



# 5 YEAR PLAN PROPOSAL

INTERNATIONAL COSTUMERS' GUILD 2019 ANNUAL MEETING

MARCH 22, 2019

PRESENTED BY ICG PRESIDENT, MARIANNE PEASE

AND ICG VICE PRESIDENT, MERA BABINEAUX



WHERE ARE WE NOW?  
OUR PAST – OUR PRESENT  
An Analysis of 2007 – 2018  
With Goals, Projections, & Proposals for 2019

# OUR ROLE IN THE COSTUMING COMMUNITY

## PERCEPTIONS (ACTUAL STATEMENTS FROM INDIVIDUALS AT CONVENTIONS)

“They sanction costume contests and help cosplayers get recognized internationally.” – Professional Cosplayer formerly on Heroes of Cosplay

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“ICG keeps a record of everyone who has competed and won so that people can track who competes fairly and who is trying to compete in an unfair way.” Masquerade Director in SC

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“The Guild helps Masquerade Directors put on competitions and provides judges and volunteers for the contests.” Masquerade Director in GA

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“They maintain a tracking system and you can earn points and levels so that people are competing fairly at the level they should.” Masquerade Director at VA Anime Convention

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“ICG competitions are better because you know you can compete and have a chance instead of competing against someone’s best friend who is going to win because they know the people that run the Con.” Costumer who has won 5 times at ReGeneration Who & was Masquerade staff.

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# OUR ROLE IN THE COSTUMING COMMUNITY

## PERCEPTIONS (ACTUAL STATEMENTS FROM INDIVIDUALS AT CONVENTIONS)

“ICG is like the elite costumers, the people that work really hard and want to be professionals. I want to be good enough to join them one day.” New cosplayer at Tidewater ComicCon 2018

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“Isn’t that the group that make sure that SCA banners and sigils are accurate and approve them?”

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“I’ve never heard of them, but based on the name it sounds like a group of people that like to costume and probably enter contests together. I don’t know that I would want to compete against them.” - Knoxville, TN Costumer who has previous won at DragonCon

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“We get together to plan our costumes and help each other learn new skills and then present our costumes at ICG sanctioned competitions including WorldCon and CostumeCon. If we win, our costumes are added to the Archives for posterity. That’s what makes it worth being a member, because you’re internationally recognized for your costuming work.” - An ICG Member in VA

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“It’s like a student organization, right? The step up group for the Costuming Society of America? ICG is students and amateurs and CSA are the pros?” – Judge at DragonCon using ICG Guidelines

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# OUR ROLE IN THE COSTUMING COMMUNITY

## PROS

- 501(C)3 STATUS
- COMMUNITY OF COSTUMERS
  - CHAPTERS
  - SOCIAL MEDIA
  - EVENTS
- ARCHIVES OF MEMBERS' COSTUMES
- AWARDS FOR COSTUMING ACHIEVEMENT
- GUIDELINES FOR MASQUERADES & HELPFUL DOCUMENTS AND SUPPORT (LPS) FOR MASQUERADE DIRECTORS
- INTERNATIONAL RECOGNITION OF MASQUERADES AND COMPETITIONS
- ICG NEWSLETTER
- ICG PRESS
- RICH HISTORY OF COSTUMING EXCELLENCE
- KNOWLEDGABLE COSTUMER'S WILLING TO TEACH & SHARE VALUABLE INFORMATION TO NEW COSTUMERS AND COSPLAYERS

## CONS

- 501(C)3 STATUS PROCESS APPEARS INTIMIDATING TO NEW CHAPTERS AND GELS
- COMMUNITY ENGAGEMENT NEEDS IMPROVEMENT TO MAINTAIN CHAPTERS & PROMOTE MEMBERSHIP GROWTH
  - ISSUES WITH COMMUNICATION WITH CHAPTERS, CHAPTERS FOLDING
  - STATIC WEB PRESENCE WITH LIMITED ENGAGEMENT ON SOCIAL MEDIA
  - NOT ENOUGH ENGAGEMENT AT EVENTS
- ARCHIVES UPDATE HAS BEEN LEFT TO A SINGLE INDIVIDUAL TO MANAGE – LARGE TASK, NEEDS TO BE MORE AUTOMATED
- GUIDELINES ARE OUTDATED AND REQUESTS FOR ASSISTANCE FROM MASQUERADE DIRECTORS HAVE INCREASED
- CONFUSION OVER "SANCTIONED" MASQUERADES
- NEED MORE CONTENT FOR THE NEWSLETTER
- ICG PRESS IS NOT BEING UTILIZED



## 5 YEAR GOALS

- Update Mission Statement
- Double the number of active chapters
- Double the number of active members
- Expedite Chapter Onboarding
- Increase the benefits of being a member of the ICG
- Increase earned revenue and donations and maximize expenditures to meet goals
- Improve Committee Structure, attract volunteers, and run more efficiently
- Increase content of value for the newsletter, ICG Press, Social Media, & Website, and update our tech infrastructure to automate access to archives and member services
- Update and create new guides & info and create connections with conventions
- Perform more community outreach through community service

# DEFINING OUR MISSION

## CURRENT MISSION STATEMENT

The ICG is an affiliation of hobbyist and professional costumers, dedicated to the promotion and education of costuming as an art form in all its aspects.

## PROPOSED MISSION STATEMENT

The International Costumers' Guild is an organization of amateur and professional costumers, cosplayers, and enthusiasts dedicated to the promotion, education, preservation, and presentation of costuming as a visual art form in all of its aspects and applications.

# NATIONAL MEMBERSHIP & CHAPTER GROWTH

## CURRENT STATISTICS:

462 Members in 2012

393 Members in 2019

17 Chapters in 2012

20 Chapters in 2019

Create more incentives and benefits to join/form/continue a Chapter & be a member

## MEMBERSHIP GROWTH PROPOSAL

Perform outreach at conventions  
Increase advertising through convention books, ConTVs, Social Media and Web Presence

