



# Humanism PMG Constitution

Version 20080221

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## 1. Name

The group is called the “**Humanism Promotion and Marketing Group**” which can be abbreviated to the “**PMG**”.

## 2. Objectives:

The group has the key objective of increasing membership of the British Humanist Association (BHA) and / or the affiliated local Humanist Groups by:

- a) Raising awareness in local communities about humanist values and the benefits of a secular society.
- b) Highlighting the reasons why a non-religious voice is needed in society.

## 3. Membership

### 3.1 Who can join?

Any person can join who supports in principle the policies and activities of the British Humanist Association. Membership of the British Humanist Association and / or a local affiliated Humanist Group is preferred but not essential.

Information about the British Humanist Association’s policies and activities can be found at [www.humanism.org.uk](http://www.humanism.org.uk).

### 3.2 What involvement is expected from each member?

Each member is expected to contribute pro-actively in one or more of the following ways:

1. Provide ideas for promotion and marketing activities
2. Provide advice and knowledge to support promotion and marketing ideas
3. Provide materials to support promotion and marketing ideas
4. Motivate others to get involved in promotion and marketing activities
5. Co-ordinate promotion and marketing preparation and delivery activities
6. Volunteer to deliver promotion and marketing ideas in your local area

### 3.3 How do I join?

Before being accepted into the group as a member you must meet the following pre-requisites:

- a) Agree to this constitution
- b) Read the Initiative Guides
- c) Answer a questionnaire that identifies high level demographics and what types of promotional and marketing activities you are willing to get involved in (this information will be de-personalised), and enables you to confirm approval of the Constitution, and that you have read and understood the Initiative Guides

### **3.4 Are there any joining fees?**

There are no joining fees for the group.

### **3.5 Are there any other financial considerations?**

Members may have to financially contribute towards the projects they volunteer for. For example, if you have volunteered to distribute leaflets then there may be printing costs that you will have to contribute towards. Any estimated costs for any particular project will be made available to you before you volunteer, and you always have the right to cancel your involvement in a particular project should the costs become prohibitive or your personal circumstances change.

### **3.6 How is Membership Managed?**

Membership is managed via a Yahoo Group, as this group is a virtual group that enables members to communicate via the internet. There are not expected to be any regular face-to-face meetings, however, members can arrange to meet as needed, and as is practical, to discuss specific promotional and marketing projects. The Yahoo Group name is "Humanism-PMG"

### **3.7 Leaving the Group**

Any member can leave the group at any time. Leaving the group is achieved by leaving the Yahoo Group.

## **4. Conduct of the Group**

The group is not for general discussions about religious or non-religious topics such as religious privilege in society. The group's focus is on activities to promote and market a humanist and/or secular worldview. Discussions that go 'off topic' will be politely closed / removed.

All promotional and marketing activities must be within the law and be socially acceptable in terms of the methods and content of the promotion and marketing.

No derogatory or offensive remarks are to be made about any religions or beliefs in discussions or any promotion materials. This does not exclude facts being presented with supporting evidence – for example "Study X found that there was no evidence that praying makes any difference to the outcome based on Y."

As a group member you are expected to comply with the following conduct guidelines:

- a) Be respectful and polite in all communications with other members of the group and the general public.
- b) Recognise that other members may be willing to get involved in promotion and marketing activities that you are not willing to get involved in, and respect their right as individuals to do so (for example, if you are not happy to distribute leaflets through people's doors, and other members are, you should respect their right to do this)
- c) Publicise the group and encourage other people to join the group, if you believe they would be interested in getting involved.

## 5. Group Moderators

There are 3 group moderators who are responsible for the co-ordination, monitoring and management of the group. Details of the current moderators can be found in the Yahoo Group database section in a database called "Moderators List".


Changes in moderators will only occur as and when needed due to people's commitments, etc. When a moderator leaves then the remaining moderators will seek a replacement from the existing volunteers within the group.

## 6. Affiliations

This group is affiliated to the British Humanist Association. All initiatives require the approval of the British Humanist Association and these approvals will be managed through the group moderators.

## 7. Using the Group Name

The group name is owned by the group moderators and should only be included on promotional and marketing materials created via this group, and with permission from one of the group's moderators. This is to ensure that only official documents, promotions and marketing, carried out via this group, are branded as being from this group.

There are also restrictions when using the British Humanist Association logo.  This can only be used when making statements such as "...affiliated to the British Humanist Association" with the logo following this statement. Any other use requires the express permission of the BHA and any such requests, relating to Humanism-PMG initiatives should be requested through the Humanism-PMG moderators.

## 8. Promoting and Marketing the Group

The group should be publicised and marketed at every opportunity where it can be done so for no cost. This can include email and newsletter distributions from national and local groups who are willing to support this group's activity.

Individuals are also welcome to market the group on their own websites, etc using the pre-defined web links provided by the group. Marketing of the group via another off-line (non-internet) medium is very welcome and needs to be communicated to one of the group moderators for review and agreement.

Any online marketing should link to the group website at:

[www.humanism-pmg.org.uk](http://www.humanism-pmg.org.uk).

## 9. Changes to the Constitution

From time to time the constitution may need to be changed. Any changes will be drafted and a poll will be created on the Yahoo Group for members to confirm the constitution is accepted. A majority of those who have voted is required to formally approve the constitution.