



HANDBOOK

THE RED HAT SOCIETY'S HANDBOOK IS PART OF OUR INTELLECTUAL PROPERTY WHICH IS PROTECTED BY COPYRIGHTS. IT IS SPECIFICALLY CREATED FOR OUR VALUED MEMBERS' ENJOYMENT AND GUIDANCE TO GET THE MOST OUT OF THEIR MEMBERSHIP. IT'S PART OF THE MAGIC IN OUR HATS. EXCLUSIVELY FOR RHS OFFICIAL QUEENS AND MEMBERS ONLY.



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a warm welcome

A MESSAGE FROM THE FOUNDER, THE RECIPIENT OF THE FIRST HAT, AND THE CEO



Debra Granich

Sue Ellen Cooper

Linda Murphy

Dear Queens and Members of the Red Hat Society,

The Red Hat Society (RHS) is an international women's social society. Our cause and mission is to enrich the lives of women across the globe through Fun and Friendship, and make a positive difference in their lives. Together, our members are redefining camaraderie for the modern woman and proudly reshaping the way women are viewed in today's culture. When our members gather together wearing regalia of Red or Pink Hats and purple or lavender clothing, it is a magical experience!

You will see we are like no other women's society; we offer fresh ways to bring "recess" back into your life. RHS Hatquarters supports our membership globally through a robust private online community. Hatter activities are held online and in person, from small local events to large annual conventions. We encourage you to use the RHS's online membership tips and tools provided to enhance your own unique magic in the hat. For more info go to redhatsociety.com and our direct communication.

Upon joining, every member automatically belongs to the worldwide Official RHS Chapter. Your one membership entitles you to contact and align with other Chapters and Members, plus all kinds of resources that you can find on our website and in RHS communications to you.

RHS exists primarily by your membership dues which support member programs, RHS operations, and our exclusive custom website. For a complete list of the benefits included in your yearly membership please visit our website: RedHatSociety.com.

If you do not use a computer and you want to stay up to date on RHS happenings simply find an "email femail" (an RHS member you choose to help you stay connected on all things RHS) who can assist you or you can retrieve your info on a smartphone or go to your local library and log on to our website at RedHatSociety.com.

Happy hatting!

In friendship,

Sue Ellen

Sue Ellen Cooper
Founder & Exalted
Queen Mother

Linda

Linda Murphy
Esteemed Vice Mother

Debra

Debra Granich
CEO & Queen Lady Bug

And all of us at Hatquarters



THANK YOU FOR JOINING THE CAUSE!

You are now a part of the largest international women's social society targeted to women approaching 50 and beyond. Membership in the Red Hat Society is a rewarding way to reconnect with old friends, make new friends, and rediscover the joy of getting together with other like-minded women purely for the purpose of having FUN! We wholeheartedly promote periods of "recess" from the cares and duties of everyday life, and it is even healthy for you too!

In the years since the RHS was established, we have been thrilled to witness even more meaningful interpersonal connections and deeper emotional support systems being built among our members – not only within individual chapters but worldwide. We have also found ourselves reshaping the way women are viewed in today's culture by promoting not only fun and friendship, but freedom from stereotypes and fulfillment of goals and dreams. In recent years, we have added the goal of physical fitness as the foundation on which to build healthy, rewarding lives.

Hatquarters and our website, RedHatSociety.com, are the hub of the

Red Hat Society. The website is the starting place for members to connect with Hatquarters and each other; it is a buzzing hive of lively chatter and continual vigorous sharing of ideas and interests among members. The multiple forums provided for queens and members to interact is, as they say "worth the price of admission", all by themselves!

It is also the place where Hatquarters posts constantly updated information about worldwide events and happenings within the RHS at large, in addition to tools, tips and services provided for the Membership.

Check in as often as you can; but be warned: "ten minutes" can turn into an hour!



Our Passion

The Red Hat Society promotes our 5 "Fs" of fun, friendship, fitness, the freedom to express ourselves and a dedication to the fulfillment of lifelong dreams through the power of fun!

Fun

We celebrate life at every age and stage

Friendship

We solidify and support the expansion of the bonds of Sisterhood

Freedom

We discover and explore new interests and renew abandoned ones

Fulfillment

We realize our personal potential

Fitness

We embrace healthy, life-lengthening lifestyles



Our Cause

Our cause is our commitment to making a positive difference in the lives of women through fun and friendship across the globe.

The Red Hat Philosophy of Life

The simple gift of a red hat, from one friend to another, has grown into a universal symbol for women around the globe who victoriously celebrate their entrance into each stage of life. Its social message has resonated with millions of women, regardless of race, creed, occupation or age. Today hatters are commonly seen out frolicking and embracing life to the fullest while wearing the now-famous symbol – a red or pink hat and purple or lavender regalia.

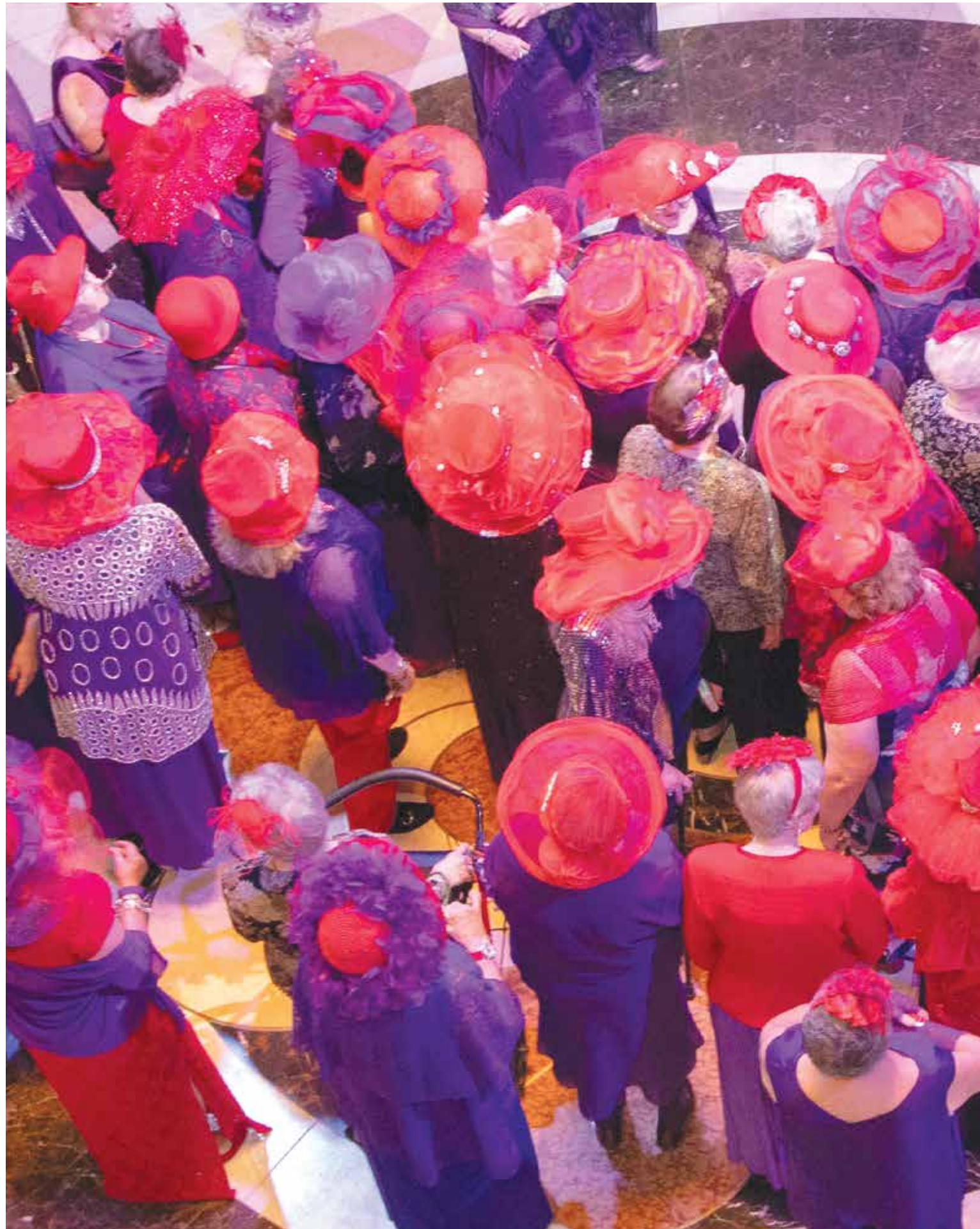
We emphasize the things that all women have in common. We invite all women to join with us on our "march to take over the world. Wink!" We have become our own women's movement – not strident, not angry – placing a strong emphasis on the positive aspects of life. We stress the importance of friendship and sisterhood and the value of play; and we share a determination to find the good everywhere possible.

We use the term PLAY, a lot! Our definition for play is: Any activity that inspires enjoyment using the power of fun through social engagement. We also use the term RECESS. Our definition is: Dedicating time for yourself to enjoy and relax without having to feel guilty from your usual everyday responsibilities. You can get back to those responsibilities after you have some ME time with special RHS sisters.

We value the individual contribution of each woman while also recognizing that each of us is a part of something much larger, a movement that is opening doors to a better today and tomorrow for woman of all ages. We're so glad to have you as a part of this!

