

Inside Breastfeeding USA June 2019

I. Greetings from the Board of Directors

From Director Aimee Teslaw

Greetings from the car on my way to North Dakota, where my mother-in-law, her 4 siblings, and their families from all over the country will be gathering on the family farm for a good, old-fashioned reunion. We will have a bean bag tournament, lots of good food, and my kids and their cousins will be climbing tractors as tall as our house among the wheat, corn, and endless sky of the northern great plains. Many of our other directors have also been connecting with their own families this month, and we hope you have carved out some time this summer to spend time with the ones you love.

Starting a family of my own was what brought me to breastfeeding, and, in turn, this work of breastfeeding support, and I'm certain many of you can say the same. You know well that the need for support doesn't end when you want to go on vacation, and whether you take time off from your volunteer work while you are filling your own cup, or whether you check in from afar, we appreciate the work that you do to strike a balance between caring for your own families and supporting other breastfeeding families.

You can see from the news below that summer plans have not deterred our directors and volunteers from supporting Breastfeeding USA and working toward the goals set out by our strategic plan. Read on to hear more about 2019 Breastfeeding USA elections, the 2019-20 budget, open volunteer positions, and newly accredited BCs.

Warm wishes for an excellent summer,
Aimee Teslaw
Director

Items of Interest & Upcoming Events

- 2nd board meeting of 2019: Sep 17, 2019 8:30 PM Eastern
 - Meeting will be conducted via Zoom and is open to all Breastfeeding USA members.
 - Meeting agenda will be shared prior to the meeting.

If you know of upcoming regional or local events that might be of interest to our BCs, please submit to communications@breastfeedingusa.org for inclusion in the next newsletter.

II. From Committees

The following committees have updates to share with volunteers this month.

Advocacy

Breastfeeding USA at USBC

Breastfeeding USA is a member of the [United States Breastfeeding Committee](#) (USBC), a coalition of organizations dedicated to breastfeeding advocacy work.



Although they weren't all there representing Breastfeeding USA officially, several of our BCs attended USBC's Ninth National Breastfeeding Conference & Convening (NBCC) this month in Bethesda, Maryland. Pictured from left to right are Rebecca Ruhlen (President), Emily Ingram (BC in Alaska), Jada Nichols (Vice President), and Tamika Harris (Secretary).

Breastfeeding USA & State Breastfeeding Coalitions

We know many of our BCs are involved in their state breastfeeding coalitions - and we do encourage you to be active in your state's as it is an excellent way to connect with other breastfeeding advocates.



Pictured here are Rebecca Ruhlen (President), Natalie Ward (BC), Stephanie Luther (new BC!), and Amber Rose (BC candidate; holding her son Devin Newton) at a North Carolina Breastfeeding Coalition Meeting this past month!

about it!

Are you involved with your state breastfeeding coalition? We'd love to hear

Communications

Interim Chair: Meredith Sinclair (communications@breastfeedingusa.org)

Breastfeeding USA is back on Instagram!! Come give us a follow, tag us, and share our posts: <https://www.instagram.com/breastfeedingusa/>

If your chapter has a presence on Instagram, Facebook, or Twitter, we hope that you'll help broaden our reach by sharing posts made by our national organization accounts ([Facebook](#); [Twitter](#)). And we'll keep an eye out for your chapter's post and share those too!

Want to help our social media efforts? Let us know (communications@breastfeedingusa.org).

If you would like to submit a breastfeeding story to be featured on our website, in #milkmemos, and/or on Breastfeeding USA's social media platforms, please contact Meredith Sinclair (meredith.sinclair@breastfeedingusa.org).

Elections

The following announcement went out via email to all volunteers on June 17.

On behalf of Breastfeeding USA, the Elections Committee is excited to kick off the 2019 elections season. This email has information on voting eligibility and to extend a call for nominees for our annual election of members of the Board of Directors. The Bylaws allow for 13 Directors. Currently there are three open seats on the current board. Board members serve for a term of three years.

Dates to Remember:

- July 1, Update your eligibility to vote. **Important Notice!** The Breastfeeding USA Voting Requirements are slightly different this year, so take note. In order to vote in this upcoming board elections in September, you will need to:
 - Be fully paid up on your membership, AS OF JULY 1 (EVERYONE)
 - Note that there is no CCARs or CERP requirement for this election season.
 - If you are not a BC, your active volunteer status will be verified by Volunteer Services AS OF JULY 1.
- Check membership status by logging into the Breastfeeding USA website, then clicking on My Account.
- August 1: Nominations due to elections@breastfeedingusa.org. Individuals may nominate themselves, or another person. If you nominate someone, please ask their permission first.
- August 15: Responses to the Nominee Questions (below) and photo due to elections@breastfeedingusa.org
- September 1: Voting opens

- September 15: Voting closes
- October 1: New board terms begin

Some of the immediate needs of the Board include those who have experience in any (but certainly not all!) of these areas:

- Human Resources: Regarding compliance matters
- Project Management
- Legal background
- Diversity of Age, Ethnicity, Race and Background
- Information Technology and Social Media
- Fundraising and Resource Development
- Public Relations
- Mediation