## CHAPTER GROWTH PROPOSAL

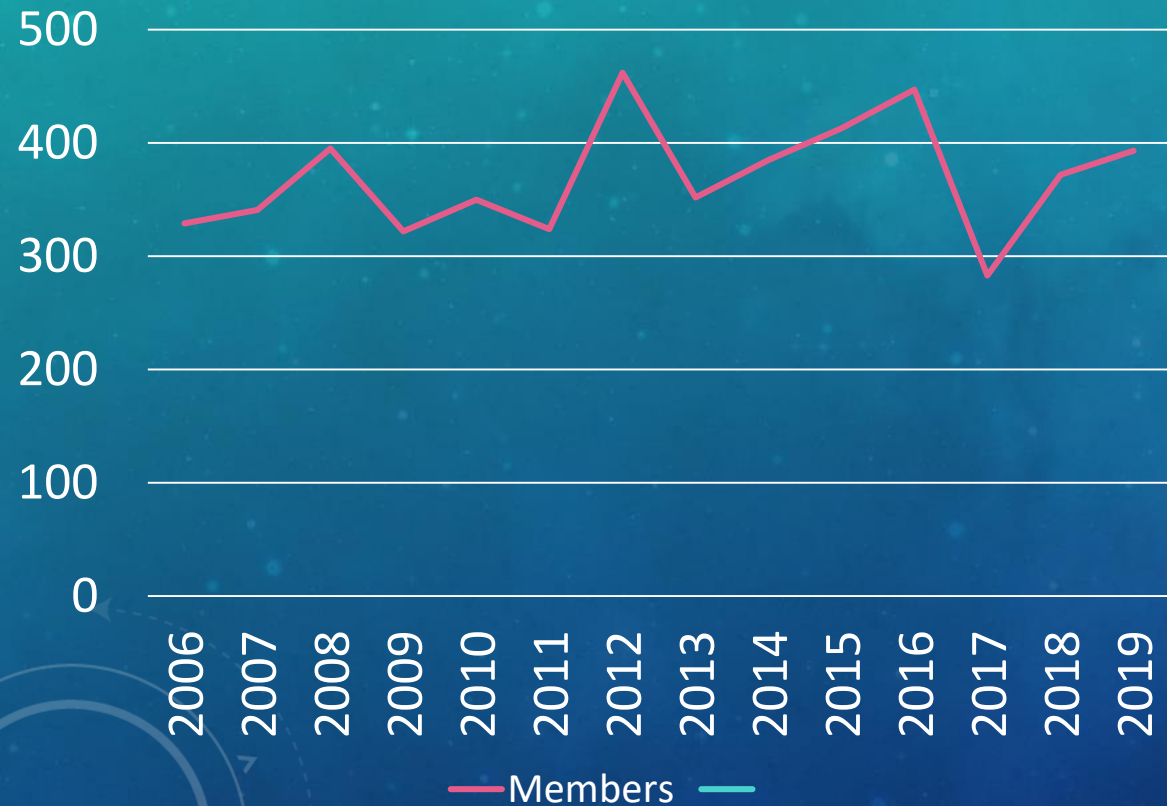
Remove the waiting period for chapters through waiver signed by BoD as permitted in ByLaws

Outreach and recruitment of existing solo costuming groups. I.e. University Clubs

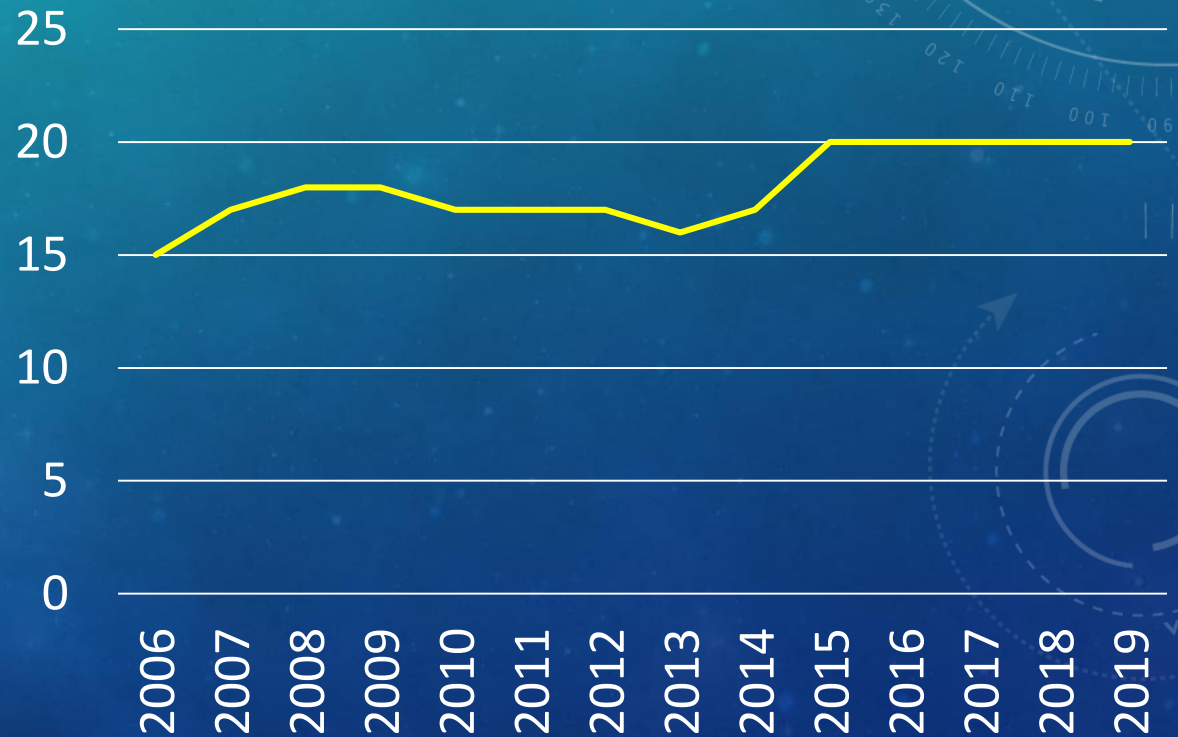


# MEMBERSHIP & CHAPTERS

## Membership



## Chapters





# WHERE DO WE FIND NEW MEMBERS?

Costumers,  
Cosplayers, &  
Enthusiasts

- Most attend Conventions
- LARP & Gaming Groups
- Found online through web presence & social media

Costuming &  
Theater  
Professionals

- Community Theater Groups
- Many attend larger conventions
- Found online through web presence & social media

Fashion &  
Art Students

- College Campuses
- Art & Fashion Shows
- Found online through web presence & social media

TARGETING  
OUR  
AUDIENCE

# HOW DO WE REACH OUT TO NEW MEMBERS?

**OUTREACH COMMITTEE:** Create contacts within conventions and find opportunities to get fan tables and staff them at local events, driving new chapter membership.

**ADVERTISING:** Advertise in convention programming books, PodCasts, web programming, and online through discount partners, as well as through convention television networks.

**COMMUNITY SERVICE:** Holding events with costumed characters or teaching costuming skills or volunteering in the community at libraries, in theaters, schools, and other venues.

# WHY SHOULD SOMEONE JOIN THE ICG?



TARGETING  
OUR  
AUDIENCE

# NEW EXCLUSIVE MEMBERSHIP BENEFITS



# STARTING A CHAPTER

- Check the list of existing chapters
- Get together at least 6 people to be chapter members to petition for affiliation
- Choose a name for your chapter
- Select an Initial Board of Officers
- Submit a letter of petition to the ICG Board of Director's requesting affiliation with the ICG
- **YOUR PETITION WILL BE CONSIDERED BY THE ICG BOARD OF DIRECTORS.**
  - **OFFER A WAIVER OF VOTE:**
    - Does the chapter serve a community or area that is currently not served?
      - If YES, are there any ICG members not in good standing involved in the chapter?
        - If NO, and the above criteria are met, then the chapter would be automatically approved.
- Once your chapter is approved, proceed as directed in the starting a chapter guide.

