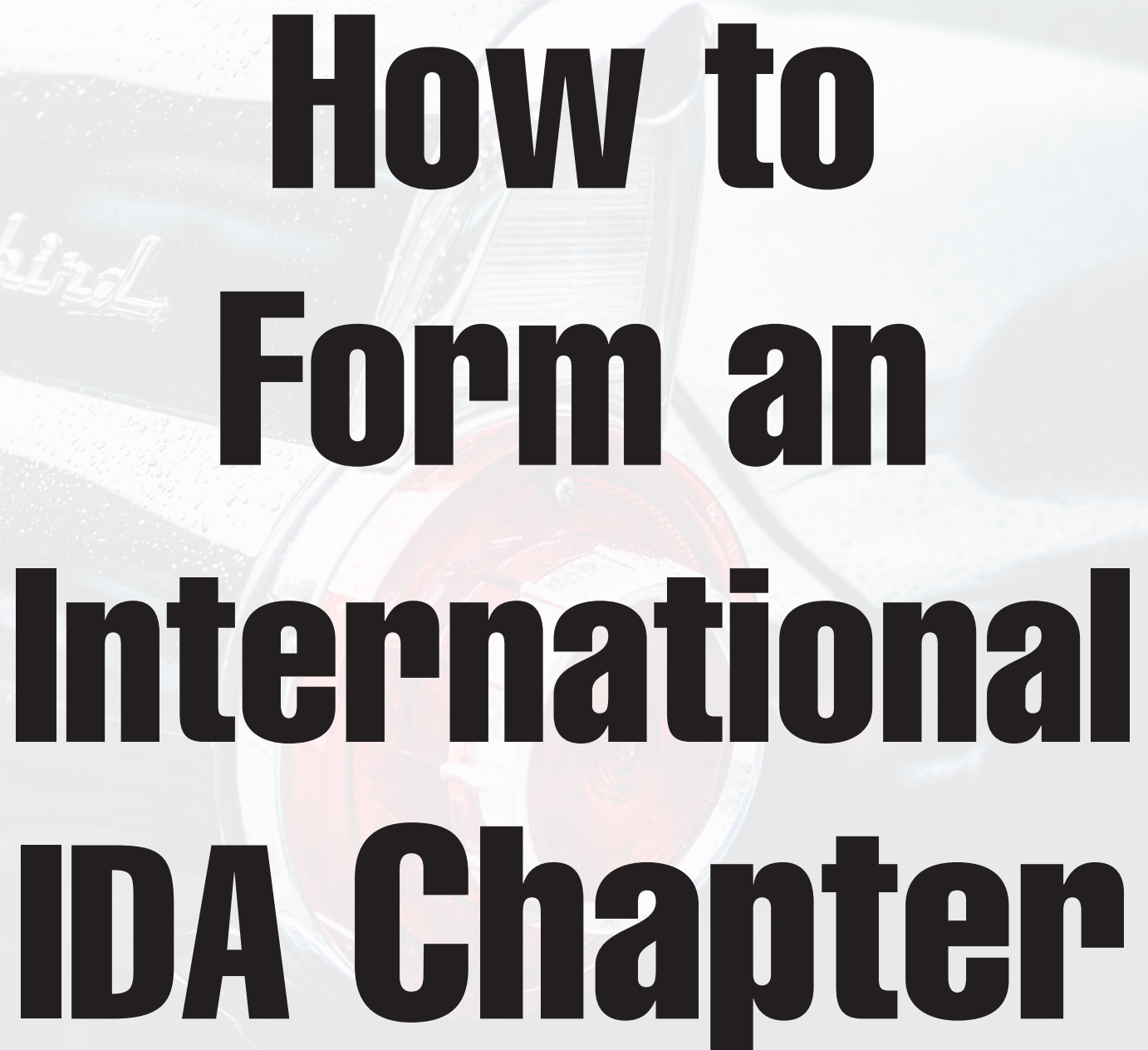


IDA[®]

INTERNATIONAL DETAILING ASSOCIATION



How to Form an International IDA Chapter

Mission Statement

Promoting the success and growth of the global professional detailing community.

IDA Vision Statement

To be the lead advocate and premier source of information and support for the global professional detailing community.

