



HEROES ALLIANCE

Heroes Alliance USA

Standard Operating Procedures

Mission Statement: The mission of the Heroes Alliance is to make the world a better place through our costuming, commitment, and dedication to service.

Staff Structure and Elections

1. The Heroes Alliance Council will be voted on annually, elected with three, five, or seven senior officers. Elections will be held in December of each year.
2. In a council of three, for a motion to be agreed upon, two of the three council members must be in agreement. In a council of five, three members must be in agreement. In a council of seven, four members must be in agreement.
3. From those in the Council, one will be chosen by closed-door council decision to be the Council Chair.
 - a. The Council Chair will give the Heroes Alliance Organization direction, motivation, and will be a central point for authority and decision-making.
 - b. Any changes the chair implements that grossly alter the structure of the organization or dismissal of other council members must be approved by a majority vote in the council chambers.
 - c. Any changes or stances implemented or adopted by the Chair can be overturned by a two-thirds majority vote in the council chambers.
4. Members in an established relationship cannot be on the council at the same time. It is a conflict of interest for two individuals in a relationship to be on the council simultaneously.
5. If need arises, Heroes Alliance Council can see fit to appoint positions of Secretary, Treasurer, or any other positions necessary or conducive to running the organization.
6. After the initial council vote, the member with the next highest amount of votes would serve as a reserve council member should an existing member stand down / be removed from the council.

- a. If two members in a relationship are nominated for council positions, and both are voted in, the member with the higher number of votes will be awarded the council seat.
- b. In the event of a tie vote, a run off vote will then take place.

I. Webmaster

1. The Webmaster will check the Heroes Alliance webpage at least every two days.
2. He or she may answer general questions about Heroes Alliance to third parties or potential candidates.
3. He or she is responsible for posting write-ups on new events and pictures from said events.

II. Meetings

1. Council members must attend a meeting to discuss general business on the first Thursday of every month at 8 pm (Eastern Standard Time, unless otherwise moved on judgment of the council). If a council member cannot attend physically they may be able to stop in via Skype or speakerphone.
2. If emergency situations arise which must be decided on between the monthly council meetings, the council may discuss it and motion on it through chat, email, phone, Skype, or in person.
3. Notes must be taken at each meeting. The detail of the notes will include time, date, people in attendance, and business discussed.

III. Division and Individual Enrollment

1. Each active division must perform at least three council approved events each year to maintain active enrollment, with at least two of those being charity or community events.
2. Subsequently, each member must perform at least three council approved events each year to maintain active enrollment, with at least two of those being charity or community events.
3. Each year, members will be subjected to a criminal background check and may be dismissed for any reason as seen fit by the Heroes Alliance Council or Division Leaders.

IV. Conduct of Heroes Alliance Members

1. Members will bring civilian clothes to all events. For community and charity events, the attire must adhere to a “casual Friday” business standard.
2. If feasible, members will change on site or park far enough away that they will not be seen by sponsors or children entering or exiting cars.
3. There will be no cursing by any member, at any time, during any Heroes Alliance event.
4. To the most reasonable degree possible, members will remain in character throughout events.
5. If cars are not within eyeshot, female members must be accompanied to and from event location.
6. All members will follow directives of the group leader or event coordinator during the events.
7. All members must maintain a suitable level of personal hygiene for events.
8. In the interest of authenticity, members will endeavor to costume in a manner that is appropriately consistent with their physical attributes.
9. All members will act courteously, professionally, and respectfully within the group and while they represent the group to others.
10. There will be no smoking or drinking while in costume at any Heroes Alliance event, even if it might be “in-character” to do so.

V. General Structure of Teams for Events

1. Heroes Alliance members will work with teammates and help the group leader or event coordinator during event.
2. The Group Leader or Event Coordinator must submit events to Heroes Alliance for approval. They will be point of contact for the event and taskmaster during the event. Within two days of the event, group leader or event coordinator will submit roll to Division Leader (If different that the Group Leader or Event Coordinator) and photos along with description of event to the Webmaster.

VI. General Structure of Divisions

1. The Division Leader will keep up with the personnel roster along with event list for the year.

VII. Recruitment and Application

1. Active enrollment for candidates 18 years or older in Heroes Alliance is contingent on passing a criminal background check, leader evaluations, a probation period of three events, and council approval. However, this is only a criterion to disqualify and not necessarily to qualify anyone for active enrollment.
 - a. During the probation period, we suggest group leaders have candidates serve as assistants (i.e. take pictures, set-up, help with non-costuming aspects of events) to understand our standard operating procedures and group dynamic. This is the recommended procedure however; we leave this to the discretion of the group leader.
 - b. During the probation period, division leader(s) must obtain front and back full-length pictures of candidates in the costumes they wish to wear at Heroes Alliance events. Photos must be submitted for approval if the member intends to function as a costumer at future Heroes Alliance Events.
 - c. In addition, all members must submit photos of any new costumes they wish to use at Heroes Alliance events.

VIII. Joint Costuming Organization Events

1. The Heroes Alliance Council must approve all joint banner events and cooperative endeavors. The Ghostbusters and the 501st are pre-approved cooperative organizations.

IX. Conflicts of Interest

1. Personal relationships that affect the working dynamic of the group or events must be kept separate from fundraising activities and events. It is the responsibility of each individual to maintain a suitable level of behavior, despite personal conflicts. If a member is concerned over their ability to remain professional, they should contact leadership at

the earliest opportunity and consider removing themselves from the event in question.

