

ROAD MAP FOR ESTABLISHING YOUR TIME BANK

These steps do not have to be done in a linear way. It's a journey and things can unfold organically.

STEP 1: PREPARING FOR YOUR LAUNCH

This is about planning and gathering the tools and resources that you will need before starting your TB Exchange.

Recruit Initial Members – Who is coming with you on this journey?

- Get 5 to 10 committed people together to talk about creating an exchange
- Need a variety of skills and interests in your group – networkers, someone who loves computers, people who like to do events and fundraisers, social service or nonprofit experience, a bookkeeper, marketing ideas and creations, grant writing , good people and telephone skills

Establish a Group Vision Or Mission Statement – Why are you on this journey? What's your purpose?

Spend time dreaming and visioning about how your Exchange would cultivate friendships and respond to community needs.

- What is the greatest concern in your community now? Is it unemployment? Transportation? Medical care?
- What population comes immediately to mind for membership? Would that be elders? Young families? Everyone?
- Vision/mission statement – communicate to membership and to potential funders

Create an Organizational Structure – What type of legal entity will you set up?

- Options include: start as a “club”, for-profit business, or find a fiscal sponsorship or become your own non-profit 501c3.
- Important issues to keep in mind as you make this decision are tax, legal and insurance requirements.
- You'll need an EIN (Employer Identification Number) to open a bank account for your TB. If you have a fiscal sponsor, ask them about having a separate bank account or if all expenses are to be paid through fiscal sponsor.
- hOurworld recommends that an Exchange be part of a 501C3 organization, or become a C-3 on their own because the barter-tax issue is more clearly separated from the market (cash) economy.

Identify Leadership, Decision-Making, Roles and Responsibilities – How will the organization be governed and managed?

- How are you going to make decisions? Consensus or Robert's Rules of Order?
- Who will process new member applications?
- Who will help answer questions about the TB? About the database?
- Will you have paid or unpaid staff/coordinator?
- No Coordinator and leadership group shares responsibilities?

Necessary Materials, Tools & Information – What do you need to take with you on the journey?

- A. Become familiar with the Exchange Database and the Administrative aspects of the software
 - Learn how to: create a member profile, post offers and requests, and record an exchange.
 - Try out the demonstration models of the hOurworld software see the Member Demo and the Admin Demo. This will help you prepare for launching your time bank.

- B. Locate an Office and/or Meeting Space
 - Look for free/donated office with a phone and computer. It can be a place of worship, a social service agency, an empty storefront, or the back space of a business.
 - If you can't find office space, then find a meeting space that you can use on a regular basis. Consider any barriers to participation when selecting a location.
 - Having an office space gives you a community presence and foundation from which to build your Exchange.

- C. Raise Startup Funds
 - Funds are needed for: printing flyers and other marketing materials for your time bank; internet and web site hosting; office supplies; and hiring a Coordinator
 - Ways to raise \$: membership donations; have a yard sale; write a grant.

- D. Create Marketing Materials and a Community Presence
(copies of SFTB materials are in packet)
 - Develop an organizational logo and create a website
 - Membership & outreach materials – application, handbook, brochures, flyers, etc.

STEP 2: LAUNCHING AND SUSTAINING YOUR TB EXCHANGE – (Key elements)

- Build Up Your Membership
 - ❖ Do you have enough members to officially launch? When do you launch? There is no magic number for launching.
 - ❖ How do you get more members? Ways include:
 - Conduct presentations to get more members; monthly potlucks.
 - Participate in community events (i.e. healing fairs, farmer's market, Earth Day)
 - Write press releases, and do interviews on local TV and Radio stations
 - Have an annual celebration or meeting/conference

- Develop Ways to Facilitate Quality Members Exchanges
 - ❖ Now that you have officially launched/are open for business, how do keep you get people exchanging?
 - Provide ongoing training and member care -- new member orientation, buddy system; train coordinator(s) to do so
 - Offer member engagement opportunities, such as monthly member potlucks, annual meeting, group activities (i.e. potluck at SF Com Farm, Earth Day project or yoga class)

- ❖ How will provide access to information and maintain regular communication with - membership about events, policies, IRS ruling, etc? Use e-newsletter, e-blasts, handbook, new member orientation
- ❖ How do you handle conflict among members or how to negotiate exchanges, and empower members to do so?
 - For example – a time bank doesn't show up for their exchange or is late; a TB member doesn't respond to your request; or you're not comfortable having a person in your home the first time. These are just examples of possible scenarios that could arise.
 - Who will handle this? Coordinator or leadership group?
 - Refer back to the Core values;
 - Do you need to create a policy?
- ❖ Diversifying the membership – age, economic, neighborhoods, ethnicity, skills, and talents. Ask your members to help with this (i.e. ask their plumber or dentist to join TB)
- Carrying out Administrative Tasks and Day-to-Day Operations
 - ❖ Who is responsible for:
 - Processing new member applications
 - Checking references
 - Managing the TB finances and bookkeeping
 - Developing policies, i.e. a social fund, or going into debt or cash reimbursements in exchanges
 - ❖ Create a team to help with certain activities (comprised of staff, leadership and other TB members)
- Implement Member Feedback Loop
 - ❖ Important to keep communications flowing between Leadership group/Coordinator and membership – update on leadership activities, new events, press coverage, etc.
 - ❖ Are you meeting the needs of your members?
 - ❖ Are there any gaps in member needs/offers/requests
 - ❖ Evaluate the satisfaction of member exchanges
 - ❖ Use this information for creating goals and priorities; and helpful for grant writing
 - ❖ Annual member survey or coordinator does interview with member at time of annual renewal
- Identify Ways to Sustain Your Time Bank – financially and people-wise
 - ❖ Create an annual budget and review it monthly with actual income/expenses
 - ❖ Ask for membership donations, grant writing, selling a product(s) i.e. TB t-shirts; put on an annual fundraising event
 - ❖ Review the need for paid or unpaid staff; advantages and disadvantages to both
 - ❖ Rotate leadership group

Created by Santa Fe Time Bank, 2010