



WORLD CLOWN
ASSOCIATION
ALLEY OPERATIONS MANUAL

WORLD CLOWN ASSOCIATION ALLEYS

What is an Alley?

An alley is a group of people, the majority of them clowns, who are dedicated to the art and skills of clowning. They meet together for performance opportunities and fellowship and education.

How to Start a WCA Alley

To start a WCA Alley you must have five (5) or more active WCA members. You fill out the application and submit it to the WCA Business Manager with a new alley fee of \$35.

Renewal of Alley Charter

Alleys need to renew their Alley application yearly. The renewal fee each year is \$30 but after being an alley for a year, your alley may choose to pay the Lifetime Membership Fee of \$100. A Lifetime Alley of WCA pays no further annual dues but does have to fill out the information on members each year by the renewal date of November 1st, and submit it to the WCA Business Manager.

What is an Alley Charter?

An alley charter is an official certificate signed by the current President and the Alley Director. The charter is sent to the new alley along with other information that will be of help to encourage and grow the alley.

WCA Logo

The WCA Logo is a registered trademark and cannot be used without written permission from the WCA Vice President. Simply submit a request with your intentions for the logo and you will be notified with permission to use it or denial. Each new alley and renewing alley is encouraged to use the WCA logo in local publicity and promotion events for your alley.

What is the responsibility of the Alley?

Each member alley must renew their paperwork each year by November 1. Regular alleys pay a renewal fee of \$30 and fill out the renewal application form. Lifetime alleys only fill out the renewal application form and do not have a fee each year.

Each alley runs its own business, all financial reports, records and all legal matters. It elects its own officers, develops its own educational workshops and handles the arrangements for all alley events and shows.

Each alley agrees to support and promote the ancient art of clowning and to uphold all rules, regulations, the WCA Code of Conduct and By-laws of the World Clown Association.

What is the responsibility of the WCA?

The Bylaws of the World Clown Association spell out the Purpose of the Association as:

The World Clown Association exists to serve the needs of member clowns, to serve the needs of local affiliated clown alleys, and to promote the art of clowning throughout the world.

The Association produces an educational magazine, Clowning Around. Your Alley will receive a copy of each magazine for its members' use. The Association provides an annual convention for the purposes of education, competitions, and clown fellowship. The Association has an Alley Director who serves the needs of local affiliated clown alleys, answering

questions and helping them to be as productive in clown arts as possible. We encourage discussion and sharing with our Alley Director. This officer is focused on helping each alley be healthy and effective.

Each year, the WCA will provide the benefit of additional resources (i.e. books, DVD's, etc.) to your Alley at no charge. The WCA Alley Director selects new educational resources and input that will encourage your members. If you have suggestions, please share this with the Alley Director.

WCA Leadership

The primary leader working with alleys in the WCA is the Alley Director. This Director needs to be in close contact with Alleys and insure programs are directed towards their needs.

The grass roots of any organization are the grounds for membership and direction. One should be in close contact with Alleys and insure programs are directed towards their needs.

Within the ***World Clown Association***, our grass roots are local clown alleys. They are places where new clowns traditionally find their way into clowning. Alleys offer educational opportunities and direction for their members. It's a prime place to promote clowning and the ***World Clown Association***.

The Alley Director should periodically write a letter to the Alley Presidents and advise them of the opportunities available within the ***World Clown Association***. Keep them informed about what's happening and what we have to offer. Make sure they have copies of membership and insurance applications for their meetings in the event someone requires one.

With the help of the Business Manager find out the name and address of the Alley Presidents. Attempt to establish a personal relationship with these individuals. By so doing, it will reap dividends in the long run and increase the ***World Clown Association*** membership.

Feature Alleys in the magazine ***Clowning Around***. Ask for a copy of their newsletters and if possible, use some of their articles if they pertain to a majority of the ***World Clown Association*** members. Recognition of the alleys and members will result in promoting a working relationship.

There are a lot of people who have been clowning for a long time and some just getting started, and many are members of alleys. They have ideas and information **that** can be used by many people. As Alley Director, it's important to find those ideas or information and share it with others.

The most important aspect of working with alleys is coordination. Remember, it goes both ways, up and down. Make sure you provide the information to alleys regardless if they do or do not provide it to you. Eventually the trust and camaraderie will develop and your term of office will be productive and beneficial.

WCA Insurance

WCA offers liability insurance to all WCA members located in the United States. This insurance is available to members in good standing for the cost of only \$150 for twelve months of coverage. WCA's insurance program is provided by an A-rated insurance company and is a comprehensive general liability policy. Coverage includes \$1,000,000 limit per occurrence/\$2,000,000 total aggregate per event. There is no deductible. There is no additional cost for additional insureds (malls, hotels, etc. not other clowns).

Alley Officers and Committees

A WCA Alley should include a President, Vice President, Secretary, and Treasurer. The following are **SUGGESTIONS** and only to be used as guidelines for the duties of each officer:

President:

The President shall be the chief officer of the alley and shall preside at all meetings. The President shall manage all business affairs and appoint all committees. The President will serve as Chairperson of the Executive Board, consisting of all current officers and the Immediate Past President. Term of this office shall be one year. The President must hold membership with WCA.