2. Dual memberships with other costuming organizations are permitted. However Administrative members of another group are ineligible to hold a seat on the Heroes Alliance Council.

X. Guests and Friends of Heroes Alliance.

1. All guests and or friends attending Heroes Alliance events must be sponsored by a Heroes Alliance member in attendance of the event.
2. While at Heroes Alliance events, all guests and friends must wear family friendly attire or approved costumes.
3. While at Heroes Alliance events, all guests and friends must adhere to the same standard of respect, courtesy, and professionalism to which their Heroes Alliance sponsor adheres.

XI. The Roster

1. The general roster will be separated geographically into divisions.
2. Each division leader will keep a roster of their division.

XII. Hospital, BASE Camp, Give Kids the World, and other Heroes Alliance visits to children who are sick and potentially terminally ill

1. If possible, submit a visit plan, character list, and front and back full-length costume photos to the volunteer director via email prior to the event.
2. Priority should be given to costumes that are of an iconic nature and/or that are easily recognizable by people who have only a casual knowledge of comics. Superman, Batman, Wolverine, Supergirl, Cyclops, Batgirl, Captain America, Spider-Man, and Green Lantern are just a few examples of characters that have been featured in popular children's media outside of comic books themselves that will carry a high degree of recognition.
3. NEVER cry or break down in front of a child and/or their caretakers. If you must, leave the room. While representing the Heroes Alliance be a voice of strength and positivity.

4. Keep interactions with children below two minutes when possible. The more mystery to the interaction, the better.
5. With the exception of Batman and Spider-Man, try to stay away from costuming as characters with full masks. Also, prop guns (such as the ones typically used as accessories for Deadpool or Punisher costumes) tend to scare children. Try to stick with the more kid-friendly heroes.
6. Never force an interaction with a child. Strive for a positive experience, but settle for a neutral one when necessary.
7. Follow all hospital volunteer protocol.
8. Usually, we don't take pictures of the children we visit, but taking a group picture at the hospital sign, the entrance of a ward, or walking through the hall to mark the visit is appropriate for most hospital guidelines. Ask your volunteer point of contact prior to the event.
9. Never pickup or offer to hold a child, strive to kneel or sit down next to the child.
10. Group leader or event coordinator(s) must turn in rolls to division leaders. All photos and a description of the event will be turned in to the Webmaster within five days of the event.

XIII. Cons where Heroes Alliance has a Booth

1. Group Leader or event leader should make a schedule of who will man the booth ("Monitor Duty") at what time, who will be available for booth set up, and what props and/or tech equipment will be set up.
2. Contests, events, panels, will be planned prior to the con and a written plan of action be sent to member attendees.
3. Booth will be manned at all times.
4. All group props and property will be secured at all times.
5. Group Leader will talk to the con coordinator to establish a reasonable time for booth set-up and breakdown.
6. Everyone behind the booth will be a member or member's guest. However, the group leader or senior may ask guests to leave or find other seating as they see fit.
7. Group leader or event coordinator(s) must turn in rolls to division leaders. All photos and a description of the event will be turned in to the Webmaster within five days of the event.

8. Non-hero costumes require approval from event supervisor to man the Heroes Alliance booth or otherwise represent the group.

XIV. Community Events

1. If possible, submit a visit plan, character list, and front and back full-length costume photos to the event director via email prior to the event.
2. Superman, Wonder Woman, Batman, Supergirl and Spider-Man are priority characters when feasible. Strive to have the best versions of these characters as possible.
3. Keep interactions with children below two minutes when possible. The more mystery to the interaction, the better.
4. With the exception of Batman and Spider-Man, try to stay away from costuming as characters with full masks. Also, prop guns (such as the ones typically used as accessories for Deadpool or Punisher costumes) tend to scare children.
5. Never force an interaction with a child. Strive for a positive experience, but settle for a neutral one when necessary.
6. Never Pickup or offer to hold a child, strive to kneel or sit down next to the child.
7. Follow the guidelines as set forth by the event coordinator.
8. Group leader or event coordinator(s) must turn in rolls to division leaders. All photos and a description of the event will be turned in to the Webmaster within five days of the event.
9. Villain costumes are allowed for community events pending approval by the Council or event coordinator.

XV. Promotional Events

1. Heroes Alliance supports sponsors and businesses (Toys 'R Us, Free Comic Book Day, movie premieres, etc.), but does not endorse products, companies, or characters.
2. Heroes Alliance makes no profit from the portrayal of their characters.

XVI. Costumes

1. Must be reasonably close to the canon of the character.
2. Full-length front and back pictures must be submitted to division leaders for approval and as a reference for event proposals.
3. Must be kept hygienically appropriate for close contact with others.
4. Must be made, kept up, and worn to the professional standards of our group.

XVII. Guidance on Building Cross-Organizational Rapport

1. Dealing with volunteer coordinators or event coordinators from other organizations can be potentially tedious, but always show a great deal of respect, professionalism, and perseverance.
2. Don't be afraid to give follow-up calls until a coordinator speaks with you.
3. Send thank you notes after each event that includes yours and/or the group's contact information.
4. Ask if it may be possible to schedule quarterly or monthly events after an evaluation.
5. Check in with coordinators periodically to see if we can help in or out of costume with any events they may have.
6. Leave any cross-organizational politics to the leadership.