# CHAPTER ONBOARDING

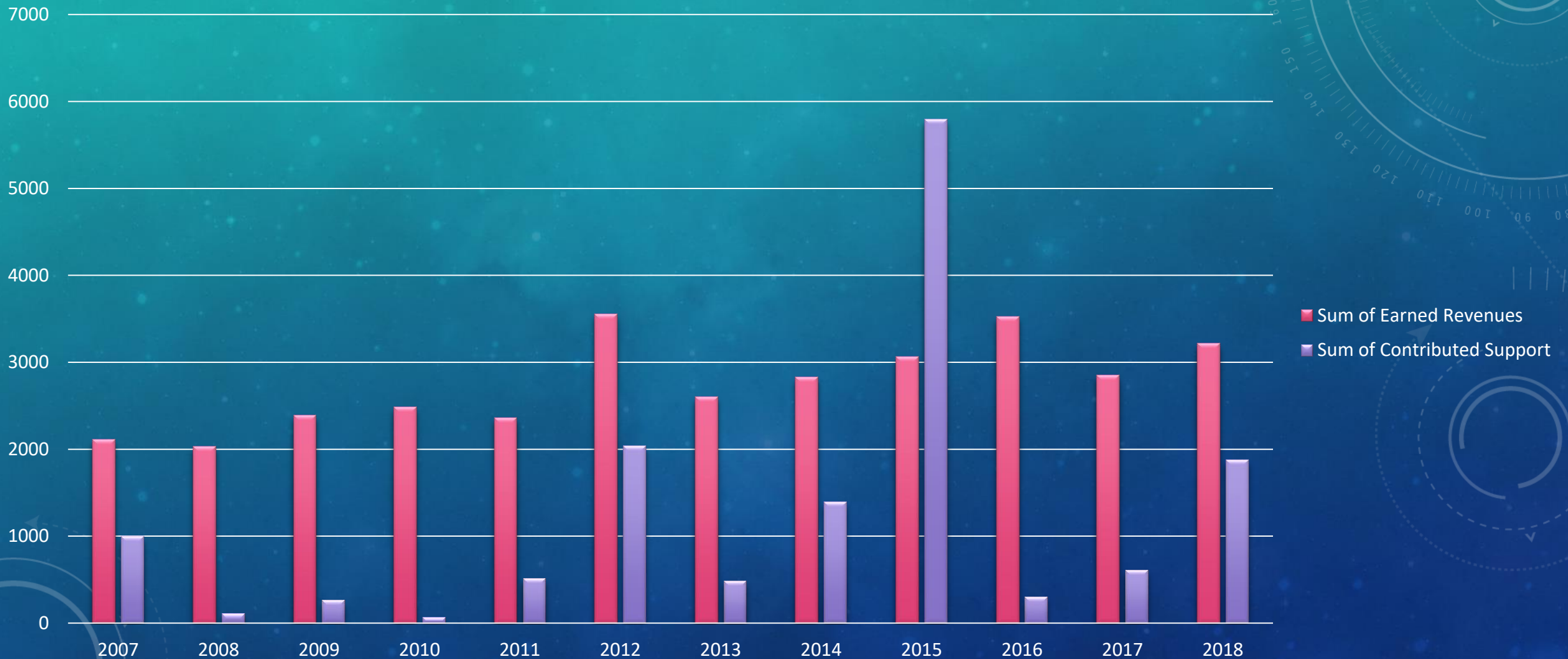
**Article 2:** Section 2, Addition of chapters. New chapters shall be approved by the members at a meeting of the members, or by the Board of Directors at a meeting of the Board.

**Article 5:** Section 2, Annual meeting. Commencing with the year 1990, an annual meeting of the members shall be held at the annual costume-con at such time as the Board of Directors shall set. In the event that costume-con is not held during any calendar year, the annual meeting shall be held at such place, time, and date as the Board of Directors shall determine. The members shall conduct such business as may properly be brought before the meeting and they shall receive the President's annual report. Members shall be in good standing with the Corporation to vote at the annual meeting.