President will:

- Arrive 30 minutes before scheduled meeting time
- Check and review all alley mail before the meeting
- Review all membership lists, and continue to promote membership growth
- Help all Board members to work for the best of the alley
- Serve as representative of the alley in any alley-related affair
- Help to reserve meeting space needed for meetings and special programs and events
- Set up and preside at the Board meetings
- Submit a monthly article for the alley newsletter
- Appoint all committees in consultation with the Board
- Oversee all education programs for meetings
- Oversee all audiovisual equipment that is required

Vice President:

The Vice President shall preside at alley meetings in the absence of the President, if the President resigns or is unable to perform his/her duties. The Vice President will automatically become President if the President resigns or is unable to perform his/her duties for the remainder of the President's elected term. The Vice President is responsible for the set-up of events and activities of the alley, such as parades, mall appearances, shows and other alley activities. The Vice President will be responsible to oversee all insurance requirements for events, and be responsible that a phone tree or email contact system is set up to contact all members for events and activities.

Vice President will:

- Preside at all alley meetings in the absence of the President
- Seek events for the alley, with review by the Board for acceptance
- Make all members aware of scheduled events, via newsletter, phone tree, or email contact
- Give the Secretary of the alley all information for the newsletter or for media releases of events in time for publishing
- Give all mailing information to the Secretary of the alley for any Thank You notes from the alley for allowing the alley to appear at scheduled events
- Be in charge of all alley props for shows and alley balloon and face painting supplies for alley shows

Secretary:

The Secretary shall be the alley clerk and keep minutes of all meetings, whether business or otherwise. The Secretary shall keep a roll of all members and maintain a record of membership attendance at all meetings and official alley events and will perform other secretarial duties as assigned. By May 1 of each year, the Secretary shall prepare membership lists of names and addresses of all WCA members and submit this to the WCA Business Office. This will also include the Alley Renewal form and any required fee (for a Regular chartered alley – Lifetime WCA Alleys have no further annual fees).

The Secretary will:

- Take minutes of each regularly scheduled meeting
- Take minutes of Board meetings and any other business meetings. These will be kept for the permanent records and a copy will be available for all members at the following meeting
- Send Thank You letters for each event that the alley does. The Vice President will give the Secretary all information for these events.
- Provide a membership list each year for all members of the alley with names, addresses, phone numbers, email contacts, and birthdays listed.

- Send in the WCA Alley Renewal form listing all WCA members in the alley, with any fees due by May 1 of each year, to the Business Manager
- Give a membership information booklet to each new member, containing:
 - o Alley Constitution and Bylaws
 - o Rules of Conduct
 - o Make-up Information
 - o Parade Information
 - o List of members, addresses, phone numbers, email contacts, and birthdays

Treasurer:

The Treasurer shall collect dues, receive and deposit money in the alley account and disburse all money received by the alley. The Treasurer shall keep full and accurate accounts of receipts and disbursements, reconcile the bank accounts with the bank statements on a monthly basis, and shall submit a detailed Treasurer's report to the members at the monthly general meeting. The Treasurer shall close the books at year-end and provide an annual financial report to the membership at the following monthly general meeting. The Treasurer will submit any Tax Reports or Information required by the set-up of the alley.

The Treasurer will:

- Maintain the accounting book with records of paid membership and records of event payments and any dispersals
- Deliver the monthly Treasurer's Report for general meetings
- Deliver the annual financial report at the first general meeting after the end of the year
- Maintain the checking account
- Pay for any recurring bills such as mail box rental, storage facility, or meeting room rental
- Receive membership and dues payments. This information will be provided to the Secretary for an updated membership list the month following closing of dues renewals.
- Provide any tax reports required for the alley

Editor:

The Editor of the Alley Newsletter may be the Secretary or another member who will collect, assemble, and edit articles, publish and mail the monthly newsletter. The newsletter may be sent by postal or email to all members.

The Editor will:

- Prepare the newsletter for distribution
- Postal mail or email a copy of the newsletter to all current paid members
- Send a copy of the Alley newsletter to the WCA Alley Director and WCA Regional Director for the area
- Each newsletter might contain:
 - o Day, date, time and location of next meeting
 - o List of officers and volunteer positions with phone numbers and emails
 - o Events for the next 3 months listed with date, location, time, etc.
 - o Birthdays of members for that month
 - o Thank You notes sent
 - o Member articles and editorials
 - o Clown humor related articles from members and outside groups
 - o List of web sites for clowning information and resources
 - o Caring Clown information
 - o New balloon or face painting ideas

Additional Committees the Alley may want to set up:

Historian will keep records and preserve the history of the alley through an annual scrapbook with events and photos

Librarian will keep copies of clown magazines and educational resources and have them available for monthly alley meetings. The Librarian will monitor the use of alley resources.