The Concept of Royalty

Why royalty? Why in the world not? We embrace royal designations and titles as our due! Founders or heads of chapters may call themselves "queens" and rule (benevolently, of course) over their chapters. Every other member is encouraged to come up with a title for herself (perhaps humorous) incorporating some personal characteristic or interest. Examples: "Duchess of Dog-Walking" for a pet-lover, "Digital Dame" (chapter photographer) or "Empress of Exercise" for a fitness enthusiast. Have fun with it! It is your role to be an inspiring and fun queen and not a negative ruler. Remember you must uphold our mission and cause in everything you do.



Three Official Rules



The Red Hat Society has always enjoyed using a play on words. From calling ourselves a “disorganization” to sharing that we have “no rules,” it is always fun to place our emphasis on play. The truth is, we would not be a thriving and global sisterhood if we didn’t have a few rules we play by. Hatquarters is proud to have always limited them to a select few giving our queens and members plenty of room for play. **These rules are:**

1

Have fun! Enjoy meeting new friends in your neighborhood and around the world, all while maintaining the commitment to making a positive difference in your life as well as in the lives of women through fun and friendship.

2

A woman wishing to participate as an RHS queen or member must pay annual membership dues and renew on time.

Simply put, she must “pay to play.” Those dues are paid to the RHS’s Hatquarters located at 369 S. Acacia Ave., Fullerton, CA 92831.

It is also the responsibility of every single RHS queen to ensure that the women who participate within her chapter(s) support the Society through individual membership dues annually.

3

When taking part in RHS gatherings or events, queens and members utilize the Society’s signature colors of red and purple (for those over 50) and pink and lavender (for those under 50). Our regalia makes us unique and special, causes others to take notice of us and gives women you may come in contact with a reason to ask questions and potentially join us. How a queen or member interprets the use of our colors is at her discretion and fun needs to be at the center of it.

GETTING STARTED



Welcome! We are so excited that you have joined RHS! Your member experience in the Red Hat Society can be however you would like it to be! The possibilities are endless! More of a social butterfly? Join multiple chapters and spread your wings at events often! Not quite ready to jump into the deep end? Head over to RedHatSociety.com and start making online connections – with members from all around the globe, there's always someone to talk to at any time of day. If you continue with your commitment to making a positive difference in the lives of women through fun and friendship, you can't go wrong!

Need some more ideas of ways to play and get connected? Check out some of the tips below.

VISIT REDHATSOCIETY.COM

Log in to your RHS account and update your personal profile with details about yourself. It'll make it easier for others to find you and connect with you!

Request to join chapters in your area, message queens and members in your neighborhood or across the globe, jump in the conversation in the Official Red Hat Society Group, and so much more. Have fun exploring and getting to know others within RHS.

There may be times when there are no chapters in your area to join YET. Don't be discouraged. You are always part of the Official Red Hat Society Chapter. If you can't find one to join, we can always help you to start your own or just continue to play without belonging to a local chapter in your area. You are invited to all events that are posted for ALL to join.

CHAPTER OUTINGS (AND IN-INGS)

The task of planning events should not fall on the queen alone. One of the easiest ways to arrange events is to have each member pick a month and assume responsibility for planning the event and notifying members by invitation, phone or email. (However, if a different arrangement works better for your chapter, go for it!) Members are encouraged to be respectful and RSVP in a timely manner. This makes it SO much easier for the organizers of the event, and ensures that the party gets off on the right foot!

Although RHS chapters often prefer to make public appearances, it is a good idea to occasionally plan a potluck, game night, perhaps a pajama breakfast, at someone's home or whatever creative activity you choose to do. This can serve the purpose of deepening friendships and allowing time to discuss ideas regarding the future of the chapter, as well as keeping everyone in close touch.

Though known for our fabulous tea parties, dancing and beautiful displays of fun, red and pink hatters love to get creative: they've been known to gather in full regalia for a video conferencing craft session, stomp grapes at wineries, tour bread factories, puzzle their way out of an escape room, learn line-dances, and turn things up with live entertainment! Get-togethers can last for one hour or an entire weekend, and they don't have to cost a cent.

The Red Hat Society ever-so-gently reminds you of the Member Etiquette Section of this handbook. When representing the RHS at

events or outings, we request that you promote a positive attitude and leave a lasting positive impression on all that you encounter. Remember, when you are in regalia, you are representing more than yourself.

PLAYING WITH MORE THAN ONE CHAPTER

Your membership covers it all; dues are paid once a year to RHS Hatquarters, and your participation in local chapters is limitless! As a queen or member, you are eligible to play with as many chapters as you wish. RHS allows queens or members to be listed on multiple rosters and choose a primary chapter. Some members enjoy fun all around by participating with a local chapter, playing with other chapters at events, and chatting with all the ladies in our online community. You only need to pay for one membership - that chapter is the Official Red Hat Society chapter - there's no need to pay for additional memberships. There are no barriers, and no limitations. Party and play to your heart's content! Note that some queens do wish to run more than one chapter. Optional chapters do require an additional Queen registration at \$49 USD annually.

There are some chapters that may require you to pay addition dues to cover the chapter operating costs such as newsletters, birthday celebration supplies, etc. (see "Queens" sections for more information). This is a big exception. The only requirement RHS has is to support the global RHS membership dues.





HOOTS

A “hoot” is our word for an unstructured and extremely informal event. It often (but not always) involves a train. We choose a location and meet there for an event, a meal, or even just a day of shopping. The key to a hoot is that each participant is responsible for her own reservations, transportation, and any meals. Be sure to check it is okay to have a gathering in the place you plan to hoot. If your chapter is hosting a hoot, use the RHS WEBSITE CALENDAR to invite other chapters in your area to participate. Occasionally, Hatquarters hosts a hoot in California or other regions. We’ve recently begun the tradition of Worldwide Hoot Days, when hatters from around the world all hoot on the same day!

MULTI-CHAPTER EVENTS

To connect with other local chapters and make new friends, many chapters choose to organize regional get-togethers. Queens may use the RHS WEBSITE

CALENDAR to post multi-chapter events. The intent of these events is for members to have fun together and meet other hatters in the process. Policies relating to these events can be found online. If you are interested in planning an event using the RHS WEBSITE CALENDAR, please go to RedHatSociety.com to learn more. Multi-chapter events are

especially for members-only and support licensed vendors. Queens have the privilege to post their events on the calendar. Full calendar is coming soon.

RHS-SPONSORED CONVENTIONS

RHS Hatquarters generally hosts one international convention every year, as well as occasional regional and special events. Members are extended a royal invitation to attend all RHS Hatquarters in person or virtually hosted events. These fabulous galas are over-the-top, where hundreds or thousands of hatters gather for a weekend of non-stop fun. (You can rest when you get home!) Imagine the thrill of



seeing a ballroom filled with a sea of red, purple, lavender and pink! Our RHS-sponsored conventions bring together sisters from all over the globe and provide great opportunities for RHS website buddies to meet in person. Find out more about RHS-sponsored events on the RHS website and don’t miss the SAVE THE DATE page with a listing of all the upcoming events sponsored by Hatquarters! You will find it conveniently located under EVENTS on RedHatSociety.com.

VISITS TO HATQUARTERS

Please send us an email or give us a call before you decide to visit us at RHS Hatquarters. For the safety of our members and HQ team, we are not open for visitors at this time. Prior to the Covid-19 pandemic, with notice, each and every member was invited to visit Hatquarters. Things change on a daily basis. We may be able to meet you on a Zoom call. We miss you and look forward to the time that we may welcome you to Hatquarters again.

KEEPING THE FUN GOING!

Queens and members are free to contact local members through the website to get better acquainted in a smaller chapter setting or you may choose to remain a member of the Official RHS Online Chapter. Either way is so much fun to learn and share with each other, and both offer you the opportunity to enjoy attending larger group gatherings posted on the RHS WEBSITE CALENDAR, attending RHS-sponsored conventions and regional events, joining in the fun with the online community board and getting to know sisters all over the world.

STAYING CONNECTED

Hatquarters is continually working on new ways to help members find friendship, share fun ideas and talk about their life experiences. The best ways to connect with Hatquarters and other RHS members are:

REDHATSOCIETY.COM

- available on both desktop and mobile devices!

Our queens and members are the heart of the RHS; Hatquarters is the hub. The website is the place where all hatters can get communications from Hatquarters and connect with sisters across the globe. It's the center of activity where stories are told, friends are made, activities are planned and information about upcoming events are shared. You can also find member-exclusive downloads, party favors, craft ideas, games, and discounts. It pays to know the RHS website!

SOCIAL MEDIA

The Red Hat Society has a thriving social media presence! Queens and members from around the world chat on our own social platforms.

Visit our website: RedHatSociety.com

Follow us on Twitter: twitter.com/RedHatSociety

Join us on Facebook: facebook.com/RedHatSocietyPage

Follow our Pins on Pinterest: pinterest.com/redhatsociety

Subscribe to us on YouTube: youtube.com/user/RubyRedhat

Follow our photos and videos: instagram.com/RedHatSociety

SEARCH FEATURES

Our search features are exclusive to members only and requires that the user be a registered queen or member of the Red Hat Society. This means that queens are only contacted by real members who are authorized to contact them and want to play! This also helps protect you from unwanted solicitors, vendors, and other salespeople who do not have access to any of our members' contact information.

