

# Royal Guard Handbook

## Guild Governance and Operations Handbook

**Community friendly   New player ready   Endgame focused**

| Document owner                   | Prepared for               | Status                                      |
|----------------------------------|----------------------------|---------------------------------------------|
| Guild Master and Officer Council | Pepsi and guild leadership | Proposed master policy for officer approval |

This handbook gives Stormwind Royal Guard one shared operating system: how members enter, contribute, advance, receive help, join events, and resolve problems. Its central recommendation is simple: welcome broadly, set clear expectations, reward useful participation, and create a visible path from a new recruit to a dependable endgame teammate.

Bracketed fields such as [realm], [time zone], and [review date] are intentionally editable. Leadership should approve those choices before publishing the member version.

# How to Use This Handbook

This is both a governance document and an officer playbook. Sections labeled Policy are promises members can rely on. Procedures explain how officers apply those promises consistently. Suggested values may be changed by officer vote without rewriting the guild identity.

| Item                      | Purpose                                                      | Owner                            |
|---------------------------|--------------------------------------------------------------|----------------------------------|
| Handbook                  | Single source of truth for governance and operations         | Guild Master and Officer Council |
| Discord welcome and rules | Short member facing summary with a link to this handbook     | Community Officer                |
| Event calendar            | Current dates, signups, and attendance records               | Event Officers                   |
| Roster records            | Ranks, notes, mains and alts, activity, and coaching history | Roster Officer                   |
| Monthly dashboard         | Membership, events, commendations, bank health, and issues   | Officer Council                  |

## Leadership adoption checklist

- Confirm realm or game version, time zone, and primary event window.
- Approve officer assignments, rank names, inactivity windows, and appeal path.
- Set the monthly Royal Commendation reward menu and budget.
- Publish a concise welcome post, rules post, rank chart, calendar, and profession board in Discord.
- Run a 30 day pilot, gather member feedback, and approve version 1.0.

## Document control

| Version   | Effective date | Approved by                        | Next review          |
|-----------|----------------|------------------------------------|----------------------|
| 0.9 Draft | [date]         | [Guild Master and Officer Council] | 30 days after launch |
| 1.0       | [date]         | [names]                            | Quarterly            |

# 1 Guild Purpose and Identity

**What.** Stormwind Royal Guard is a community centered guild that welcomes new and returning players, helps members reach the level 90 milestone, and develops dependable groups for endgame content. Members may enjoy social play, leveling, crafting, PvP, and PvE, but the guild measures success by whether people find teammates, learn, contribute, and progress.

**Why.** A broad welcome without direction becomes inactive social space; an endgame focus without support excludes the people who could become strong teammates. This identity connects hospitality to advancement.

## Operating principles

| Principle                    | What it means in practice                                                                   | Why it matters                                                         |
|------------------------------|---------------------------------------------------------------------------------------------|------------------------------------------------------------------------|
| Belonging before performance | Treat questions with patience and invite new members into ordinary guild life.              | People improve faster when asking for help feels safe.                 |
| Participation over seniority | Ranks and recognition reflect contribution, reliability, and conduct, not only time served. | Visible contribution is fairer and builds an active roster.            |
| Teach toward independence    | Explain mechanics and decisions; do not merely carry people.                                | Mentoring creates future group leaders.                                |
| Progress with standards      | Endgame teams may set published readiness requirements.                                     | Clear standards protect group time without changing guildwide welcome. |
| Consistency and transparency | Use written rules, records, and an appeal path.                                             | Predictable decisions build trust.                                     |

## Member promise

A member in good standing can expect respectful treatment, clear information, a fair chance to participate, honest feedback, and consistent processes. Membership does not guarantee a raid slot, tournament prize, promotion, free materials, or a carry; it guarantees access to the published path for earning and requesting those things.