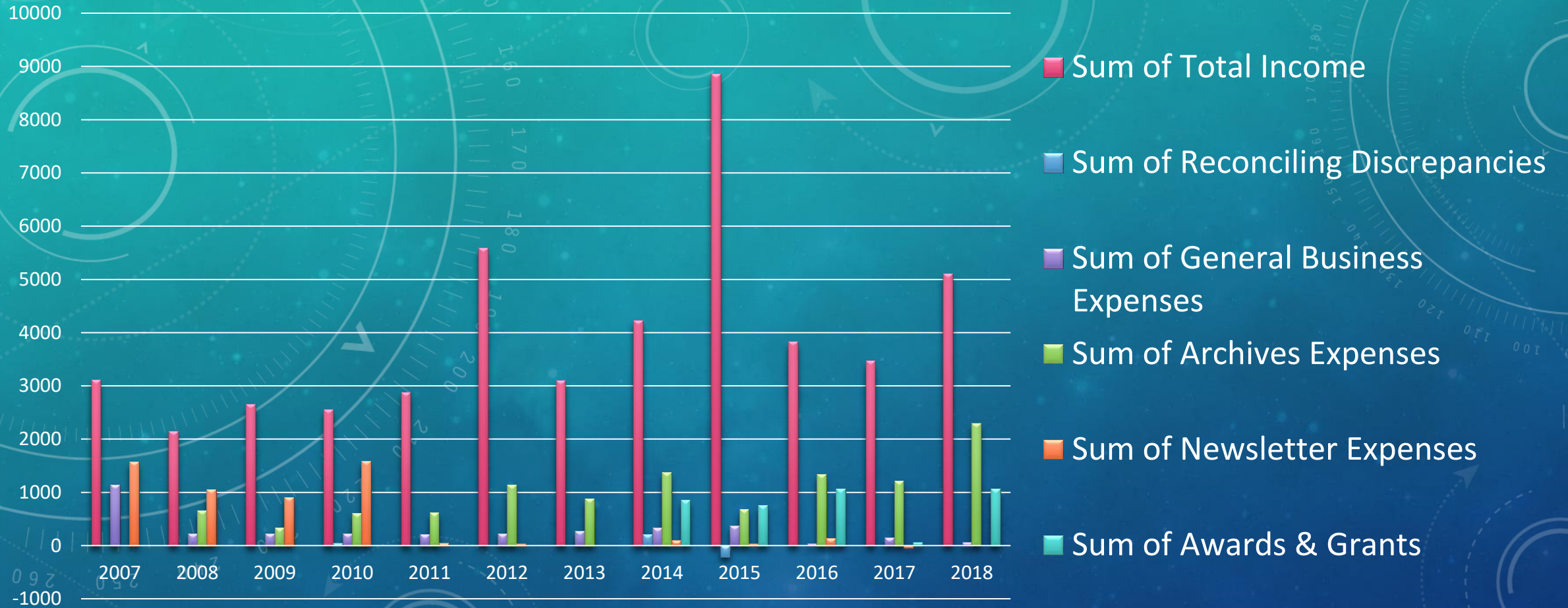
# FINANCIAL ANALYSIS – 2007 TO 2018

## 10 YEAR COMPARISON OF REVENUE SOURCES



FINANCIAL ANALYSIS  
– 2007 TO 2018  
11 YEAR  
SUMMARY OF  
REVENUE  
COMPARED TO  
EXPENDITURES





## FINANCIAL ANALYSIS – 2007 TO 2018

### EXPENDITURES BY CATEGORY COMPARED TO REVENUE BY YEAR

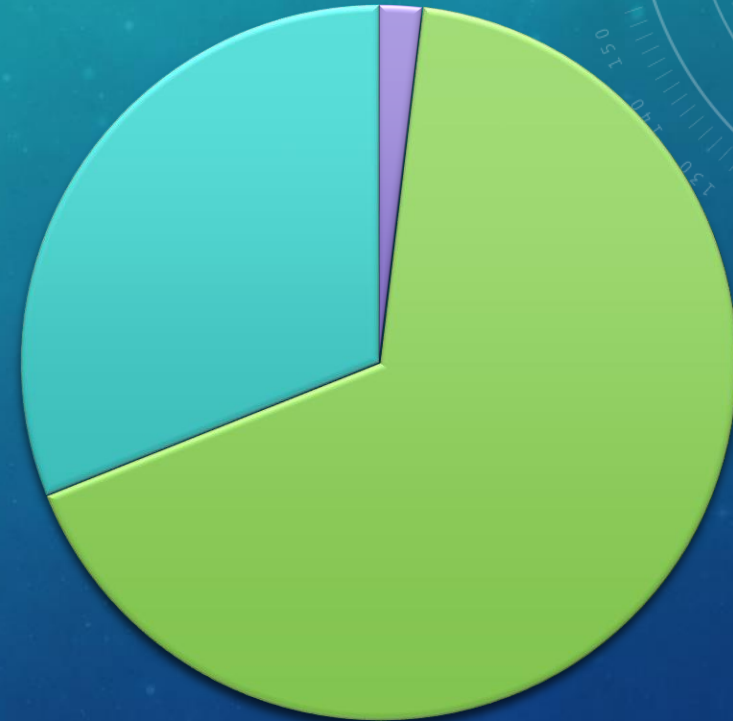
# FINANCIAL ANALYSIS – 2018

## 2018 Projected Budget



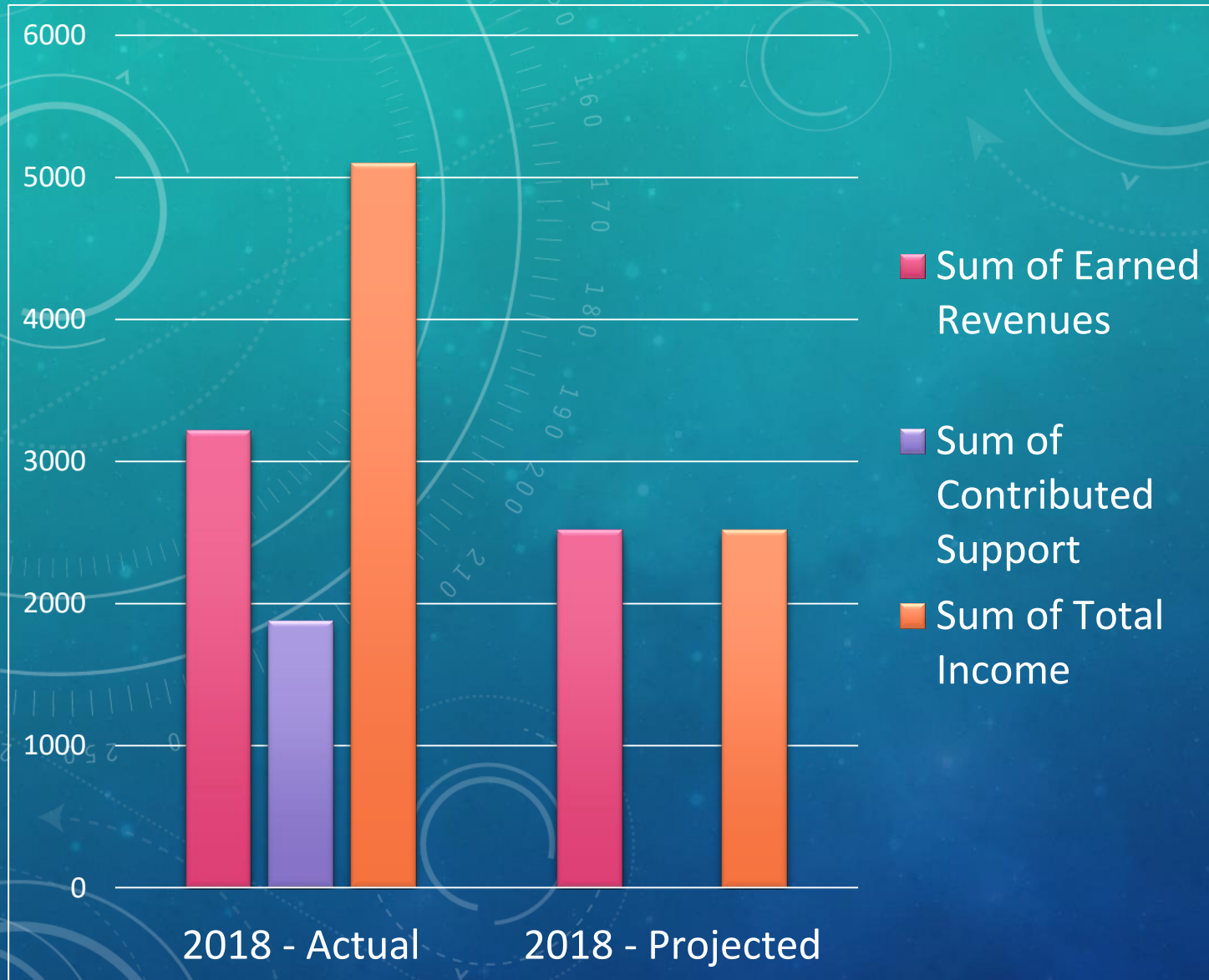
- Reconciling Discrepancies
- General Business Expenses
- Newsletter Expenses
- ICG Publishing
- Archives Expenses
- Awards & Grants