Contact Coordinator will coordinate and organize volunteers for a phone tree or email contacts for any information needed to be distributed among the members of the alley

Entertainment Coordinator will organize and plan all social events of the alley, including refreshments for each meeting, holiday social events, summer picnic, etc.

International Clown Week Coordinator will plan and coordinate any special events for International Clown Week which is the first week of August each year, August 1 – 7.

Caring Clown Coordinator will help the Vice president set up Caring clown events for the alley, such as nursing home and hospital visits.

Benevolence Coordinator will send greeting cards for get well, congratulations, birthdays, anniversary or other occasions as requested by the officers.

How to Get People Interested in Your Alley:

- Have Business Cards made that your alley members can hand out to people who show interest in being clowns or having your clown alley come to their event.
- Put together a list of any other clowns in your area and send them information on your alley events.
- Place announcements in local newspapers, radio, library bulletin boards, shopper newspapers, and cable stations about any special programs or educational events you will have.
- Develop a Facebook page and other online access pages
- Take advantage of special events to demonstrate clowning in your community during International Clown Week, Red Nose Day, etc.

Develop an Orientation Packet

- Make a Welcome packet for a new alley member that might include
 - o A list of alley meeting dates and upcoming events
 - o A copy of your latest alley newsletter
 - o A copy of the Clown Code of Ethics
 - o A copy of your Alley By-Laws
 - o A copy of any skits or entertainment done by your alley
 - o Information on any Caring Clown opportunities through your alley (hospital or nursing home activities)

Alley Activities

- Your Alley might have educational workshops on a monthly or quarterly basis
- Publish a newsletter to keep all members informed of alley activities, meetings, business and education
- Participate in local events as clowns, such as parades, benefits, or community events
- Select a local charity to support or involve your Alley in a community need
- Develop a Hospital or Nursing Home Caring Clown Unit
- Promote International Clown Week (August 1-7) in your community; schedule some special activities that will help your alley promote the art and skills of clowning and that will promote awareness of your Alley

How Can Your Alley Members Be Involved with WCA?

- Clowning Around magazine is always looking for some good articles. We encourage your alley members to write individual articles on a regular basis for the magazine.
- Leadership opportunities in WCA are available. The WCA Board changes every few years and is always looking for people who are willing to commit themselves to serve for a two-year term. Consider becoming a Regional Director, Clown Ministry Director, Caring Clown Director, Awards Director, Educational Director or get involved with some of the committees of WCA such as
 - o Jr. Joey Committee
 - o Publications Committee
 - o Bo-Dino Scholarship Committee

- o Clowns Aiding Veterans Everywhere (C.A.V.E.)
 - o Clown of the Year Committee
 - o Alley of the Year Committee
 - o Website Committee
 - o Caring Clown Committee
 - o Long Range Planning Committee
- Contact the current WCA President and/or President-Elect to advise them of your interest in being a part of a committee or to serve as an officer.
- Remember to keep WCA advised of any changes in your officers, contact persons, alley address, telephone and e-mail addresses. Send individual membership information to the WCA Business Manager, and send Alley updates to the Alley Director.

2017 ALLEY OF THE YEAR AWARD

Every year the World Clown Association presents an award to one special clown Alley that stands above the rest. It is not given lightly to just any Alley. It is given to the WCA Alley that sets the standards for other Alleys around the world. World Clown Association Alley of the Year Award is a great honor bestowed upon the WCA Alley that has met the criteria that follows:

1. The Alley must be a current WCA Alley in good standing
2. What impact has your Alley had in your community?
 - a. Nursing home/Veterans visits
 - b. Hospital/Hospice work
 - c. Civic groups
 - d. Parades, walks, public events
 - e. Schools (all ages)
 - f. Holidays/Festivals
 - g. Libraries
 - h. Other
3. Clown Education
 - a. Clown classes
 - b. Scholarships available for clowns from Alley money
 - c. Alley lectures/Seminars
 - d. Number of educational activities offered to the Alley
 - e. Recruiting new members
 - f. Alley morale and participation
 - g. Alley material available to members (books, videos, etc.)
4. Conventions
 - a. Attending and participating members
 - b. Hosting
 - c. Presentations
5. Grants
 - a. Funds received for Alley
 - b. Funds received for community
6. Alley Participation in International Clown Week
7. Total number of current WCA members
8. Why our Alley should be ALLEY OF THE YEAR.

Do not be intimidated by alleys that are larger than you or alleys that have been with WCA for many years. Each alley will be evaluated individually for their accomplishments and contributions to the art of clowning. Be creative and show us what makes your alley the best. Every application will be read and considered. Please DO NOT send photo albums, scrapbooks, or videos – only the application form. You may include some pictures, if you choose, with your application but these cannot be returned so don't send Alley Scrapbooks or that kind of thing.

Please send your completed application only, which should include information pertaining to the items listed above. DEADLINE IS JANUARY 31 of the upcoming year. Anything received after January 31 will be returned unopened to you. Send it to: Robert Neil 805 Fairmont Ct, Des Plaines, IL 60018 Any questions, please email: kiwi72@comcast.net