Queens and members use the SEARCH features to get in touch with chapters in cities they may

be traveling to, or to spread the word about an upcoming event. They use the SEARCH feature to connect, message and request to join chapters. It's a great way to get connected! If you have a challenge, don't forget your team at Hatquarters stands ready to help you. Send an email to MemberServices@RedHatSociety.com detailing exactly what you need and we'll be happy to help.

OFFICIAL RED HAT SOCIETY CHAPTER

The Official Red Hat Society Chapter is the place which all current members are automatically part of,

on which hatters from all over the world post messages, share stories, get excited about upcoming events and make new friends! All queens and members are invited to join in the fun! It's open 24 hours a day, 7 days a week. (Somebody's always up on the other side of the world!)

RHS WEBSITE CALENDAR

Use the RHS Website Calendar to find Hatquarters-sponsored events and/or chapter events near you. Check it often to see what's going on in your neighborhood! Full Calendar coming soon.



HATTERS' CHATTER

Once a month Hatquarters sends out an email full of ideas, information, interesting escapades and heartwarming stories sent in by various members around the world. Make sure you take a look at it each month to find out what's going on in your Society!

QUEEN-TO-QUEENS BROADCAST

Hatquarters emails a monthly broadcast especially for all current RHS queens, addressing hot topics, including communications from Hatquarters about upcoming events and opportunities for all members. We like to make sure that you have the most up to date RHS news available! Once you have the scoop, we encourage you to share the information with your chapterettes. We find that this communication keeps our members engaged and

excited about what is ahead for the coming months. Even more exciting, is that one queen each month will be spotlighted as "The Queen of the Month" within the Queen-to-Queens Broadcast.

RED HATTER MATTERS

Our official digital magazine, the "Red Hatter Matters," is published two times a year online on the RHS website and included as part of your membership. It's a magazine that is dedicated to – and all about – you! It's filled with essential information about RHS activities, current events, new benefits and seasonal fun. We also publish the exploits of some of our most fun-loving hatters, share recipes, and more.

If you wish, you may order a hard copy of the RHM as a collector's item. Have a story you think should be featured? Simply send us an email with pictures to Stories@RedHatSociety.com. If including others in your photos, please provide names and ensure that they are paid members.

SPECIAL EMAILS AND MAILED OFFERS

Emails: Nearly every week, members receive special communications from Hatquarters, on such subjects as RHS-sponsored events, online store promotions from our store, partners who support the RHS and more.



All emails from Partners are sent out on behalf of the Partner by RHS directly. RHS never shares your information with outside individuals or organizations.

Mailed Offers: On occasion, RHS Partners may provide queens and members with specialized mailings direct to their door. RHS queens and members can rest assured that we do not share your personal information with that Partner. RHS handles the mailings for these special Partners through our mailing channels.

YOUR STORIES

We encourage all hatters to send and share stories about their chapters or individual members (with pictures!) to Hatquarters at Stories@RedHatSociety.com to use in general communications. Although we cannot use every story we receive, we love to share as many of them as possible with RHS members everywhere!



Guidelines & Etiquette

Requirements of Chapter Queens and Members

The Red Hat Society believes in the guidelines as denoted earlier in The Role of a Queen and Member. Queens and members are asked to uphold these guidelines so that we might all--together--ensure the global sisterhood of the Society lives on for generations to come.

Regalia – Wearing Your Colors

Members who have reached the magical age of 50 wear any shade of red hats and purple clothing. Those under 50 (fondly referred to as pink hatters) wear any shade of lavender clothing with pink hats. This is all that is absolutely needed to be dressed in “regalia.” Be creative and wear your colors the way you feel most comfortable. Your entire outfit from head to toe does not have to be purple or lavender, but the more color

the better—and that can (but does not have to) include shoes! Each member is encouraged to wear colors, display creativity and play dress-up to her heart’s content. We wear our colors so our adoring public knows who we are. Our doting public enjoys our regalia almost as much as we do!

Note: Full regalia may not be appropriate every day of the week, and hatters often choose to wear purple or lavender only on the top or the bottom. As long as you are wearing our colors, you’re good to go! Remember, the spirit of the Red Hat Society is in your heart and mind! We have found that wearing an RHS member pin is a great way to let women you may come in contact with know where your heart lies. Consider wearing your pin every day, no matter what else you may

Queen & Member Pledge

(Of course we have a pledge!)

I pledge to faithfully support my red and pink hat sisters. I will use this positive spirit to impact my local community with the fun and friendship found only in official Red Hat Society membership.

I promise to honor RHS by:

- *Committing to all values, guidelines, principles, and the Passion Statement of RHS found within the RHS handbook and website*
- *Actively participating in the sisterhood (i.e., playing online, taking part in local and international events)*
- *Representing RHS as true royalty when I am in regalia by being kind to others and carrying myself in a ladylike fashion*
- *Ensuring my annual membership dues are renewed on time*
- *Encouraging those with whom I am hatting to become a member-in-good-standing of the Red Hat Society.*

I pledge to wear the colors of official membership (red and purple for those over 50; pink and lavender for those under 50) with pride - professing to the world that “Red and Pink Hatters Matter!”

I pledge to share the fun found in RHS Membership with women I come in contact with as a testament to the Society’s global sisterhood and quest to ensure women get the most out of life!

Most importantly, I pledge to ensure that FUN is at the heart of everything I do as a red or pink hatter.

be wearing. You will be surprised what amazing conversations can be sparked through wearing it.

Some have asked exactly what constitutes a hat: will a bow suffice? Or what shade of purple is the proper shade? Can I wear red shoes with my purple outfit? Can I wear a purple print dress? Can I wear a magenta hat?

Remember, this is regalia, not a uniform. Each member chooses how she will express her individuality. It is more important to enjoy each other’s company than to worry about small details regarding what each one is wearing. It’s all part of the same informal spirit that we use to avoid “meetings”—there is no place for “Robert’s Rules of Order” at our gatherings! Let’s keep the fun in the Society. Just stick to the basics: red

(or pink!) on the head, and something purple (or lavender) below. Simple! That is what makes being a red or pink hatter so appealing...less rules and more fun.

Choosing Royal Titles

In the spirit of fun, every hatter is encouraged to dream up a title for herself. We have ladies, baronesses, mistresses, princesses, duchesses, countesses and many more! Perhaps the chosen title refers to a particular hobby, personality trait or interest, such as “Lady Luck” for someone who feels lucky in many ways. If you like to snap photos, “Digital Dame” could be fun! A playful title can be the first step toward giving you permission to play. Feel free to choose one of those titles or create your own!

Guests: All members hatting with a Red Hat Society chapter are expected

to be paid members. The Society encourages all queens and members to invite guests to chapter functions from time to time to experience what RHS is all about before joining. Keep in mind that guests should not continue to frequent chapter events unless they join to become an official queen or member. These invitations are meant as introductions to the Society and guests should be given instructions on how to become an official member at that time. By encouraging new women to experience the magic found only in the sisterhood, you are doing your part to ensure the Legacy of the Society.

How old do you have to be to become a Member of the Red Hat Society? All ages are welcome. Perspective members include women of all ages who recognize their need for more

fun and friendship in their lives. We intentionally keep our dues low in order to encourage interested women to join the fun. We do require that those who attend official Red Hat Society sponsored convention events be at least 21 years old due to the presence of alcohol served.

Hatting does run in families! Although, children do not typically attend chapter events, occasionally, private family events are held to include everyone from grandmothers to grandchildren. Events that include children are to be advertised as such

to potential attendees and are excellent photo opportunities.

Chapters may include both red and pink hatters, with the only difference between them being the colors they wear. Queens may be either red or pink hatters.

Be Kind To Each Other

Being kind is so important! The RHS values integrity and respectful behavior among its members as well as between its members and the general public. The RHS does not condone, nor will it tolerate any

instance of harassment between members in which intentional ill will is conveyed between members. If an instance of harassment is reported to the Red Hat Society, we will record the instance and will send an email to the offender telling her to stop harassing the victim. If this behavior continues, we will restrict access to the RHS website, and may possibly revoke membership for the year. If this behavior persists or we believe there is a serious threat to the victim, we will report all communications that we have saved as proof of the harassment to the authorities.

Queen & Member Etiquette

IN PUBLIC:

Since we are all adults, in addition to royalty, very little needs to be said regarding public manners. However, we do wish to remind our ladies that we are highly noticeable when we are out in public in regalia. The public reaction is very positive because of our good spirits and our bright colors. As a group, we are known to be polite to one another and to the public. We ask that each member keep in mind that she is representing the Red Hat Society to the public. Just because we're out to have fun and celebrate life doesn't mean that we may ignore common courtesy. Lighthearted fun is good; raucous, rude, loud behavior is not RHS and is completely unacceptable! While we love our fabulous hats, if attending a play or movie, please be considerate of those seated behind you, and remove your hat during the performance. When dining out, be sure to tip the appropriate amount; we want the staff at every restaurant to remember us fondly! There's nothing more royal than true courtesy and manners!

IN THE CHAPTER:

The Red Hat Society stands firm in our commitment to being an inclusive group. All women are a vital part of our sisterhood. We request that all members (queens included) should be well-mannered when communicating with others. The purpose of the Red Hat Society is to promote a positive environment for all who support our mission of fun, friendship, freedom, fulfillment, and fitness. Occasionally there may be disharmony within the chapter - we're all different, it should be no surprise that we don't all want to play the same way! It is recommended that the member who is unhappy be encouraged to peacefully and with goodwill start her own chapter. This is called a Spin-Off chapter. Furthermore, members are encouraged to visit other chapters to find the best fit for their own interests.