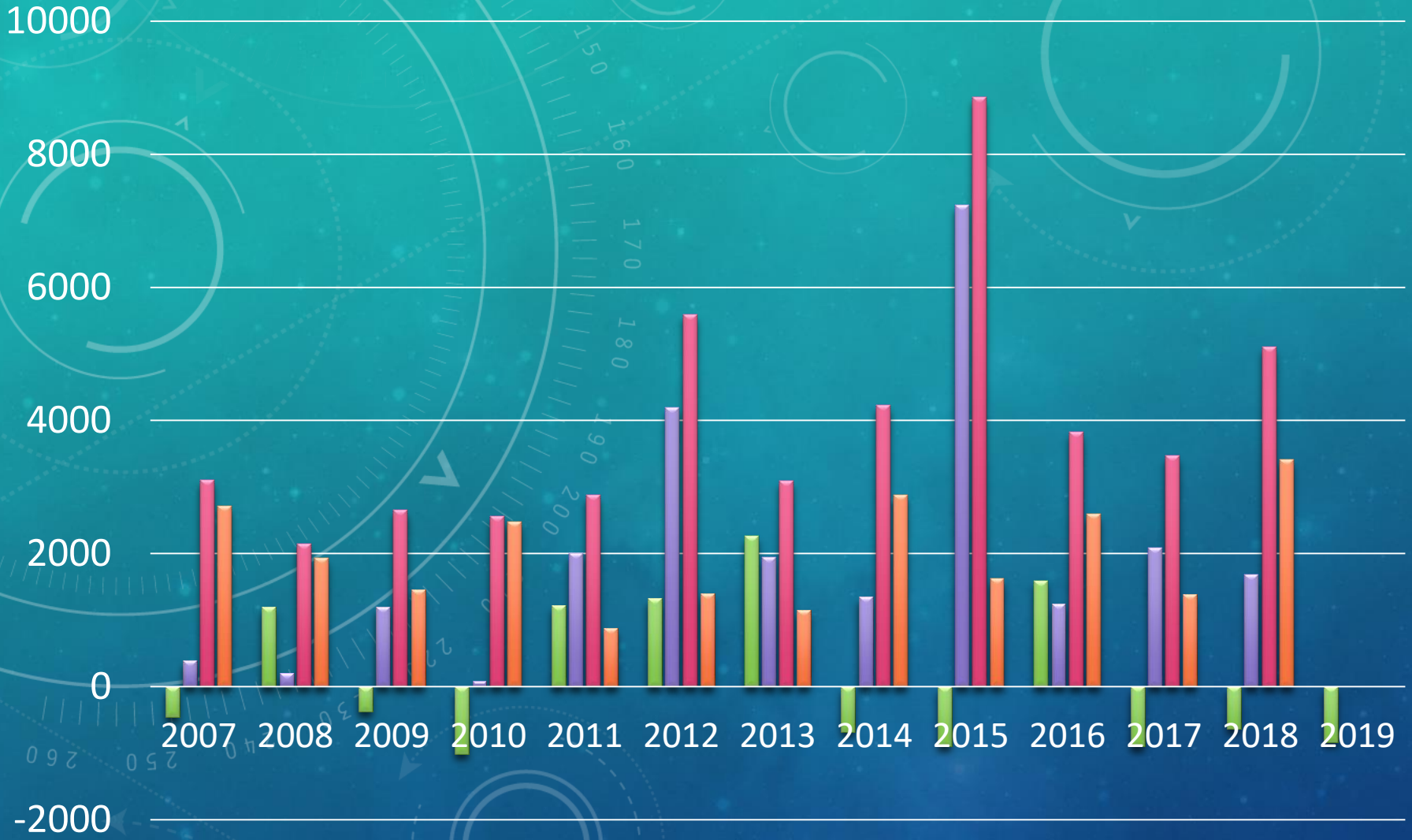
## 2018 Expenditures



- Reconciling Discrepancies
- General Business Expenses
- Archives Expenses
- Awards & Grants

# 2018 REVENUE



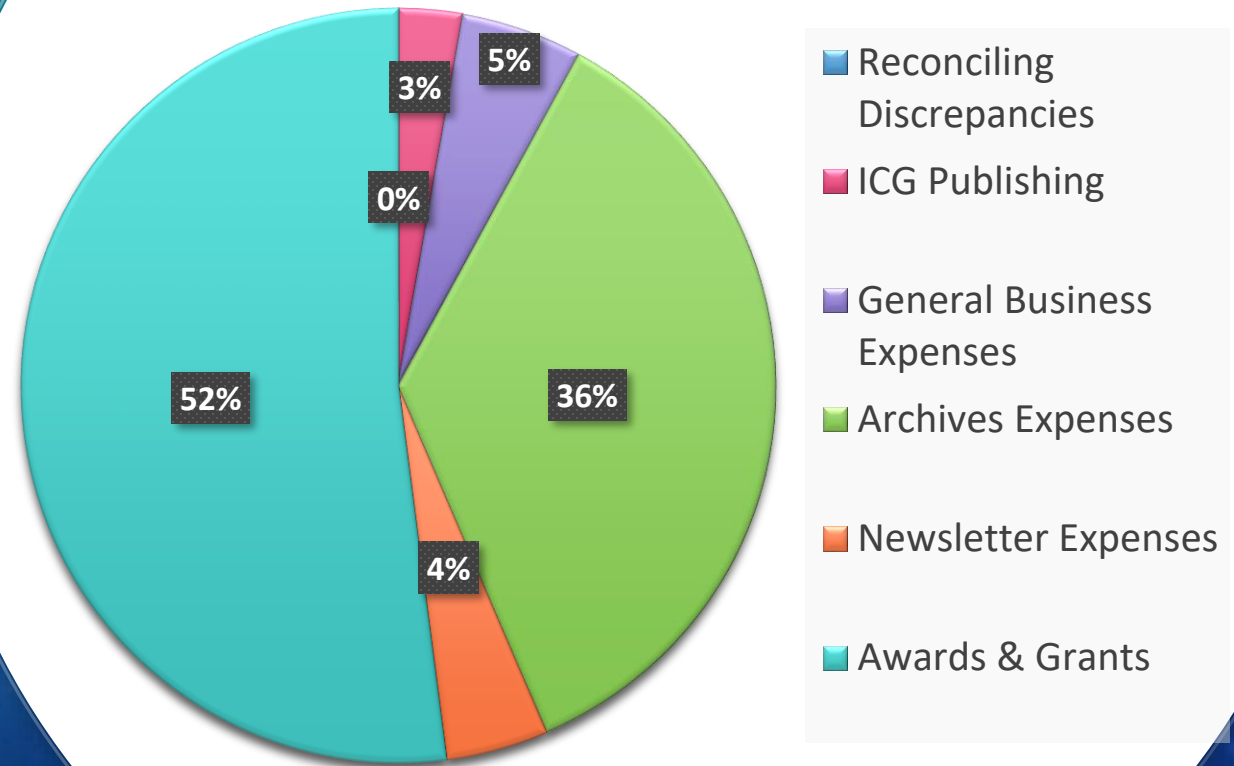


- Sum of Proj Net Rev
- Sum of Net Revenue
- Sum of Actual Revenue
- Sum of Actual Expenditures

