

PAPER HOUSES ACROSS THE BORDER, INC.

10827 Colt Chase

San Antonio, Texas 78254

Advisory Board

Introduction

Paper Houses Across the Border, Inc. (Paper Houses) can benefit from advisors—they're the people from the trenches who've been on the business battlefield longer than we have. Or they're friends who're from a different industry or field who provide a unique perspective. The firm supporters that committed their money every month to help the people in the colonias can provide insight into why they remain faithful supporters so that we can emphasize and expand specific aspects of Paper Houses that led to such loyalty.

An Advisory Board will provide a reality check for the board of directors. Our website, newsletter or videos may be too in depth or they may require expansion. The frequency of letters to donors or the content may need to be changed.

The Advisory Board may help us to increase the number of volunteers, increase donations and improve fundraisers.

In short, Paper Houses is diligent in its efforts to seek and act on opinions from the people we help and we must employ that same diligence in seeking and acting on advice from our supporters, educators, medical professionals and business people in America.

Since 9/11 and the crash of the U.S. economy that began in 2008 there is a sense of turning inward. The media has targeted Mexico and is largely responsible for the bad opinion that many have Advisory Boardout all things Mexican. Legitimate concern Advisory Boardout illegal immigration also plays a part in the anti-Mexican feelings in many U.S. communities. Our advisors can help us to understand and overcome these feelings.

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How Will the Advisory Board Operate?

Overview

The Internet and social media free us from the need to live in the same community so that we can meet and discuss issues. The Advisory Board will utilize the strengths of the Internet as they contribute ideas and thoughts on their blog site and through e-mail.

The Advisory Board may not require board positions. Rather, each member contributes and critiques ideas to reach a consensus recommendation to the Board of Directors. In some instances, the Advisory Board will find volunteers to make their suggestion a reality. For example, the Advisory Board might suggest that a one-minute public service announcement Advisory Boardout Paper Houses be produced for the media. The Advisory Board could include a list of the type of volunteers needed to make this a reality (i.e. video editor, camera-person, script writer) and suggest a local college that may be willing to take on the job.

Seemingly simple suggestions and advice from the Advisory Board can result in major impact on the colonias. Sometimes, simply re-wording a few lines in an appeal letter or in our website can make a profound difference. Suggesting a 'tag-line' or a logo for Paper Houses is a very important recommendation.

Members of the Advisory Board will view everything we do from a unique perspective. Donors, educators, medical professionals, social workers and charity workers can all bring expertise to our organization through our Advisory Board. Every person has a unique background and experiences. We need opinions and ideas from a broad and diverse group.

Many people participated in our Mission Trips to the colonias. Some traveled from New Jersey, Maryland, Mississippi, Kentucky and even from Hawaii and Canada. Understanding what motivated them to make these trips is important to understand how best to motivate donors and supporters. These people also have first-hand knowledge of the colonias and the people we help.

We need more than opinions that can be gathered and collated. We need a group that can discuss, argue and distil information and ideas.

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Nuts & Bolts

First, no one should hesitate accepting a position on the Advisory Board because of a lack of Internet skills or money. Advisory Board members will not need to pay for anything other than their own access to the Internet. Even if you've never done more than read and send E-mail, you have the skills needed to comment through a blog site or to work on a shared document. Trust me.

The Advisory Board must be familiar with our Mission Statement, Purpose, Goals, and Principles and how we work.

A **blog site** will be created by Paper Houses to provide a place where the Advisory Board can work.

The Advisory Board might consider using one of the several places on the Internet to create and modify documents and presentations. GOOGLE provides such a working environment.

1. The first step of our Advisory Board may be to **generate a list of ideas** that will help the mission of Paper Houses Across the Border.
2. **Organize the list** of ideas in the order the Advisory Board hopes to follow.
3. **Brainstorm your first idea** and **consider how the idea can be put into action**.
4. **Write a recommendation** to the board.
5. **Send the recommendation**.

Members of the Advisory Board can contribute articles for our website and newsletter. These may be Advisory Boardout their reasons for being a donor, a member of the Advisory Board, experiences and reflections Advisory Boardout the colonias or specific personal stories related to the colonias.

Members of the Advisory Board might form subgroups that help Paper Houses Across the Border with specific functions. For example a small group of editors and proof readers could improve our website and printed materials. Another group could accept responsibility for tagging photographs. Members of the Advisory Board group might simply find and supervise volunteers that accomplish these kinds of tasks.

As Paper Houses Across the Border considers new projects and directions the Advisory Board will help us to determine who, what, where when and how we implement new projects and new directions.

Although the primary purpose of this board is to discuss ideas and make recommendations to the Board of Directors, some Advisory Board members

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may want to reach beyond that function. Members are welcome to organize local coffee-clutches to share information about Paper Houses and to solicit opinions from other resources. For example, Paper Houses is becoming involved with 53-families in Acuña that have members diagnosed with Down syndrome and similar health problems. An Advisory Board member may want to invite members of a local Down syndrome association to discuss ways that Paper Houses can best work with these families.

The Advisory Board will not work in a vacuum and Bob Decker will work with the board and individual board members.

The Advisory Board will provide the broad range of opinions and ideas from donors and fellow Americans that are needed by Paper Houses.