About IDA

The International Detailing Association (IDA) is the leading industry association for professional detailing operators, suppliers and consultants to the industry. The association is dedicated to promoting the value of professional detailing services, the recognition of professional detailing as a trade, and empowering detailing industry professionals at each stage in their career.

General Information

The International Detailing Association (IDA) allows for the formation of International Chapters. Chapters approved by the IDA Board of Directors shall exercise all the rights and privileges set forth to each chapter of the IDA within the country or geographical area defined by the chapter application. Chapters applying for formation must meet all requirements indicated in the IDA Chapter Guidelines (enclosed in this packet) and conform to IDA Bylaws, Code of Ethics, and other standards of operation. Potential Chapter Leadership should be aware of the duties and responsibilities before accepting an office.



Steps to Form a Chapter

1. Those interested in forming a Chapter should contact the Central Office or IDA Board of Directors to notify the Association of their intent to submit a Chapter Formation Application (info@the-ida.com).
2. Chapter Board members will need to be selected and in place at the time of the Chapter application.
 - a. All Chapter Board members must be IDA members in good standing prior to the submission of the Chapter Formation Application.
 - b. The Chapter Board must be comprised of a minimum of five (5) members, including two (2) Operator members and two (2) Supplier members.
 - c. One Chapter Board member must be identified as Chapter Board President.
 - d. One Chapter Board member must be identified as Chapter Board Vice President.
 - e. One Chapter Board member must serve as Liaison to the IDA Board (the Chapter Board President or Vice President is preferred).
 - f. The Chapter President and Vice President must serve on a global IDA committee. This allows Chapter Leadership to gain experience with agendas, minutes, hosting and running meetings, voting, etc. This also allows more integration and knowledge of the Chapter's activities into global IDA and vice versa.
 - g. Chapter Board members must review the IDA Bylaws, IDA Code of Ethics, and Chapter Operation Guidelines prior to submitting the application.
 - h. All Chapter Board members must review and sign the Commitment to Serve form to be submitted with the Chapter Formation Application.
3. A minimum of 20 IDA members in good standing, who are located within the boundaries of the proposed Chapter, must be interested in the formation of and participation in an IDA Chapter.
 - a. IDA New Member Applications for any number of the minimum 20 interested detailing professionals may be submitted along with the Chapter Formation Application if they are not already members of the IDA (online applications via the website are preferred).
 - b. All members of the Chapter must apply for membership through the IDA. Once they are members in good standing of the IDA, they will be assigned to the new Chapter via the Chapter field in their member profile and the Chapter group in the website.
 - c. Once a Chapter has been approved, the total chapter membership must not fall below 15 members. Any Chapter falling below 15 members will be notified they are entering a grace period to return to good standing. This grace period will be three (3) months in length for the Chapter to plan and implement recruitment or retention strategies to return to good standing with 15 members minimum.
4. The IDA Chapter Formation Application must be submitted to the IDA Central Office to include the following completed documents:
 - a. IDA Chapter Formation Application – Chapter and Board Information.
 - b. Commitment to Serve form (one for each Board member).
 - c. IDA New Member Applications for interested Chapter members (if applicable).
5. The IDA International Chapter Development Committee will review and vote on the Chapter Formation Application; the Committee will then submit a recommendation to the IDA Board of Directors to approve the Chapter application at their next Board meeting.
 - a. The motion to approve the Chapter Formation Application will be noted in the IDA International Chapter Development Committee meeting minutes, as well as in the IDA Board of Directors Meeting minutes.
 - b. Notification of approval will be sent to the full Chapter Board.
 - c. The new Chapter will be added to the IDA Member Database and the IDA website as outlined in the guidelines and provisions on pages 4-7.
6. The newly formed IDA Chapter may only begin operations following their approval by the IDA Board. All activities must be in accordance with the Chapter Operations Guidelines.