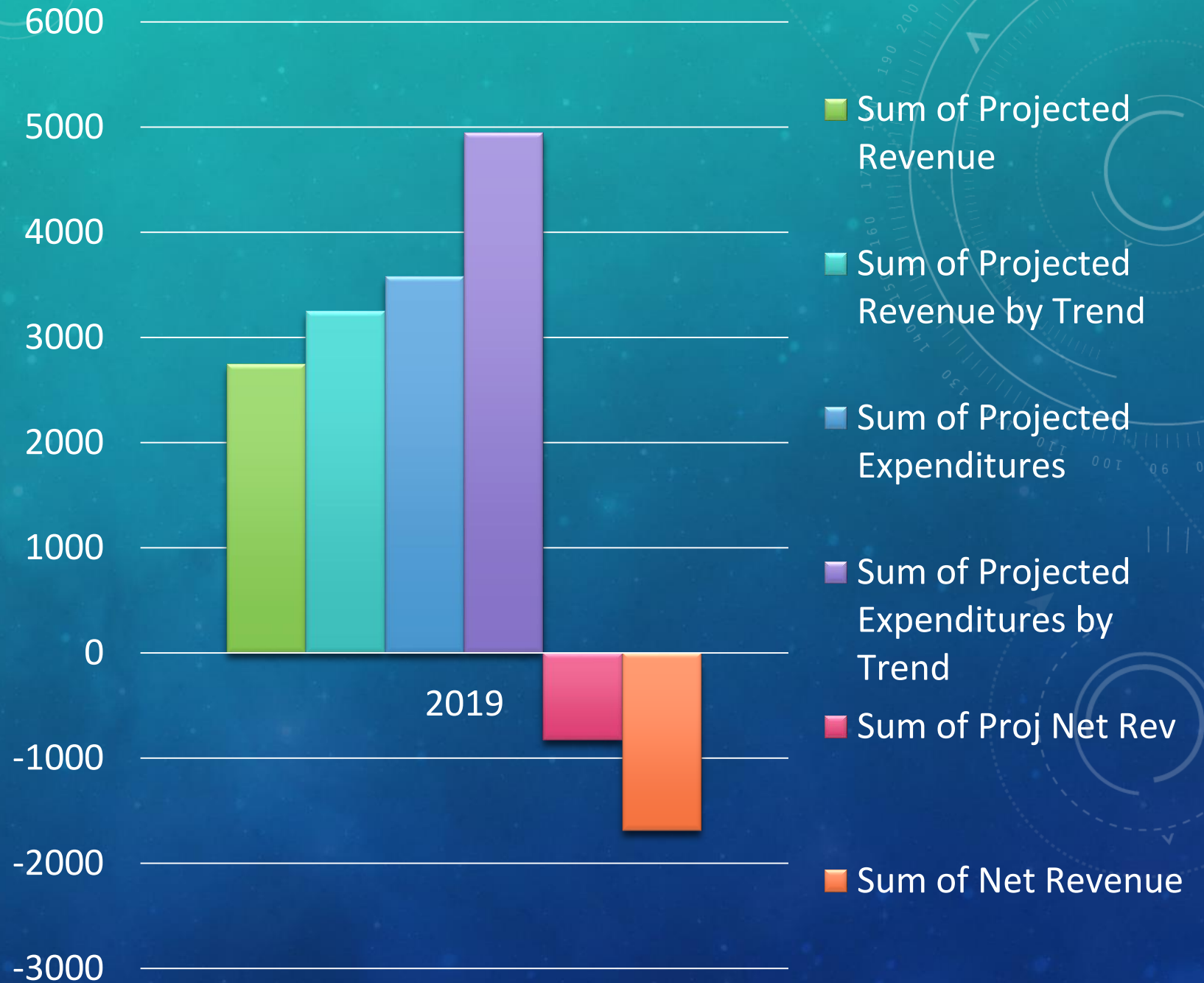
## 12 YEAR ANALYSIS OF PROJECTIONS VERSUS ACTUAL REVENUE & EXPENDITURES

# 2019 CURRENT BUDGET

## 2019 Projected Budget



# 2019 FISCAL PROJECTIONS





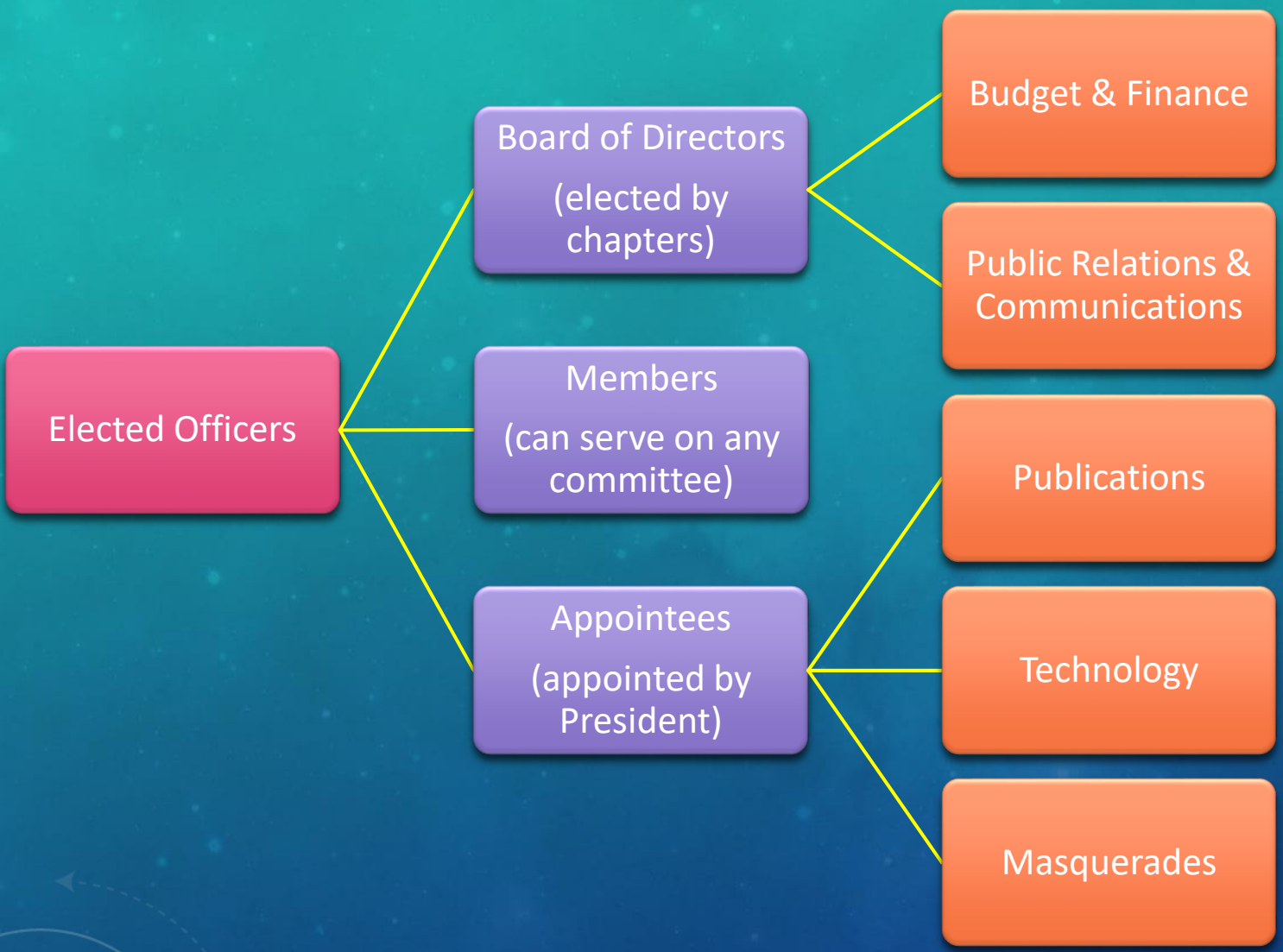
# CURRENT STANDING COMMITTEES & APPOINTEES