ON SOCIAL MEDIA:

The comments we say both in-person and online can affect others – let's use our words to encourage each other and be positive, even when we're not face-to-face. The Official Red Hat Society groups within RedHatSociety.com and on Facebook have a certain set of guidelines that we would like all members to follow:

1. BE KIND AND POSITIVE.

We want to keep the integrity of this group for fun and friendship. We always want to be positive and kind in our posts – anyone not respecting this attitude may be removed from the group, and any disrespectful comments or posts will be deleted.

2. BE INCLUSIVE.

RHS is inclusive, not exclusive, and posts in this group should always be relevant to all involved. No discussion of religion or politics, please.

3. NO HATE SPEECH OR BULLYING.

We want everyone to feel safe and welcome in this group. Bullying of any kind is not allowed, and degrading comments will not be tolerated.

4. NO PERSONAL ATTACKS ON PEOPLE OR EVENTS.

If you have a complaint, please email MemberServices@RedHatSociety.com, and we will work with you to address the issue.

5. NO SOLICITING.

Please do not solicit the Members and community in this group. Unless the product/company is licensed by the RHS, any sales posts will be deleted, and the offender may be removed from the group. We respectfully request that outside product not be posted here.



Charities vs. Fun Rising

If any individual chapter or member wishes to participate in charitable events in regalia as part of their chapter activities, we ask that they do so in their chapter name and mention that they are a part of the Red Hat Society, rather than identifying themselves in the name of the Society as a whole. We want to make sure that no one feels any pressure to participate in charitable events if they don't wish to: we're all about fun! Many hatters do charity activities as a part of their "regular" lives and prefer to keep their hatting time as pure recess time!

Donations to the Red Hat Society

We are honored by requests to accept a financial donation on behalf of members and pleased that the Red Hat Society is able to bring such meaning to so many women around the world. While the Red Hat Society is not incorporated as a charitable organization, we have accepted donations in the past from or on behalf of those who want to make contributions to sustain the Society's continuing efforts to enhance the lives of its members. But such donations cannot be deducted by the donors for tax purposes because of our corporate status. With this understanding, we are happy to receive such donations sent to our Hatquarters address in the name of those being honored (Red Hat Society 369 S. Acacia Ave., Fullerton, CA 92831). Donations may be also made through the RHS website. All donations made will go towards the mission of the RHS and are greatly appreciated. You can find the full list of RHS Donors on RedHatSociety.com.



Encountering Non-Supporting Women

If you run into women in red hat regalia, looking just like a bona fide chapter yet discover they are not really members, keep in mind that they may be unaware of the membership requirement. Gently explain the membership concept, invite them to join the official RHS, and direct them to RedHatSociety.com. We sometimes run across ladies who know almost nothing about the RHS, including the necessity for the payment of dues. Explain that it's so much more fun to be connected with the Society as a whole. Above all, be friendly and gentle.

In other situations, you may encounter a group of women who call themselves red or pink hatters, dress in regalia and know that they are not truly members. The most effective way you can support the Society is to not support their events nor invite them to yours. That hattitude may seem harsh but if they are allowed to participate in our real members' events without actually joining, they most likely never will. We must collectively be kind but firm about requiring membership. The women hosting the events in question should not call it a Red Hat Society event if they are not members of the Society. That is a right available

only to real members. Don't let these women ruin your RHS membership experience. The best way to control this challenge is not support events and activities they host.

We simply ask you to do your best to share that there is a membership requirement and gather the leader's information. Please email that information to Hatquarters via MemberServices@RedHatSociety.com. We will confidentially and courteously contact these women and offer them the opportunity to join.



You decided to join RHS as a queen (or you're simply popping in to see what being a queen is all about – you can upgrade later if you wish)! We are so honored to add you as a member of RHS royalty and are excited to see how your reign unfolds.

With your new roles comes special responsibility that we know you'll be great at fulfilling! Here are some helpful tips and guidelines to get you started on forming your chapter and starting your reign!

The Role of a Queen

As queen, you pledge to stand aligned with the Red Hat Society's principles, values, and guidelines, and to ensure that all your chapterettes support the sisterhood with their membership dues.

Queens are also encouraged to visit the website often and respond to messages and inquiries regarding your chapter or chapters in your area. The more often you login and respond, the more connections can be made within RHS! We thank you for being kind and welcoming to all members of the sisterhood! If their chapter is open, there are women who may want to join your chapter. They will contact you directly. It is important that you respond to their inquiries. Remember you are representing RHS, and it is important you respond timely the way you would want to be treated.

Queens and Their Chapter

You may be starting your first chapter or renewing your current one. In either case, your primary role is simply to have fun being the queen and to share information from Hatquarters with your members. We'll always let you know about big news first in the Queen-to-Queens monthly email broadcast and request that you share the information with your chapterettes! We can't emphasize enough that each queen may assemble her chapter in any way that she likes: you can plan all the outings

yourself, ask a chapterette to do it, distribute "event planning opportunities" among the chapterettes. Whatever works for you! We do suggest that this should involve as little actual "work" as possible. Most queens begin by choosing a member within her chapter as "Vice Queen" to help with queenly duties, such as trailing around in her finery, making pronouncements, and benevolently watching over her chapter. We hope to prove that – contrary to conventional wisdom - it IS easy being queen!

The RHS is different from all other women's organizations in that chapters are as diverse as the women who lead them. We are about support, kindness, and bringing fun

into our lives by wearing signature colors. We are proud of our unique sisterhood and celebrate all members and their individuality!

Choosing a Chapter Name

A chapter name can be just about anything you, as a group, choose. It is a name that describes the chapter's attitude. Although it sometimes seems that every name imaginable has been thought of, we hear of great ones every day. Pick whatever you like! But if you do choose the same name as another chapter (such as "Bodacious Babes") we suggest that you distinguish your chapter in some way, perhaps by adding the name of your city. Example: "Bodacious Babes of Billingsworth".





Please note: at this time, we must ask all chapters to avoid using the name “Red Hot Mamas,” as this name is in use by another organization.

Chapter Description

Chapters have their own personality! As Queen, you have the ability to share in your profile a “Chapter Description.” Use this area to share anything that you want others to know about your chapter: when you meet, what you like to do, or special interests, such as scrapbooking, dancing or walking 5Ks, etc.! This will help other members and chapters that share your interests get in touch with you!

Not every woman who joins the Red Hat Society wants to dive in and become queen – at least, not yet! That’s okay! We are delighted that you have become royalty as a member (at large) of the greatest women’s social organization in the world!

Gathering Chapterettes (or Royal Court)

There are as many ways to gather members for a chapter as there are chapters group. Some new queens begin by calling a few friends and acquaintances together. Some chapters begin with several women who share similar interests: books, gardening, card games, or any other

activity! We even know of one queen who put a sign in her car inviting interested women to contact her by email! Others have put notices on their online neighborhood connection to invite ladies to attend an open enrollment gathering. RHS merely requests that each woman who joins in on the fun be registered as an official member of the international Red Hat Society first. She is then free to participate within chapters.

When considering new members, recruit positive and supportive women who are truly looking for more fun and friendship in their lives and who you believe will share the values of the RHS. You can learn a lot about the member through her profile and messages. She learns about you and your chapter through messages, your profile and chapter description. Explain the privilege and benefits of being an RHS member. You may also take advantage of video conferencing to get to know a new member. Make sure she understands her role is within the Society. If a member does not use a computer, encourage her to find a buddy (email femail) who will keep her up to date on RHS news. Share with them all the benefits of membership as we find that once women understand just how much they can connect to others, then the real fun begins. The Hatquarters team of the RHS wants each member to feel connected to the organization. She must understand and be excited about being a part of an

international sisterhood committed to fun and friendship.

Remember, as queen, you may appear on another Queen’s roster.

Chapter Size

How many members can a chapter have? The answer is: how many do you want...a table full or a room full? It is a good idea that all members should agree about the eventual size of their chapter. If you feel your chapter is getting too big, remember branching out and creating a new chapter is a great option. Refer to how to Spin Off a chapter later in this document.

Your First Get-Together

Red Hat Society chapters do not have “meetings.” The very word gives us chills! We much prefer get-togethers, events, gatherings, outings, and anything that sounds like “party.” But “meetings”? Never! You begin shaping your chapter at your first get-together. Take some time to get to know one another, get everyone registered, bestow royal titles upon yourselves and make a wish list of future events you’d like to plan. If you do not personally have an email address, please select one of your members (we call her an “Email Female”) to be the official chapter contact and add her email address to the chapter record, so you and your members don’t miss a thing! This is very important because email is the primary way that Hatquarters communicates with queens and members. We suggest that you discuss topics such as what activities to enjoy, how large you want your chapter to grow, when you will gather

and how often. This gathering will mark the beginning of your chapter’s adventures. May there be many, many more to come!

How to Upgrade to Queen

So, you’ve decided that you would rather be a queen! Good for you! You may choose to become a queen at the time of your membership renewal for \$49 USD annually with the option to receive a mailed packet for an additional \$5 USD. Or you may upgrade your membership status to queen at any time. To upgrade, sign in to the website and select member upgrade.