Chapter Operations Guide

- New Chapter will be given an orientation session on policies associated with Chapter Guidelines and the IDA, and a Chapter Handbook.
- All member applications and dues payments must go through IDA-proper. All detailers, suppliers, and service-providers/consultants to the industry who agree to abide by the IDA Code of Ethics are welcome to join IDA and its Chapters; no Chapter may screen membership based on subjective criteria.
- Chapters must maintain a minimum of 15 members, and a minimum of 5 Chapter Board members to maintain good standing. Chapters that do not maintain good standing will be notified as such and given a grace period of three months to rectify.
- Chapter should have a CD-SV designated member, with the intent to gain a CD-SV, RIT located in the Chapter's domain ideally within two years of formation.
- Chapter RITs must abide by the regular RIT rules and regulations, including sending all CD and SV event registrations through the IDA Central Office.
- Participation on behalf of the IDA in affiliated industry tradeshow and regional expositions is encouraged, but show and budget information must be submitted in advance to the IDA Central Office for review and approval.
- Chapters must make their own arrangements for face-to-face meetings and events, to be submitted to the IDA Central Office for appropriate event support. (The IDA Board reserves the right to deny approval for a Chapter event if it is deemed inappropriate or in conflict with Bylaws and/or Code of Ethics.)
 - o Event plans, agendas, and promotional content/invitations must be submitted to the IDA Office at least two (2) weeks in advance of the event; more is better.
- Chapter income and expenses will flow through the IDA Central Office. Chapters are invited to plan and submit an annual estimated budget to account for their yearly goals, activities, and projects. This budget is due February 1 each year and is subject to vote and approval by the IDA Board of Directors. If the estimated budget amount is approved for the Chapter, and is not used, the funds remain with global IDA. If the estimated budget amount is approved for the Chapter, and the Chapter utilizes all of it prior to the end of the year with additional activities still planned, the Chapter may submit an Additional Funds Request Form to be voted on and approved by the IDA Board of Directors.
- Chapter Funds as approved and allocated in the annual budget planning spreadsheet may be used for Chapter business, events, tradeshow, booth items, meet & greet hospitality, and more. Chapter invoices may be submitted to the IDA Central Office to be paid directly out of allocated Chapter funds, or Chapter Board members may purchase/pay for items and then submit for reimbursement from allocated Chapter funds.
- Chapters are encouraged to participate in the Chapter Sponsorship Program to accumulate funds on behalf of the Chapter and to provide more localized sponsor benefits to their Chapter's Suppliers and service providers.
- All operations of the Chapter and all Chapter events/activities must be in line with the IDA Bylaws, Code of Ethics, Event and Tradeshow Procedures, Webinar Procedures, Logo Usage Policies, and all other relevant Policies & Procedures.

- The Chapter Board must meet every other month at the minimum, though monthly meetings are standardly preferred. Meetings may be conducted via teleconference or face-to-face, meeting minutes must be taken, and the final minutes document must be submitted to the IDA Central Office within 10 business days.
- A Chapter Board member must act as Liaison to the IDA Board and attend (via teleconference) two IDA Board meetings each year. (If the designated Chapter Board Liaison to the IDA Board does not speak English, he/she must give notice in advance so that arrangements may be made for translation.)
- The Chapter must establish and submit to the IDA International Chapter Development Committee an Annual Goals Spreadsheet alongside their annual budget spreadsheet each year.
- The Chapter will submit an annual report on activities, growth, progress towards annual goals, and any other pertinent information by December 31 each year
- Chapters that are not in good standing (dropping below the 15 member minimum or Chapter Board dropping below the five (5) volunteer minimum) and are not able to rectify within the three (3) month grace period will be asked to meet with the Chapter International Development Committee leadership to outline an actionable timeline for resolution or will be asked to submit a Chapter Dissolution Request. Chapters may dissolve voluntarily when all remaining Chapter Leadership vote to do so, or may be asked to dissolve by the IDA Board of Directors if not operating in line with IDA Chapter Guidelines.

Country/Regional Requirements:

- Business/non-profit corporation filing in their own country – Chapters may choose to do this if discussed with and approved by the IDA Board of Directors. If an incorporation is made in the Chapter's country, upkeep and maintenance filing (including any associated fees or taxes) is the duty of the Chapter.
- Business/Liability/Event Insurance - Chapters may be required to purchase limited insurance policies to cover the activities of the Chapter in certain countries or regions. It is the duty of the Chapter to know the legal requirements in their area and to obtain quotes and insurance certificates for activities as needed.



What tools does the IDA offer to Chapters?

A comprehensive Chapter Handbook will be supplied upon approval to help you find what you need and utilize IDA's support and technology to the fullest! What does the IDA have to offer?