## 2 Welcome and Onboarding

**What.** Every recruit completes a simple first week path: receive the welcome message, read and acknowledge the rules, join Discord when able, identify a main character and alts, enter professions in the guild note, select interests, and attend or join at least one guild interaction.

**Why.** A repeatable welcome prevents quiet recruits from disappearing and gives officers the information needed to connect members with people and activities.

### First week path

| Timing          | Member action                                                                                  | Guild action                                              |
|-----------------|------------------------------------------------------------------------------------------------|-----------------------------------------------------------|
| Day 0           | Accept invite and read the welcome and rules posts.                                            | Greeter welcomes the player by name and provides links.   |
| Within 72 hours | Set guild note and Discord nickname; choose PvP, PvE, crafting, leveling, or social interests. | Roster officer verifies note and assigns relevant roles.  |
| First 7 days    | Join one event, group, voice hangout, profession exchange, or mentor check in.                 | Greeter makes a direct invitation suited to the member.   |
| End of week     | Ask questions and confirm main character.                                                      | Promote to Guardsman if requirements and conduct are met. |

### Welcome message template

Welcome to Stormwind Royal Guard. We are community and new player friendly with a clear path toward level 90 gearing and endgame groups. Please read #start-here and #rules, set your guild note to “Main or Alt | Profession level | Profession level,” and choose your interests in Discord. Ask in #looking-for-group or contact a mentor whenever you need a hand. Participation, helpfulness, reliability, and conduct drive advancement here.

### Access and accessibility

Discord is strongly encouraged because schedules, guides, signups, and announcements live there. A member who cannot use voice or Discord should tell an officer; leadership will provide reasonable text based alternatives where practical. Voice listening may be required for specific progression content when real time coordination is essential, but speaking should not be required unless the team lead publishes that need in advance.

# 3 Rules and Code of Conduct

**What.** All guild spaces and guild organized groups follow one code of conduct. Members must act respectfully, follow group leadership during events, protect privacy, avoid exploitation, and keep conflict out of public channels while it is being reviewed.

**Why.** A guild can be friendly and ambitious only when members trust the space and group leaders can coordinate without harassment, chaos, or favoritism.

## Core rules

- Treat people with dignity. Harassment, hate speech, targeted insults, sexual harassment, threats, stalking, or repeated unwanted contact are prohibited.
- No scams, theft, account sharing pressure, real money trading through guild channels, cheating, botting, exploits, or conduct that risks the guild's reputation or members' accounts.
- Keep language and content appropriate to the posted channel. No explicit content, shock material, or disruptive spam.
- Respect privacy. Do not publish personal information, private messages, voice recordings, or screenshots of sensitive disputes without consent, except when privately reporting misconduct to officers.
- In organized content, arrive prepared, follow the designated leader, communicate absences, and give feedback constructively.
- Do not pressure members to donate, craft, lend gold, change specialization, join voice, or surrender loot. Requests must allow a genuine no.
- Handle disagreements directly and calmly when safe, or ask an officer to mediate. Do not recruit a public audience for an unresolved personal dispute.
- Follow Blizzard and server rules. Where this handbook conflicts with platform rules, the platform rules control.

## Event conduct

The event lead may remove a participant from the current activity to protect safety, fairness, or group progress. That immediate event decision is not automatically a guild punishment. Any lasting discipline follows the process in Section 16.

## Good faith mistakes

Skill errors, unfamiliarity, and reasonable disagreement are coaching matters, not misconduct. Refusing coaching, repeatedly ignoring published requirements, deception, or abuse may become conduct matters. Officers should distinguish inability from unwillingness.

# 4 Leadership and Officer Structure

**What.** The Guild Master sets direction and appoints an Officer Council. Each operational area has one accountable lead, while major policy, high value bank use, senior promotions, and serious discipline require documented council decisions.