Job Responsibilities of a Breastfeeding USA Director:

- Has overall responsibility to ensure that the organization is working in fulfillment of its mission
- Establishes the strategic plan for the organization
- Establishes policies for the organization and ensures that policies are implemented effectively
- Reviews and approves annual budget, provides appropriate financial oversight, and ensures the financial viability of the organization
- Reviews and approves operational and program/service plans, confirms that the plans are consistent with the strategic plan, and ensures that plans are implemented effectively
- Accepts reasonable share of board tasks (including serving as committee liaison), reports on assigned tasks, and fulfills them in a timely fashion
- May be asked to serve as ex officio on committees
- Regularly attends and participates in Board of Directors meetings
- Participates in appropriate Director development programs and remains up-to-date on issues relevant to the governance of the organization
- Contributes financially to Breastfeeding USA

Board Member Job Requirements

- Active member of Breastfeeding USA for at least six months before election to the Board of Directors
- Has experience with and understands issues relative to non-profit governance
- Works collaboratively and communicates effectively
- Is at least 18 years of age
- Estimated Time Commitment: 5-10 hours per week

For Nominees

First, please take a moment to ensure that you are in good standing with Breastfeeding USA and eligible to run for the board. Next, so that the voting members of Breastfeeding USA will

know you better, please answer the following and email them to elections@breastfeedingusa.org by August 15. Please also attach a photo to create a better personal connection with you. All nominee questions and photos will be posted to the volunteer group at the same time prior to the election.

A. Eligibility questions:

1. Are you at least 18 years of age?
2. Is your membership paid in full as of July 1?
3. If you are not a BC:
 - a. Have you completed orientation?
 - b. Can your Committee Chair confirm you have served for 6+ months?
 - c. Are you volunteering as of May?

A. Narrative Questions (Please be sure to proofread before you submit! In order to remain impartial, we will publish these as submitted, even with typos or other errors.):

1. What skills and personal qualities will you bring to the board of Breastfeeding USA?
2. What position(s) have you held in Breastfeeding USA? How will those experiences inform your work on the board?
3. What are your hopes and dreams for Breastfeeding USA during your three-year term as director?
4. Do you have experience in non-profit governance? If so, describe. If not, describe experiences you've had in other areas, formal or informal, that may prepare you for this role.

Elections will run from September 1-15.

Want to nominate yourself or someone else? Get permission first, then submit names to elections@breastfeedingusa.org by August 1.

It is exciting that our organization values the democratic process. Your voice matters! Please exercise your right to vote!

Warmly,
Kirsten Richardson, Sarah Penquite & Elise Fulara
for the Elections Committee

Finance

Chair: Amie Hood (Finance@BreastfeedingUSA.org)

June 30th marks the end of the fiscal year 2018-2019. With that, we have been hard at work on the budget for fiscal year 2019-2020, which the Board formally approved last week. We worked with committee chairs, workgroup members, and board liaisons to meet financial needs, always

keeping the Strategic Plan in mind. Special thanks to the members of the Finance Committee for their time and insightful input: Aimee Teslaw, Patty Jacobs, Ginger Gorrell, and Nicky Prince.

Next month, I will share all that we have accomplished this year. For now, I will share that Breastfeeding USA is in a solid financial position thanks to your generous support and the efforts of Funding and Development, Education, and our prior Treasurer, Ginger Gorrell.

Don't forget that Chapter Grants are still available! Reimbursement forms are on the website at: <https://breastfeedingusa.org/content/expense-reimbursement-forms>

We value ongoing transparency of our organization finances. Please don't hesitate to email finance@breastfeedingusa.org if you'd like to see the most recent financial reports.

Funding & Development

Chair: Aimee Teslaw (funding@breastfeedingusa.org)

On Board with Our New Policy: 100% Board Giving

Last year our consultants asked us to give thoughtful consideration to a policy that invites directors to consider what level of giving is in keeping with their household budget and choices. I'm pleased to announce that we have met our goal: 100% of our directors have made a meaningful financial contribution to Breastfeeding USA this in the 2018-19 fiscal year.

As suggested by the Strategic Plan, in April the Board of Directors unanimously voted on to adopt a 100% Board Giving Policy. What it means for the organization is this: our directors believe so strongly in Breastfeeding USA that we support it financially too. This policy serves to grow organizational finances directly as well as indirectly, by positioning us for grants that require 100% board giving.

Information Technology

The IT team has been very active on several projects, including continued automation of manual tasks and integration of work processes into our CiviCRM system. So far, the IT team has been able to create templates for mailings, automate tasks and responses that were previously handled individually, and help run reports for specific queries all through the CRM. This work is all a part of meeting Goal 1 of our strategic plan - employ technology strategically to reduce burdens on volunteers. We'll be shifting other tasks to run through Civi - including a new template for this newsletter - in the coming months!