Marketing/Communications Tools

IDA offers:

- Mass emailing system for event notices, chapter updates, and newsletters (content provided by your Chapter).
- A Chapter webpage on the IDA website for Chapter Board listings, upcoming events, news and announcements, archived Chapter-specific newsletters, Chapter member directory link, and more.
- Marketing materials (print and digital) in English. Your Chapter may choose to provide a translated version of each marketing piece you wish to use, and IDA will input the translated text into the marketing piece design for your Chapter to print and distribute. This includes membership application forms.
- Custom Chapter logo designed to be used in conjunction with the IDA logo in your Chapter materials and by your Chapter members.
- Social Media – IDA will post Chapter news and events to our main social media sites, but we will also create a Chapter Facebook group and/or page for your Chapter's use; your Chapter Board will be the administrators for the account and you may use it for Chapter business and networking/socializing in your preferred language. Chapters may also request the creation of Instagram, LinkedIn, or other social media accounts to be completed by the IDA Central Office and access disseminated to Chapter Leaders.
- DetailingNearby.com – the consumer facing website - may be translated into the Chapter's preferred language upon request and with purchase of local domain name.

Events & Certification Support

IDA offers:

- The CD (Certified Detailer) exams administered online via the IDA website.
- The opportunity to translate all 10 exams into the Chapter's preferred language (all translations must be submitted to the IDA Central Office and approved before being used in your Chapter's certification events). If exams are translated, the Chapter must also translate the certification maintenance instructions and reminders to ensure clarity and follow-up are adequate.
- Advertising for events put on by your Chapter; you are responsible for submitting event information to the IDA to be included in the event calendar, eblasts, social media, etc.

- Signage. IDA will provide all newly formed Chapters with a large vertical banner (you will be given the option to translate the written content), an IDA tablecloth, and a smaller pop-up tabletop banner for use at tradeshows, exhibitions, and other events. (Chapters are responsible for tracking and storing these items). Other items such as booth hand-outs and 'Member of IDA' table tent templates, etc., may be provided to Chapters upon request.
- Assistance from the IDA International Chapter Development Committee to identify potential RITs in the Chapter's country or region, and to guide those persons through the RIT process.

Financial Support

IDA offers:

- Chapters are invited to plan and submit an annual estimated budget to account for their yearly goals, planned activities, and projects. This budget request spreadsheet is due February 1 each year and is subject to vote and approval by the IDA Board of Directors. Once the budget is approved, those funds are set aside for the Chapter and usage is tracked throughout the year.
- The Chapter may utilize their funds through the IDA Office in the following methods.
 - o Supplies required and/or mileage involved in a meeting or event may be purchased by a Chapter member or Chapter Board member who may then submit a Claim for Reimbursement of Expenses to be approved by the Chapter Board and subsequently submitted for approval by the IDA Board. The IDA Office will then reimburse the individual from the Chapter funds;
 - o OR, Contracts, booth space, room rentals and other expenses necessary for Chapter operations may be submitted to the vendor or location with billing information for the IDA Office. The IDA Office will then pay the invoices to the vendor directly.
- Additional funds above and beyond the Chapter's annual allocated budget may be made available by the IDA. The Chapter may fill out a formal request for funds to be submitted and approved by the Chapter Board before submission to the IDA Board for final approval.
- Credit card processing (and PayPal) services. This will remain the sole responsibility of the IDA. Chapters will not contract with a merchant service provider or process credit cards on their own.