## APPOINTEES

- PARLIMENTARIAN
- ARCHIVIST
- GALLERY ADMINISTRATOR
- WEBMASTER
- NEWSLETTER EDITOR
- MARTY GEAR FUND COMMITTEE CHAIR
- ICG PRESS EDITOR IN CHIEF

## CURRENT COMMITTEES

- COMMUNICATIONS & PUBLIC RELATIONS
- PUBLICATIONS
  - NEWSLETTER
  - ICG PRESS
- BUDGET & FINANCE
  - MARTY GEAR FUND
- ICG PRESS SELECTION
- TECHNOLOGY
- GUIDELINES



# IMPROVING COMMITTEE EFFICIENCY



**BUDGET & FINANCE COMMITTEE**

Statement of Purpose: Responsible for preserving revenue and maximizing expenditures.

**SUBCOMMITTEES**

- **Marty Gear Fund Committee:** Responsible for evaluating applications for grants from the Marty Gear Fund.
- **Grants & Scholarships Committee:** Responsible for creating grant and scholarship opportunities and facilitating the application and award process and defining the grant period annually.
- **Acquisitions Committee:** Responsible for investigating and approving acquisitions and providing the B&F committee with proposal for B&F approval prior to making acquisition.

IMPROVING  
COMMITTEE EFFICIENCY



**PUBLIC RELATIONS & COMMUNICATIONS**  
Statement of Purpose: Responsible for promoting and maintain the ICG’s positive public image & ensuring good communication with chapters & members.

**SUBCOMMITTEES**

- **Outreach Committee:** Responsible for finding opportunities to promote the ICG, help form new chapters and attract new members, and act as a central point of contact for new chapters and members over their first 2 years to ensure that the chapter remains solvent and active.

IMPROVING  
COMMITTEE EFFICIENCY

# IMPROVING COMMITTEE EFFICIENCY



## PUBLICATIONS

Statement of Purpose: Responsible for creating publications for members, chapters, and the general public that promote the ICG, costuming, and document educational and historical information relevant to the costuming community.

## SUBCOMMITTEES

- **ICG Press Review Committee:** Responsible for reviewing and editing books and submissions for Archive collection books, and releasing and promoting published works through ICG Press.
- **Newsletter Committee:** Responsible for reviewing, editing, and publishing the quarterly newsletter.
- **Archive Committee:** Responsible for maintaining and updating the ICG Archives by collecting and approving content submissions and submitting them to the Webmaster, Newsletter, and ICG Press for inclusion in publications and online.



**TECHNOLOGY COMMITTEE**

Statement of Purpose: Responsible for creating and maintaining the technological organizational systems, social media, and web presence of the ICG. Members must have a technology background and be willing to devote at least an hour a week to their duties.

**SUBCOMMITTEES**

- **Web Team:**  
Responsible for creating, updating, and maintaining the ICG website and web content.
- **Social Media Team:**  
Responsible for creating, editing, and publishing ICG content on social media sites and growing the presence of the ICG online.

# IMPROVING COMMITTEE EFFICIENCY

# IMPROVING COMMITTEE EFFICIENCY



## MASQUERADE COMMITTEE

Statement of Purpose: Responsible for promoting the use of ICG Guidelines for Ensuring Fairness in Competition, approving costuming contests that request international status, and conducting outreach to conventions and competitions that may benefit from ICG assistance.

## SUBCOMMITTEES

- **Directorship Committee:** Provides assistance to Masquerade Directors to help facilitate Masquerades using ICG Guidelines.
- **Guidelines Committee:** Responsible for creating, editing, and publishing ICG Guidelines for Ensuring Fairness in Competition, Judging Guides, and appropriate rules and regulations for international competitions recognized by the ICG.

# CURRENT DOCUMENTS DEFINING OUR ROLE IN THE COSTUMING COMMUNITY

- Articles of Incorporation
  - Bylaws
  - Standing Rules
  - Uniform Governing Instrument
- Accrediting International Costuming Competitions
- ICG Guidelines – Ensuring Fair Competition



# UPDATING OUR DOCUMENTS, PROVIDING MORE BENEFICIAL CONTENT

- PROPOSED CHANGES TO “ICG GUIDELINES FOR ENSURING FAIR COMPETITION”
- UPDATING “ACCREDITING INTERNATIONAL COSTUMING COMPETITIONS” TO MEET WITH PERCEPTIONS, ADDRESS CURRENT REQUESTS AND NEEDS OF MASQUERADE DIRECTORS
- CREATE “GUIDELINES FOR JUDGING ICG ACCREDITED COSTUMING COMPETITIONS”
- CREATE A LIST OF ICG MEMBERS WORLDWIDE WHO ARE AVAILABLE TO SERVE AS JUDGES OR PANELISTS FOR CONVENTIONS
- CREATE PANEL PACKETS FOR PANELS WITHIN OUR WHEELHOUSE THAT CAN BE PROVIDED TO PANELISTS AND CONVENTIONS
- CREATE YEARBOOK OF ICG MEMBERS WITH HIGHLIGHTED COSTUMES
- CREATE A COMMUNITY PROMOTION GUIDE