Your chapter expiration date is rolled back to your member expiration date. For example, suppose that you became a member on May 1st and decide to upgrade to queen on June 1st. Your new chapter expiration date becomes May 1st of the following year and you retain your current member card until the chapter renewal. Your new chapter charter will be sent to you promptly and your reign shall begin!

Chapter Dues (Optional)

Although most chapters DO NOT require local chapter dues, there are some queens who collect a small amount of money from their members to be used for miscellaneous chapter costs (gifts, party favors, postage for mailings, etc.) This is sometimes referred to



as “passing the hat.” If money is collected for the local chapter, it is understood that all chapterettes will ensure that they are current members of the Society BEFORE local chapter funds are requested.

Please consider what will happen to any funds if the chapter disbands or members who have contributed leave the chapter. If you decide to open a chapter checking account, it must be considered a personal account; we suggest two to three signers be required. Many banks call these “garden club” or “Christmas” accounts—check with your local banking institution to see what kind of account will work best for the chapter. The chapter checking account must be in the name of the chapter, not “The Red Hat Society.” It’s important that the members who contribute (no matter how big or small the amount) agree on everything regarding the handling of chapter funds. Please remember, chapter play money is just that: funds for fun right where you are!

Spin-Off Chapters

The creation of Spin-Off chapters is a natural phenomenon of RHS growth. If a chapter becomes too large, some of the members may choose to start another chapter, with one of them becoming a new queen. Many queens make it a point to help mold more “Queens of Tomorrow” within their areas. They start their chapters with the intention of spreading the fun by developing many queens out of their current chapterettes. Many groups find that spinning off into new chapter can actually help spread the fun around! Sharing the sisterhood with women in your area, developing an amazing network of queens who share your enthusiasm and building more fun for all is a noble and exciting part of being a part of the Red Hat Society. Spin-offs can also occur when a group finds that some of its members want to have fun in different ways or during different times of day than others. A new chapter may be formed to fulfill these differing needs: that way, no one has to miss out on the fun!

Example: Perhaps, over time, a few members discover that they want to play cards every time they get together and have little interest in going out to lunch and the theater like the other chapter members do. Rather than let these members fade away, you, as queen, can suggest that they start their own chapter, pick a queen and gather other card-playing members into their group. Members have access to all the tools available to them to find a new chapter or to start their own. Of course, your chapter may continue to keep in touch through RHS Hatquarters events, social media, or other multi-chapter events.

Or

You have just been introduced to the wonderful world of PIRATES! You want to start a pirate-themed chapter. Grab your pirate hat and start a Spin-Off chapter for all the Pirate Wenches in your area. What a fun adventure that will be!

Note: Spin-Off chapters should not take on the original chapter’s name. They also require an individual queen membership.

When Your Chapter is Full (Please No Waiting List!)

If your chapter is not interested in adding more members, you may show that status through your profile. Despite your choice, it’s possible to still be contacted or approached by members who are interested to join your chapter. (It’s not your fault that you are popular!) You do not have to add new

members to your roster unless you wish to do so but please do respond to inquiries. If you don’t wish to add another member, we ask that you refer the member to Hatquarters: they can reach us by email at MemberServices@RedHatSociety.com or to a chapter in your area that is looking to grow. If you are contacted outside of the website, by a non-member and are unable to let her join you, please don’t establish a waiting list! Imagine being told to “wait to have fun.” Hatquarters will help them join the RHS, find an open chapter or start their own. We don’t want to leave anyone hanging. Refer them to RedHatSociety.com or to email MemberServices@RedHatSociety.com. Let’s make them feel included, welcomed, and never excluded!

Attendance

In the laissez-faire spirit of the RHS, there is no official roll call at gatherings. Some chapters expect their members to attend as many events as possible. Some prefer to let members show up as often, or as rarely, as they choose. Your chapter is free to set your own parameters here. As royalty, we do have etiquette to follow and the importance of the RSVP cannot be over-emphasized. We recommend that the event hostess set a date by which all attendees must respond in order to be included in any specific function. This is common courtesy and will make planning much easier for the organizers.



How to Add Members to Your Chapter Roster Viewing and/or Contacting Your Chapterettes How to Contact a Chapter

For full instructions, visit redhatsociety.com.

All Queens are Equal and their Chapterettes are Important

All queens in the Red Hat Society are equal and every queen is special to Hatquarters. We do not divide our Society into districts, regions, states, or countries. We actively strive to create a global Society without borders or hierarchy. In some areas, groups of queens have formed individual “Queen Councils” for the purpose of sharing ideas and broadening friendships, but all members of such councils are equal. Find out more about Queens’ Councils below.

Furthermore, all members are created equal. Hatquarters hopes that each queen will ensure that her chapterettes don’t feel they are “just a member,” but rather an integral part of the Society.



Co-Queens

A chapter may be run dually by co-queens, but to be an administrator of the chapter, each queen must be individually covered by an individual \$49 USD queen registration.

Queen Change

So, you've decided to give another member the ability to take over as queen of your existing chapter. Not a problem! It is best to do so at the time of chapter renewal. Please email Hatquarters at memberservices@RedHatSociety.com and we will be happy to help you. Please do not attempt to change the queen's name on the website, as this will complicate the records for the incoming queen. To enable a smooth transition, we prefer that the outgoing queen contact Member Services to make the change, as we cannot do so without her permission. Once the outgoing queen has called, the chosen member may call to upgrade to queen and set up her own information in the chapter record.

After the queen change is completed, the outgoing queen retains her RHS membership by renewing as a member for the next year. If the queen change is done any other time than the renewal time, the current queen will retain her membership as a member and continue to have full access to the RHS website, all benefits and discounts. The incoming queen must be a member. Her membership gives her full access to manage her chapter and all other benefits. The existing renewal date of the chapter becomes the new renewal date of the incoming queen.



The outgoing queen may claim the title of FQM (Founding Queen Mother).

Queens' Councils

Purpose: The purpose of a Queens' Council is to work with Hatquarters to strengthen that council's geographic region. Furthermore, councils strongly stand behind the guidelines and policies set forth by Hatquarters to ensure the global sisterhood of the Society.

Queens' Councils are chapters of the Society. All participating queens' memberships must be in good standing and also those of her chapterettes. These gatherings are of benevolent groups made up of active queens of the RHS: chapter queens, co-queens, vice queens or those thinking about becoming a queen. They meet at-will or on a regular basis to make new friends, share ideas and information from Hatquarters, to

provide mentoring, plan and coordinate events, give feedback to Hatquarters and to network.

A Queens' Council chapter may be started online for \$49 USD through the website. After registering as the queen and ensure that the chapter name includes "QC" in the title. This enables the RHS to recognize the official Queens' Council within the Society. The QC chapter belongs to the queen who registers it and is the Hatquarters contact. If the group wishes, the position of day-to-day leadership may be held by one queen or by several queens in rotation. The chapter roster is maintained by the queen and her role is to add active area queens. The queen may use the features of the website to message and connect with active participants and post QC events to the RHS Online Event Calendar.

Members of a Queens' Council are not employees of the RHS or RHS policy

makers. They are queens of the RHS who continue to uphold the mission and values of the Society. Joining a Queens' Council is perfect for the new queen. You'll learn from the best. It's also a great tool for the long-time queen to help her bring fresh ideas back to her chapter. And Queens' Councils are just another red and pink hat way to make new friends.

Multi-Chapter Events

To connect with other local chapters and make new friends, many chapters choose to organize regional get-togethers. Queens may use the RHS WEBSITE CALENDAR to post multi-chapter events. The intent of these events is for members to have fun together and meet other hatters in the process. Policies relating to these events can be found online. If you are interested in planning an event using the RHS WEBSITE CALENDAR, please go to RedHatSociety.com to learn more. Multi-chapter events are especially

for members-only and support licensed vendors. Queens have the privilege to post their events on the calendar.

Event Requests, Special Proclamations

Did you know that Hatquarters may be available to send one of our staff to your next event? Here are the guidelines: 200+ in attendance and the event cost, hotel and airfare must be complementary to Hatquarters. Depending on availability, we would love to be one of your keynote speakers and make ourselves available to the attendees. We can't wait to learn when your next great event will be. What's on your calendar?

We can also provide personal assistance by emailing a Proclamation in honor of a special chapter anniversary, a member celebrating her 100th birthday or provide a fresh "State of the Sisterhood" update for your event! Email requests 3 weeks in advance of the event.

Please contact us at MemberServices@RedHatSociety.com if your chapter would like to sponsor a Hatquarters representative or would like a Proclamation for your next event.



CUSTOMS & TRADITIONS

Things that make the Red Hat Society unique!

Birthday Suits (No, not that kind!)

Wear the RHS colors in reverse for your entire birthday month (purple hats with red clothing or lavender hats with pink clothing). You can also don the birthday colors during your chapter's birthday month and the RHS birthday month of April! This will ensure that you get the extra special attention you deserve. It's all about you!

Brim-Brushing

Hatters enjoy gestures of affection when bidding each other hello or goodbye, but hugs tend to knock hats to the ground. Therefore, when in our regalia, we are comfortable with mutual shoulder touching and gentle brushing of hat brims.

Calling Cards

No, not business cards! It's more fun to exchange calling cards to keep in touch. Find sources for ordering cards under Shopping and Offers on the RHS website.

Chapterettes

A special name for ladies within a chapter.