III. Volunteer News & Tips

New BCs

We'd like to welcome the following new BCs who completed the course in June:

Stephanie Luther, NC
Stephanie Ross, TN
Jessica Farris Smith, TN

We are so glad you are here and look forward to working with you!!

Volunteer Spotlight

This month we'd like to highlight the contributions **Rachel Klein** makes to Breastfeeding USA! Rachel is currently a volunteer at the national level with Candidate Support.

Here's what Karyn DiNovo had to say about Rachel:

Rachel "has done a tremendous job as the only volunteer in constant contact with the candidates and helping/answering questions about the new learning platform; she has also stepped up to be a tech support person/liaison with LearnWorlds when candidates have issues. Rachel single handily manages 99% of the candidate Support spreadsheet. She does the workload for 3-4 volunteers in a very systematic, thorough, fair, and kind manner."

And here's what Rachel shared about herself:



"I have been a Breastfeeding USA Counselor since 2017 and joined the Candidate Support Workgroup shortly after. I have been the Candidate Support Administrator for almost a year now. I love organizing spreadsheets and encouraging our candidates as they achieve their goals!

I am a former music teacher, now stay-at-home mom living in Lancaster, PA. I have three children, Camille age 4, Autumn age 2, and our newest addition Jonah, who was born on June 22nd. My hobbies include long-distance running, reading, and crocheting."

Thank you for your dedication to Breastfeeding USA Rachel!

If you would like to nominate a Breastfeeding USA volunteer for the volunteer spotlight, please let Meredith Sinclair (meredith.sinclair@breastfeedingusa.org) know!

****Volunteers Needed****

We hope you will consider the following organization needs for a match with your time and talents. If you have interest in tasks not listed here, please contact Krista Clayton of Volunteer Services (VolunteerSupport@BreastfeedingUSA.org) or complete [this interest form](#).

Communications:

The Breastfeeding USA Communications Committee is looking for additional members for our **social media workgroup**.

Tasks in this workgroup include:

- Curating external content that may be of interest to our social media followers. This involves identifying items to share, participating in the vetting process, and creating a header “hook” to go with that content.
- Monitoring our social media accounts for comments and shares; assisting with responses to messages via social media.
- Connecting with like-minded organizations and breastfeeding advocacy efforts via social media.
- Developing campaigns with original Breastfeeding USA content.
- Engaging readers with questions.

We'd also welcome volunteers with **meme-creation** skills - experience working with graphics, images, etc - to help us create eye-catching images for social media and other marketing.

We also would love to be able to create more Spanish language content - both original content (memes, etc.) and translations of our existing articles. If you have the necessary **Spanish language skills** we'd love to have you on our team!

Newsletter Writers/Editors: The strategic plan calls for the development of an inward facing newsletter (like this one!) and the expansion of the public facing #milkmemos to a monthly publication. To work towards these goals, we need volunteers interested in curating content, writing content, and editing/assembling content.

If you have questions or are interested in any of the above tasks, please contact communications@breastfeedingusa.org.

The Breastfeeding USA Editorial Review Board (ERB) is seeking new workgroup members. This workgroup is responsible for editing and vetting Breastfeeding USA original content for the website and social media.

We particularly need volunteers who have strong editing skills or who are IBCLCs and able to vet content.

If you have questions or would like to join this workgroup, please contact Gena Ortega (gena.ortega@breastfeedingusa.org).

Funding and Development

Do you enjoy communicating with and motivating others? Join the Funding and Development team! We are looking for a **Funding and Development assistant**, and while fundraising experience is a bonus, much of this work can be learned on the go with the right attitude and some excellent communications skills. The assistant will spearhead funding campaigns like #GivingTuesday and the end-of-year campaign from start to finish, creating emails, social media posts, and working with fun incentives, all with the aim of sharing our enthusiasm for Breastfeeding USA and encouraging our stakeholders to donate to the organization. This is a great position for anyone looking to have a future leadership role in the organization.

We are also looking for a **Grant Writer**. A key goal of Breastfeeding USA's strategic plan is to strengthen the organization's financial position over the next few years, and this includes the development and implementation of a grant writing strategy. If you have skills and experience in this arena, come join us in Funding and Development.

Direct your questions about these positions to Aimee Teslaw (aimee.teslaw@breastfeedingusa.org).

Finance

Finance is seeking volunteers experienced in **bookkeeping, accounting, and/or non-profit finance**, or who would be interested in learning the ropes. Contact Amie Hood (Finance@BreastfeedingUSA.org) to learn more.

*Board policy is to have most committees chaired by volunteers not currently serving on the board. When another suitable volunteer cannot be found, however, a board member may serve as interim chair. Our bylaws require that the Treasurer serve as the chair of the finance committee.

****Board liaisons are informal positions designated by the board and intended to facilitate communications between committees and the board.**

Contact the Board of Directors via email: bod@breastfeedingusa.org.

Breastfeeding USA Board of Directors:

Rebecca Ruhlen, President

Jada Wright Nichols, Vice-President

Tamika Harris, Secretary

Amie Hood, Treasurer

Aimee Teslaw

Meredith Sinclair

Lauren Logan