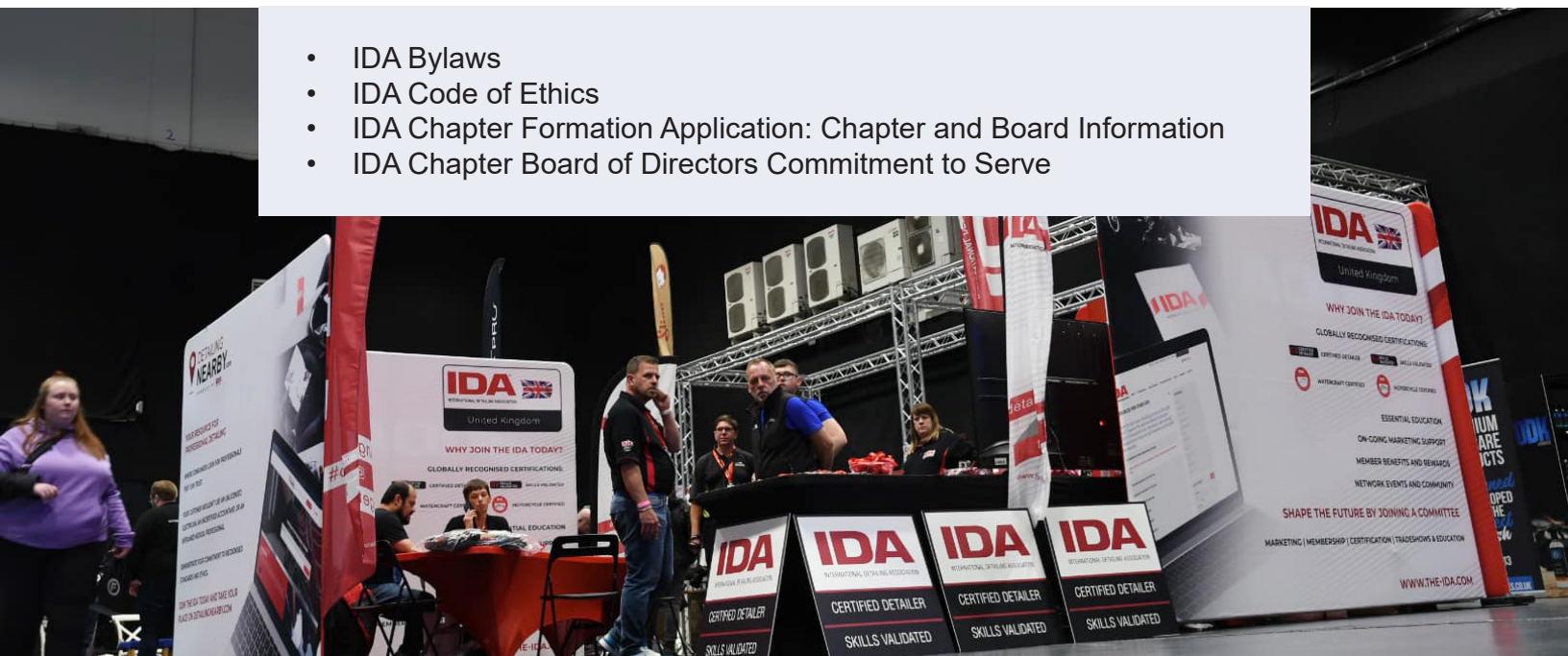
Technology

IDA offers:

- Usage of Zoom and/or StreamYard (set up through the IDA Office) to host webinars, monthly Chapter Board meetings, and more.
- Utilization of Your Membership (YM) – IDA’s website/database/email marketing system:
 - o send out event notifications
 - o e-blasts to Chapter members
 - o post events on the event calendar
 - o collect event registrations
 - o host the Chapter’s webpage, directory listing, and private group for members.
 - o Private Chapter Groups in the YourMembership website allow chapter members to interact and communicate only with other Chapter members. Messages and photos can be shared, events posted to the social feed, etc.
- Usage of a SurveyMonkey account to send out surveys, ballots, and other interactive polling activities to Chapter members as necessary.
- Upon request, creation of a Chapter-specific SmartSheet for project management, tracking goals and progress, storing documents and member listings, etc.
- Usage of Kapwing software to translate and caption IDA webinar recordings into the Chapter’s local language.
- Utilization of IDA’s Box.com account for sharing and storing files, marketing pieces, videos, meeting minutes, and other relevant documents and materials for easy access by Chapter Leadership and the IDA Central Office.

List of Forms & Information Provided:

- IDA Bylaws
- IDA Code of Ethics
- IDA Chapter Formation Application: Chapter and Board Information
- IDA Chapter Board of Directors Commitment to Serve





INTERNATIONAL DETAILING ASSOCIATION

IDA Code of Ethics

All Chapter Board members must read and agree to abide by the IDA Code of Ethics.

You may find a copy of the Code of Ethics on the IDA website: [IDA Code of Ethics](#)

IDA Bylaws

All Chapter Board members must read and agree to abide by the IDA Bylaws.