Coronation Pledge - For Recognition of Queens

I _____ do solemnly swear that I, _____ having ascended to the lofty status of Queen, will gracefully and regally fulfill the duties of the office, including, but not limited to, the following:

I will reign over my chapterettes with a kind, benevolent spirit, valuing each member for who she is.

I will promote harmony and understanding among our world-wide sisterhood.

I will wear my colors and regalia proudly.

I will wield my scepter and make grand pronouncements whenever the mood strikes.

I will honor the spirit of the little girl that lives inside myself and those of my Red Hat sisters as well.

I will promote the core values of the RHS - fun, friendship, freedom, fulfillment and fitness - wherever, whenever I can.

I will never call a "meeting," make a "motion" or possess a copy of Robert's Rules of Order.

I will refuse to take myself - or anything else within my power - too seriously.

I will do myself, and the Red Hat Society, PROUD!

Coronation

The formal ceremony held for queens of the Society. The official "crowning" ceremony can be simple, elaborate, crazy, silly or all of the above—as long as it's fun! Typically, a royal coronation ceremony is included on the agenda at each annual International Convention.

Dessert First

Who wants to sit around waiting for the good stuff? Not us! We like the "dessert first" approach to life! (And, also, why we had to add Fitness to our Passion statement!)

Meetings

Hatters don't have them (a bit too boring for our tastes)! We prefer gatherings, hoots, outings, get-togethers, affairs, and galas. Anything but "meetings"!

No Boys Allowed

Don't get us wrong, we love our men! But RHS events are for women only. We've found that our men enjoy seeing us happy together and gladly find other activities to occupy their time while we "hat." Rare exceptions may be made: although men may not be members, a chapter may invite significant others to some events, such as; Valentine's Day parties, cruises, or perhaps invite grandsons to join them for bowling. Of course, we do let our best guys drive our floats in parades or assist us when we need help!

Official Greeting

Created at the 2013 Royal Court of Queens held in Newport Beach, CA, USA. Touch your brim 3 times and then touch your heart! A subtle message to say "hello" to other hatters.

Official Instrument

The Kazoo. Why? Anyone can play one (just hum into it!), they're portable, and group concerts are easily arranged: hum away!



Official Sport

What could possibly be a more appropriate "sport" for hatters than shopping? Whether we're scouring thrift stores, browsing the online Official RHS Store for bling, keeping up on offers from licensed vendors, or trooping through the mall in full regalia, we are constantly working on our "game." Our sport equipment? Our credit cards! This is the sport we were born to play!

Pink Hatters

Pink hatters, sometimes known as "Ladies in Waiting," are a wonderful and essential part of the Red Hat Society. Not yet 50, pink hatters deck themselves in lavender and pink until their "magic birthday!" Some chapters are made up of entirely of pink hatters! Pink hatters also reign as queens—but they continue to wear lavender and pink until they REDuate. Pink hatters are a huge part of the RHS global sisterhood. Women of all ages find sisterhood in the RHS!



Ode to the Red Hat Society

This delightful poem was written by RHS Founder
and Exalted Queen Mother Sue Ellen Cooper!

A poet put it very well. She said when she was older,
She wouldn't be so meek and mild. She threatened to get bolder.
She'd put a red hat on her head, and purple on her shoulder.
She'd make her life a warmer place, her golden years much golder.
We read that poem, all of us, and grasped what she is saying.
We do not need to sit and knit, although we all are graying.
We think about what we can do. Our plans we have been laying.
Instead of working all the time, we'll be out somewhere playing.
We take her colors to our hearts, and then we all go shopping
For purple clothes and hats of red, with giant brims a-flopping.
We're tired of working all the time, and staying home and mopping.
We order pies and chocolate fudge, and rich desserts with topping.
We crown ourselves as duchesses and countesses and queens.
We prove that playing dress-up isn't just for Halloween.
We drape ourselves in jewels, feathers, boas, and sateen.
We see ourselves on television and in magazines.
We laugh, we cry, we hug a lot. We keep each other strong.
When one of us goes out for fun, the rest all go along.
We gad about, we lunch and munch, in one big happy throng.
We've found the place where we fit in, the place we all belong.



Red Hat Society Day – April 25th

The Official RHS birthday! This is a fun-filled holiday celebrating the anniversary of the very first Red Hat Society gathering which took place on April 25, 1998. Queens and members come up with their own unique way to celebrate. Many of us choose to celebrate all month long.

REDuation

A pink hatter's "rite of passage" which may include a creative ceremony or just a simple swapping of a pink hat for a red one. We definitely encourage elaborate ceremonies whenever possible, especially when you celebrate the big 5-0! Esteemed Vice Mother Linda Murphy actually wrote a REDuation poem that is often used in such ceremonies!

Official RHS REDuation Poem

- For Members turning 50
No longer is 50 a birthday to dread
But cause for a celebration instead
And so we salute a former Pink Hatter
As we proudly proclaim that RED HATTERS MATTER!

Now gather ye round and join hand in hand
And ask that our sister _____, please stand
As I carefully lift her pink hat from her head
To replace it today with a chapeau in RED

We shall drape purple over her shoulder
The color we wear as we grow older
REDuation complete, we announce this day
_____ is ready to come out with the big girls and PLAY!

"Red Spread," or Taking over the World

Two "tongue-in-cheek" terms for the fast-growing popularity and presence of the Red Hat Society all over the world. (Actually, we DO plan to take over the world—eventually!)

Who's Ruby RedHat?

Ruby is the spirit of the little girl who lives inside all red and pink hatters. This vivacious character is the official Mascot of the RHS. Her best friend is a lovely lady named Pearl!



Purple Alert!

A Purple Alert is called when a sister is down in the dumps and needs a little cheering up. Hatters announce the 911; grab a tub of ice cream each to share and head over to the sister home to provide some laughter, sweet treats, and good spirits! Works every time.

Other Customs and Traditions

There are a great many highly creative red hatters and many of them contribute ideas to Hatquarters. The Red Hat Society is constantly evolving. You can be sure that we will let you know about new customs and traditions as they are adopted, and we are always open to suggestions for new ones! Hatquarters loves to share ideas that sisters share with us! Send them to Stories@RedHatSociety.com.

Red Hat Vocabulary

BECAUSE I'M THE QUEEN

This is reason enough to do anything you want — as long as it's fun and kind!

BLING

Jewelry of all shapes and sizes that impressively and brightly adorns all we wear when we are in our regalia.

EMAIL FEMAIL

The Chapterette who handles chapter communications.

GAUDY IS GOOD

Why wear one necklace when you can wear two...plus three bracelets, a brooch, and a stunning hat! This is our dress-up time: we like to go all-out!

GUTSY GALS

Our term for those courageous members who attend RHS events solo. They won't be solo for long!

HATACHES

May be caused by wearing your hat too long.

HATQUARTERS

The International Headquarters for the Red Hat Society located in Fullerton, CA, USA.

HATTING

Whatever a hatter does while in regalia—hatting can include grape-stomping, bungee-jumping, antiquing, shopping, enjoying tea, or anything else you want!

HATTITUDE

The proper red and pink hat spirit.

LADIES IN WAITING

A loving term in reference to our pink hatters. See "Pink Hatters" for more information.

PAINTING THE TOWN RED

When a group of hatters go out on the town for some fun in regalia.

PASSING THE HAT

Collecting money for a special outing.

RECESS

Sometimes life can feel confining—almost like being back in school and waiting for the recess bell to ring! Hatting is our "recess," when we go out to run around and play!

RED HATTERS MATTER!

This is one of our signature phrases, and is proclaimed at the end of every official RHS Event. We do matter!

RED HATTER MATTERS

The name of our digital magazine.

REGALIA

Our clothing choices when we are at play. Any shade of purple clothing with a red hat for those over 50 and any shade of lavender clothing with a pink hat for those under 50.

SCARLET SPARKLE

A serendipitous happening in the life of a hatter, which occurs because of her membership in the Red Hat Society.

SCUFFIES

Pink, fuzzy bedroom slippers that RHS mascot, Ruby RedHat wears for comfort. She has a tendency to lose them at international conventions. If you find one, there may be a reward!

THE WAVE

The queenly wave, which is the official RHS greeting, is performed by cupping the hand, fingers together, and ever-so gently swiveling the wrist back and forth in the direction of the adoring throng (or other hatters). Oh, so ladylike and refined, don't you agree?

THINK OUTSIDE THE HATBOX

Our phrase for getting creative!

THINK PINK

Some of our most creative and lively hatters are our pink hatters! This is our phrase to remind them to keep coming up with those crazy ideas for fun!

TRADING CARDS

A member's official calling card. Every member is invited to have her own set so that she can pass them around to all that she encounters.



PUBLIC RELATIONS, PARTNERSHIPS, & ADVERTISING

There are many ways to help spread the word about RHS – from publications, official Red Hat Society products, advertising, and more! If you'd like to get involved with this aspect of RHS, please reach out to Info@RedHatSociety.com and check out the information below!

YOUR MOMENT IN THE SPOTLIGHT: A LOOK AT PR

Did you know that every day, somewhere in the world, an article is written about us? It's true! The RHS is constantly monitoring our name in all forms of media to ensure the message and intent is as our members would expect. We also carefully monitor all forms of media to prevent misrepresentation by non-members.