# UPDATING OUR INFRASTRUCTURE: TECH PLAN

## ICG OnLine

### Email & Communication

Create a ListServe on  
ICG Domain

Host ICG Voting &  
Surveys on Members  
Portal

## ICG OnLine

### Member & Chapter DB

Allow members to  
control their  
membership info & pay  
dues online

Allow Chapters to  
submit reports &  
payments and request  
reimbursements online

# UPDATING OUR INFRASTRUCTURE: TECH PLAN

## ICG OnLine Social Media

Create a members only social media platform similar to Ravelry & CSA

Create submission access through social media for archives, newsletter, & ICG Press

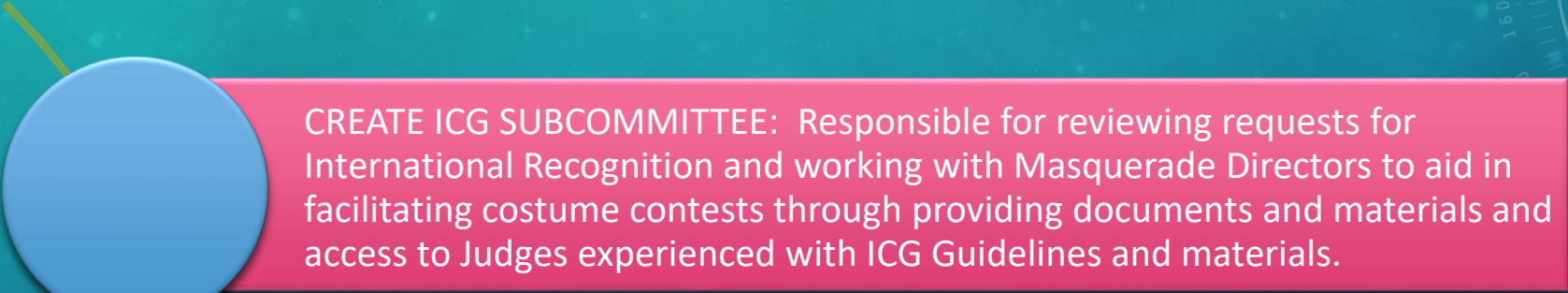
## ICG OnLine Directors Portal

Directors can request international recognition online

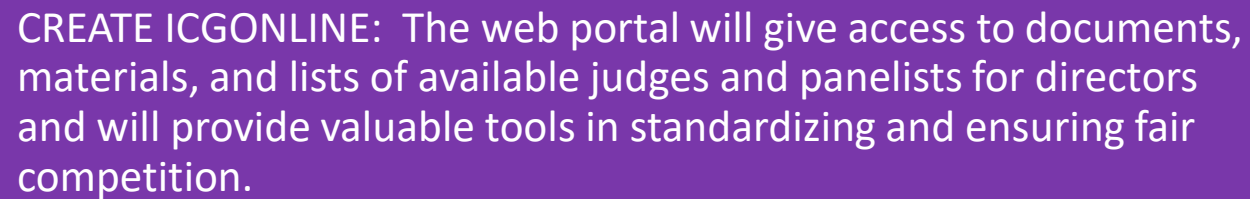
Portal allows submission of pictures of costumes to the archives with contest results

Directors can download publications, resources, panel packets, and access lists of judges & panelists

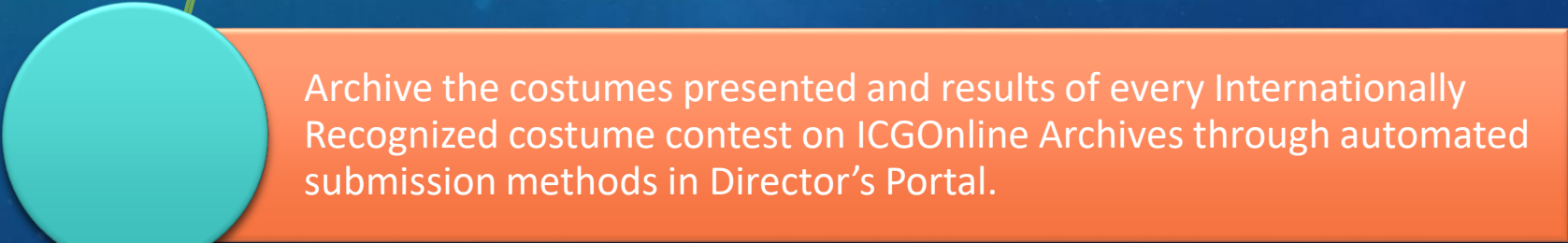
# MASQUERADE SUPPORT PLAN



**CREATE ICG SUBCOMMITTEE:** Responsible for reviewing requests for International Recognition and working with Masquerade Directors to aid in facilitating costume contests through providing documents and materials and access to Judges experienced with ICG Guidelines and materials.



**CREATE ICGONLINE:** The web portal will give access to documents, materials, and lists of available judges and panelists for directors and will provide valuable tools in standardizing and ensuring fair competition.



Archive the costumes presented and results of every Internationally Recognized costume contest on ICGOnline Archives through automated submission methods in Director's Portal.

# GOING FORWARD 2020 - 2024

- Increase Content on ICG Press
- Provide the option to have hard copy editions of the archives printed on demand
- Increase membership benefits through discount and advertising incentives with businesses that provide goods & services
- Continue to increase membership and chapter organization through outreach, advertising, and convention fan tables
- Use new social media on ICGOnline to allow for chapters and members to communicate, organize, plan events, and upload their costumes and workmanship albums
- Use new social media and ICGOnline functions for masquerade and convention directors to facilitate ICG assistance to conventions and masquerades, provide judges and panelists
- Create Monthly Contests on In Progress, Finished Costumes, & Photography
- Create an Annual Award “The Golden Needle” for the costume judged the “Best Costume of the Year” by a panel of workmanship judges based on archives submissions for the year

# IN CLOSING

## (WE'RE ALMOST DONE, HANG IN THERE!)

- BOD NEEDS TO SIGN WAIVER OF VOTE FOR NEW CHAPTERS
- Request a motion to approve the tech plan with an addition to the 2019 budget of \$5,000 to cover the costs associated with upgrades to the website. (We do not expect it to actually be \$5,000 – these costs would be buying SSL certificates, possibly changing web hosts and paying for a new hosting package, membership management software, hiring a graphic artist to update “Glitzianna” and create new logo branding for the website, etc. \$5,000 is the maximum, but we expect actual costs to be less than \$1,000.)
- Resolution of approval for the Five Year Plan.