You may find a copy of the Bylaws on the IDA website: [IDA Bylaws](#)

IDA Chapter Formation Application Chapter and Board Information

All Chapter Board members listed below have read and understood the IDA Chapter Formation Guidelines, the How to Form a New Chapter guide, the IDA Bylaws and Code of Ethics, and relevant IDA Policies & Procedures. They have agreed to commit to professionalism in all aspects of their Chapter existence. All Board members listed below have read and signed the Commitment to Serve form, enclosed with this application.

Chapter Country (or Geographical Area): _____

Chapter Board member who will serve as Liaison to the IDA Board: _____

Board Member #1 (Chapter President):

Full Name: _____ Member Type: _____

Email: _____ Company: _____

Board Member #2 (Chapter Vice President):

Full Name: _____ Member Type: _____

Email: _____ Company: _____

Board Member #3:

Full Name: _____ Member Type: _____

Email: _____ Company: _____

Board Member #4:

Full Name: _____ Member Type: _____

Email: _____ Company: _____

Board Member #5:

Full Name: _____ Member Type: _____

Email: _____ Company: _____

If the Chapter will have more than five (5) Board members, please submit additional Board members on a separate page.

For IDA Office use only:

Date Received: _____ Date of Board Meeting for Review: _____

Date Approved: _____ Notification Sent: _____



International Detailing Association
_____ Chapter Board of Directors
Commitment to Serve 202__

RECOGNIZING THE IMPORTANT RESPONSIBILITY I AM UNDERTAKING IN SERVING AS A _____ CHAPTER BOARD MEMBER OF THE INTERNATIONAL DETAILING ASSOCIATION (IDA), I HEREBY PERSONALLY PLEDGE TO CARRY OUT IN A TRUSTWORTHY AND DILIGENT MANNER ALL THE DUTIES AND OBLIGATIONS INHERENT IN MY ROLE AS A CHAPTER DIRECTOR.

MY ROLE

I acknowledge that my primary role as a member of the _____ Chapter Board of Directors is to contribute to the development and mission of the greater IDA and its chapters, and to participate in governing the implementation of that mission.

My secondary role is to fulfill the functions of office delineated in the organization's bylaws. The implementation of this role is expressly limited to those activities and functions not directly or indirectly delegated to staff, committees and task forces.

MY DUTIES

As a Chapter Director, I pledge to willingly carry out the following duties with integrity, due care, and enthusiasm:

1. To establish as a high priority my attendance at all meetings of the _____ Chapter Board, and IDA Committees on which I serve.
2. To come prepared to contribute to the discussion of issues and business to be addressed at scheduled meetings, having read the agenda and any background support material relevant to the meeting.
3. To represent the organization in a positive and professional manner at all times and in all places. To serve as an ambassador for IDA with staff, in all Chapter relations, and with other association members.
4. To observe the parliamentary procedures outlined in Roberts Rules of Order and exhibit mutually respectful conduct in all meetings I attend.
5. To avoid conflicts of interest between my position as a _____ Chapter Board member and my personal and professional life. If such a conflict does arise, I will declare that conflict before the Chapter Board, will refrain from participating in the discussion and will refrain from voting on any such matters in which I have a conflict of interest.
6. To be conscious of and avoid any conversations that could be construed as potential anti-trust violations.
7. To maintain strict confidentiality of all business discussed at meetings of the Chapter or full IDA Board of Directors, disclosing to others only such information either Board authorizes as appropriate for membership or public dissemination.
8. To support in a positive manner all actions taken by the Chapter or full IDA Board of Directors even when I am in a minority position on such actions.
9. To make every attempt to attend and assist at any IDA Meetings and Events.
10. To actively recruit members to serve on the IDA Committees which I chair, hold meetings on a regularly scheduled basis, and make progress reports to the Board of Directors.
11. To refrain from implementing strategies or taking actions that have not been (1) reviewed and approved by the Chapter Board of Directors or (2) expressly delegated for action to the Committee within Chapter Board prescribed guidelines.
12. To evaluate IDA and Chapter programs and services on an annual basis.
13. To approve and monitor budget and allocate resources.

If, for any reason, I find myself unable to carry out the above duties as best as I can, or am unable to attend 80% of the scheduled _____ Chapter Board meetings, I agree to discuss with the Chapter President my future obligations in serving on the IDA _____ Chapter Board of Directors.

Signature

Date