Hatquarters believes it is important that we all communicate the same message to the world so as not to confuse potential members and the public with who we are and/or how to get involved. It is important that we point the media to the Red Hat Society's website as the official place to become a queen or member. From that point, new members are added to the Official RHS chapter and can communicate with chapters in their area to find a "home" if they so choose.

If you are looking for information to share with the media, please feel free to point them to our website to download the media kit under PRESS. If you are contacted by the media and feel you need assistance,

contact Hatquarters' Marketing Department at pr@RedHatSociety.com. It would be our pleasure to help you with your moment in the spotlight.

When your article is printed or your television appearance airs, please ask for a link to the production and make sure you send us a link, copy or a clipping from your moment in the spotlight. Send the information to pr@RedHatSociety.com.



SHOPPING AND OFFERS

There are so many wonderful places to purchase your Official Red Hat Society merchandise!

Check them all out on our shopping and offers page on RedHatSociety.com Support the RHS global sisterhood by purchasing from the shopping and offers page.

The Red Hat Society shopping and offers page on RedHatSociety.com selects products that are designed to complement and enhance our fun-loving lifestyle. We invite you to shop from the comfort of your favorite armchair (with a cup of tea, of course!)

If you know of people who are taking advantage of our members and only participating as "members" to sell you something through the RHS website, do not support them. Please report them to Hatquarters at Legal@redhatsociety.com. If you are aware of a business who want to sell to our members refer them to b2b@redhatsociety.com

RHS AMBASSADORS

Launched in 2012, the Ambassador Program is made up of a group of amazing hatters (both red and pink) who believe in the global sisterhood of the RHS and stand arm in arm with Hatquarters to ensure new women learn about the Society. Not only is it a great way to get involved and help



grow the global sisterhood of the Society, it has become one of the most rewarding programs RHS has ever put in place. The Ambassadors attract new members to the Society, offer "goodwill" to all they meet, are computer savvy, support our membership requirements, represent RHS to the media, and anything else they feel will ensure that women for generations to come can call the sisterhood their own. If you are looking to get more involved in the sisterhood, Hatquarters wants to talk to you! To learn more about the Ambassador Program, contact us at Ambassadors@RedHatSociety.com.

RHS PARTNERS

The ultimate mission of the partnerships and alliances we make with outside companies is to help keep our membership dues low. We carefully choose partners and corporate advertisers which we feel will resonate with members. Supporting these projects will help us keep members' fees at the current low levels. Please help support our efforts by supporting what we advertise. Check out our partners and

advertisers on the RHS website: just click on SHOPPING & OFFERS at the top of the page!

BUSINESS TO BUSINESS INQUIRIES

Are You A Business Owner? or Do you have a Company/Person to refer to RHS?

To maintain a consistent experience for our members and ensure the future of the RHS Brand, we require anyone who wishes to use the RHS Brand for commercial purposes to become licensed. Businesses that have products and services they want to target to RHS Members can contact AffinityLicensing.com.

HOW TO SPOT AN OFFICIAL PRODUCT

Look for the official Red Hat Society logo, logo hat, or Affinity Licensing seal. If it's not on the product, it's not an official product! If you are in doubt, feel free to contact RHS by email, MemberServices@RedHatSociety.com or by phone (866)386-2850 (Toll-free in the US) or (714)738-0001 (International).

Email RHS

To reach us by email, please use the emails listed below so that we can be of assistance. Use the email subject line as a brief description of your topic.

Membership Questions/ Comments/Assistance:

MemberServices@RedHatSociety.com

Official RHS Event Questions/Assistance:

Events@RedHatSociety.com

Member Hosted EVENT CALENDAR Posting Questions/Assistance:

EventCalendar@RedHatSociety.com

Current RHS Ambassador Communication and Inquiries:

Ambassadors@RedHatSociety.com

Fun and Inspiring Member Stories and Photo Submissions:

(for possible use in upcoming RHS publications and social media outlets)

Stories@RedHatSociety.com

Public Relations Questions:

PR@RedHatSociety.com

Legal questions:

Trademarks@RedHatSociety.com

LegalDepartment@RedHatSociety.com

General Information/Questions:

Info@RedHatSociety.com

Businesses Interested in Partnering or Advertising:

B2B@RedHatSociety.com



Red Hat Society Store:

Help@RedHatSocietyStore.com

CONTACT THE RED HAT SOCIETY

Main Office - Hatquarters (located in Southern California)

The Red Hat Society, Inc.

369 S. Acacia Ave.

Fullerton, CA 92831-4753

(714) 738-0001

(866) 386-2850 (Toll-free in US)

Business hours: Monday - Thursday, 8am to 5pm PST

DISCOVER THE ONLINE WORLD OF RED HAT SOCIETY

Visit our **website**: RedHatSociety.com

Follow us on **Twitter**: twitter.com/RedHatSociety

Join us on **Facebook**: facebook.com/RedHatSocietyPage

Follow our Pins on **Pinterest**: pinterest.com/redhatsociety

Subscribe to us on **YouTube**: youtube.com/user/RubyRedhat

Follow our photos and videos on **Instagram**: instagram.com/RedHatSociety





TERMS & CONDITIONS

Red Hat Society ("RHS") Policy

The policies contained in these terms and conditions have been implemented to protect our Members and the name, identity, goodwill, brand, trademarks, copyrights and other intellectual property and vital interests of RHS. Unauthorized use of RHS intellectual property – even with good intentions – is a violation of state and federal law.

Privacy Policy

It is RHS policy to protect the privacy and personal information of its Members. RHS has created a privacy policy to explain when and how personal information is collected, used, disclosed and protected including, but not limited to, our website at RedHatSociety.com (the "Site"). By using the Site, you consent to the privacy practices described in this privacy policy.

Information About You

1. Membership and Transaction Information

When you become a Member, RHS will collect personal information about you including your name, email address, address, phone number, demographic information, and a username and password of your choice. When you purchase a product or service from RHS or purchase one of our co-branded products or services, we may also collect payment and purchasing information.

2. Submissions and Member Service

RHS occasionally performs online user surveys asking for certain forms of general information. We use this data from our surveys to help RHS support the needs of its Membership. RHS may also collect information that identifies you personally when you send us Member comments, questions, suggestions, job applications, resumes, or other business-related contacts.

3. Public Forums and Chapter Lists

RHS prohibits use of any information gleaned from the following including, but not limited to, Queen Member Board, chat rooms, forums, message boards, news groups or other RHS web services for the purpose of sending unsolicited commercial emails, hate emails, or spam. However, any information you disclose in these communication resources becomes public information to some extent, and you should exercise caution when deciding to disclose your personal information. Chapter listing information is posted on the Site for the sole purpose of assisting Members to communicate within RHS and is not to be used to form solicitation lists of any kind. To learn more about RHS website policies, please refer to our Website Terms and Conditions and Chapter Website Policies.

4. Automatically Collected Information
RHS automatically receives certain types of information whenever you interact with us. "Clickstream" information may be collected, which includes, but is not limited to: browsing behavior, your IP address, site entry and exit points, search terms, website addresses visited, page views, and impressions. RHS may use cookies to collect information to determine how to improve and personalize your experience of our Site by seeing which areas and features are most popular; to allow you to visit the Site without re-entering your username or password; and to track and complete transactions you have requested. Most browsers automatically accept cookies as the default setting. You can modify browser settings to reject cookies or to prompt you before accepting a cookie. If you decide not to accept our cookies, you will still be able to access those parts of our Site available to the general public, but you may not be able to use some of the Site's features or services.

5. Notice Concerning Children

RHS is a general audience site, and does not direct any of the content specifically at children under 13 years of age. RHS understands and is committed to respecting the sensitive nature of children's privacy online. If RHS learns or has reason to suspect that a Site user is under age 13, RHS will promptly delete any personal information in that user's account unless parental permission can be obtained.

Use of Personal Information

1. Broadcasts and Messages

Email broadcasts including, but not limited to, the Friday Broadcast are sent to users who have signed up to receive it. Users may opt-out of receiving future RHS broadcasts by unsubscribing. RHS reserves the right to send you certain communications relating to your Membership, such as Member service responses and other administrative messages without offering you the

opportunity to opt-out of receiving them.

2. Disclosure of Personal Information to Others

RHS does not rent, sell, or share personal information about you with other people or non-affiliated companies without your prior consent except (i) to offer you RHS, licensed, partner-provided and co-branded products and services, (ii) as necessary to complete a transaction you requested, (iii) as necessary to perform internal analysis and business functions, or (iv) when permitted by law or to protect RHS rights or property. Third party vendors may not use or disclose your personal information for any other purpose.

3. Internal Analysis

RHS uses information collected about our Chapters/Members internally to continually enhance the Member experience.

4. Protection of the Red Hat Society and Others

RHS may disclose personal information in the good faith belief that we are lawfully authorized to do so, or that doing so is reasonably necessary to comply with the authorities or any legal process, respond to any claims, or to protect the rights, property or personal safety of RHS Members and employees or the public.

Third-Party Sites

RHS may provide links to third-party websites from the Site as a service to our users. RHS is not responsible for the content or information collection practices of those sites. These websites' privacy policies may differ from those of RHS. Therefore, we encourage you to review and understand third-party privacy practices before providing them with information.

Network and Information Security

RHS uses commercially reasonable efforts to protect your personal

information, but cannot guarantee that your information will not be disclosed or accessed by accidental circumstances or by the unauthorized acts of others. Your Membership information is accessible online through use of a username and password. To protect the confidentiality of personal information, you should not disclose your password or other confidential personal information. You are responsible for all uses on our Site by any person using your password. Please advise us immediately if you believe your password has been misused.

Updating Personal Information

Any Member may view, correct or modify her personal information by logging onto the Site and modifying her Member profile.

Updating This Policy

We reserve the right to change this policy at any time. If our privacy practices change we will post the policy changes with notice regarding the date the Policy was last updated. We encourage you to check the Site if you are concerned about how your information is used.

Website Terms and Conditions

The following conditions apply to all websites and domains of RHS ("Sites and Domains").

1. Use of any Site or Domain to sell or promote any commercial product or service without prior written permission is prohibited.
2. Any information or content on any Site or Domain cannot be disseminated in the name of the Red Hat Society or used on any other website or printed material without prior written permission.
3. The property of RHS includes, but is not limited to, the following: the name of the Red Hat Society, its logo, Ruby RedHat, all other intellectual property, and the contents of all Sites and Domains. Prior written permission is required for use. Any unethical, immoral or obscene materials, communications or website content is prohibited.

4. Use of information from any Site or Domain to form spam or solicitation lists of any kind beyond legitimate RHS or Chapter/Member communication is prohibited.
5. Use of any of the written content of any Site or Domain on any other website or printed material without prior written permission is prohibited.
6. Use of "The Queen Member Board," "Red Hat Chat" and/or any other vehicle of communication provided on Sites and Domains to harass or deliberately misinform, mislead or confuse others is prohibited.

Commercial Activity and Use of Red Hat Society Intellectual Property Members' personal business interests and participation in RHS must be kept separate.

Members of RHS Chapters may not:

1. Engage in negotiations with any third-party on behalf of RHS.
2. Use the RHS name to sell or promote any commercial product or service.
3. Distribute any type of printed materials in the name of RHS which has not been supplied or authorized by RHS.
4. Use their RHS affiliation to sell commercial products or services unless authorized.
5. Present their Chapter as part of an independent organization. A Chapter must always present itself as a Chapter of the RHS. If the Chapter has a Chapter website, the Chapter name indicating its affiliation with RHS and a link to RedHatSociety.com must be prominently displayed on the first page, without any "scrolling" necessary.
6. Use their RHS affiliation to solicit Membership in an organization which appears to be in direct competition with, or to be an infringement upon the intellectual property of the RHS.

If a Member or Chapter is interested in using RHS registered or common law trademarks or trade dress please contact legal@redhatsociety.com for possible licensing requests.

Membership Dooz

All Chapters and Members must ensure their Membership dooz are renewed annually via mail, Internet or phone payment on or before their anniversary date, which is the day a Chapter or Member first joined RHS. Upon renewal, Members will receive the current year's Membership kit. If a renewal fee is not received by the expiration date, the Chapter or Member will lose all rights and privileges pertaining to Membership. Membership dooz are used by RHS to support operational costs of an office staffed by employees who answer phone calls and e-mails personally and as quickly and efficiently as possible.

Please visit the RHS Site for our current policy on untimely renewals, which is subject to change without notice. Membership fees are nonrefundable.

Chapter Sponsored Events

RHS publishes an Event Calendar to help Chapters publicize their events. This is a communication tool only, designed to support our Members, and does not constitute RHS sponsorship or endorsement of the posted events. Official RHS events are planned by Hatquarters and promoted on the RHS website.

RHS Chapters may:

- Plan local events and activities which may involve other Chapters or Members.
- Use their specific Chapter names to advertise and promote local events and activities.
- Invite guests to local events and activities to learn about RHS in anticipation of their becoming Members to share the Global sisterhood of fun, freedom, friendship, fulfillment and fitness in our global Sisterhood.

Chapter events cannot involve negotiations with outside parties, such as hotels or travel agencies, using the RHS name. To ensure we are always promoting

fun and friendship Chapter events must not involve anything which may be considered questionable in nature and using their RHS affiliation to publicize such events.

The following are answers to commonly asked questions:

Q: Why do RHS Members dress primarily in red/purple or pink/lavender?

A: Being a Hatter is about our global Sisterhood which is known for our distinctive trade dress colors of red with purple, and pink with lavender. Our colors are what make Hatters a unique, fun and recognizable group. Although adding other colors can be fun, it detracts from the distinctiveness of our global Sisterhood.

Q: Why are Chapter events for Members only allowed to be promoted on the RHS calendar, Queen Member Board and through the Chapter contacts?

A: Participation in the RHS Sisterhood is a privilege reserved to RHS Members. We encourage our Members to share the fun and friendship they have found as Members of the RHS with their friends and family. If a Chapter wishes to post an event that welcomes both Members and guests on the RHS calendar, Queen Member Board and through Chapter contacts, please ensure that guests understand that they are welcome and invited so they can decide if they would like to join RHS. Membership is required for continued participation. In order for RHS to publish and promote your event you must allow one of your local RHS Ambassadors to attend the event to support the invitation to new Members. If an Ambassador is not available please contact HatQuarters to see how we can help find an alternative.

Q: Why should I notify RHS Hatquarters if I am planning a large event?

A: RHS would appreciate if Members planning a large event (involving more than 200 people) would notify Hatquarters before proceeding, as RHS may have an event scheduled for a similar

time or place. This ensures that events will not conflict and allow coordination in planning. Please email RHS at events@RedHatSociety.com, or call us at (714)738-0001 or Toll-free in the U.S. at (866)386-2850.

Chapter Website Policy

The following policies are part of Membership Terms and Conditions for Members who wish to create RHS Chapter websites. We thank you for your cooperation in building your Chapter website.

1. Chapter websites must not represent the Chapter as part of an independent organization.
2. A Chapter website must clearly present itself as from a Chapter of RHS. The Chapter name indicating such affiliation and a link to RedHatSociety.com must be present on the home page of the Chapter website.
3. A Chapter must not use the poem "Warning" by Jenny Joseph, or any portion thereof, on its website. RHS does not have an agreement with Jenny Joseph for Chapters to publish her poem.
4. Chapter websites must not violate copyright or trademark laws, including but not limited to, use of RHS' official logo.
5. Chapter websites must not be used for the purpose of selling goods or services.
6. A Chapter must not use the Red Hat Society name, logo, or any other copyright or trademark of The Red Hat Society, Inc. on a website that sells goods or services which are not offered or licensed by RHS.
7. There should be no direct link from a Chapter page to other websites offering goods or services aimed at Members which would confuse the public to believe that such unauthorized products or services are in any way sanctioned by or affiliated with RHS.
8. A Chapter website must not be used to misrepresent, defame, libel, or malign RHS, its Members or Chapters.
9. Chapters are welcome to use the RHS

Chapter logo graphic on their Chapter websites.

Chapter Logo and Trademark Policy

The Red Hat Society name and logo are registered trademarks of The Red Hat Society, Inc. Our intellectual property includes but is not limited to our logo, the hat and sash, either the hat or sash alone, Ruby RedHat and other names and marks copyrighted by and/or trademarks of RHS.

Membership in RHS does not give a person the right or special privileges to use the name, logo, Ruby RedHat, or any other copyright or trademark other than as expressly authorized by RHS. Commercial use of our intellectual property without prior written authorization from RHS will subject the infringer to prosecution under the law. Such authorization may be obtained in appropriate circumstances by contacting HatQuarters.

Chapter Logo

The Red Hat Society Chapter Logo and animated Ruby RedHat graphic may be used by Members on the following goods and services: RHS Chapter websites, name tags, rosters, newsletters, event fliers, and other Chapter matters. Special permission is not required provided that Chapters do not market or endorse or allow others to market or endorse goods or services, defame RHS in any way, or use RHS intellectual property without prior written authorization of RHS.

Any Chapter or Member using the Chapter logo must include the name of her Chapter above, beside or below the RHS Chapter logo to avoid confusion. For Example: "The Good Golly, Miss Molly Chapter of the Red Hat Society".

A downloadable picture of the RHS Chapter logo graphic is available online to Members. If you are a Chapter Queen or a Member, you may download it at any time for legitimate Chapter purposes by visiting RedHatSociety.com and clicking

"Logo and Trademark Usage" located at the bottom of the webpage. If items you would like to see bearing the Chapter logo are not available in the Red Hat Society Store, you may secure the rights to produce such items for your Chapter's use only by completing an RHS Chapter Logo Usage Contract.

Termination of Membership or Chapter Failure to comply with the above terms and conditions may result in appropriate action, including but not limited, to discontinuance of any or all RHS rights, privileges and services. RHS reserves all rights to terminate Membership or Chapter status based on a failure to comply with any of these terms and conditions and/or for behavior which RHS determines is inconsistent with any of these terms and conditions.

If Membership or Chapter status is terminated, the Member or Chapter may no longer use any intellectual property belonging to RHS and may not use its trade dress colors of red/purple and pink/lavender in combinations or any way which would confuse the public regarding association with or representation of RHS or its Members.

Chapter and/or Queen/Membership fees will be forfeited in the case of discontinued Chapter/Membership status.

Terms and Conditions Failure to comply with the above terms and conditions may result in legal action by RHS. These terms and conditions are subject to amendment or revision by RHS without prior notice.



RedHatSociety.com

Welcome

Life is meant for good friends and great adventures!

We're delighted you're with us!
Together we are redefining fun and friendship for today's woman.