**Why.** Clear ownership prevents work from being forgotten; shared review prevents one person from controlling rewards, discipline, and opportunities without checks.

| Role                              | Primary responsibilities                                                      | Decision boundary                                                                  |
|-----------------------------------|-------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| Guild Master                      | Identity, final accountability, officer appointments, external representation | May act urgently; documents major decisions and uses council review when practical |
| Deputy or Executive Officer       | Daily coordination, officer coverage, policy follow through                   | Acts for Guild Master when delegated                                               |
| Community and Recruitment Officer | Welcome, recruitment, Discord culture, member feedback                        | May invite and assign onboarding roles within policy                               |
| Roster and Standards Officer      | Notes, ranks, inactivity, records, commendation ledger                        | Recommends promotions and maintains audit trail                                    |
| PvE Lead                          | Raid or dungeon teams, readiness, reviews, strategy                           | Controls team composition under published criteria                                 |
| PvP Lead                          | Duel events, battleground or arena teams, brackets and rules                  | Controls competitive formats and integrity                                         |
| Quartermaster                     | Guild bank, armor program, crafting coordination                              | Approves routine withdrawals within budget                                         |
| Mentor Coordinator                | Mentor matching, guides, check ins, training events                           | Assigns mentors and tracks outcomes                                                |

## Officer standards

- Model the rules and disclose conflicts of interest.
- Use private records only for legitimate guild operations.
- Do not promise rewards, ranks, or team slots outside policy.
- Recuse from discipline or reward decisions involving close personal conflicts when possible.
- Respond to reports promptly, preserve relevant evidence, and share information only with those who need it.
- Remain approachable but maintain boundaries; officers are volunteers, not always on call.

## Council decisions

Routine decisions belong to the accountable officer. Policy changes, Veteran Guard and Champion promotions, demotions for cause, officer appointments, high value bank spending, and suspensions longer than seven days should receive a majority council vote, with the Guild Master breaking ties. Permanent removal for serious misconduct may be immediate when safety requires it, followed by written review.

# 5 Ranks and Advancement

**What.** Ranks represent increasing trust, contribution, and responsibility. Advancement uses observable criteria and never depends on donations, friendships, damage meters alone, or time served alone.

**Why.** Meaningful ranks motivate participation and help leaders know whom they can trust, while published criteria reduce favoritism and status confusion.

| Rank          | Purpose and typical criteria                                                                                | Privileges and expectations                                               |
|---------------|-------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|
| Recruit       | New member completing onboarding; normally up to 14 days                                                    | Basic chat and event access; limited bank access                          |
| Guardsman     | Rules acknowledged, Discord or alternative arranged, guild note complete, first guild interaction completed | Standard member access; eligible for regular programs                     |
| Royal Guard   | Consistent good standing and useful participation across a review period                                    | Priority where stated for guild programs; may host approved casual groups |
| Veteran Guard | Reliable contributor who mentors, leads, crafts, or supports events over time                               | May mentor officially, assist events, and receive expanded bank access    |
| Champion      | Endgame ready member with sustained performance, preparation, teamwork, and conduct                         | Eligible for progression rosters and advanced guild representation        |
| Officer       | Appointed leader with a defined portfolio and higher accountability                                         | Administrative permissions needed for assigned role only                  |
| Guild Master  | Custodian of guild identity, assets, and final accountability                                               | Final emergency authority subject to transparent review                   |

## Promotion process

- Reviews occur monthly, with exceptions for completion of Recruit onboarding.
- Roster Officer gathers evidence from attendance, commendations, mentoring, crafting, group leadership, and conduct.
- The member receives the decision and one or two concrete next steps.
- A promotion may be deferred for active discipline, repeated unreliability, or incomplete requirements.
- Ranks are not permanent rewards. If responsibility consistently declines, officers may coach, place a rank under review, or demote through the disciplinary process.

## Alts

Ranks attach to the player, while permissions attach to characters only as needed. Guild notes identify mains and alts. Alts do not multiply commendations, bank allowances, raffle entries, or votes.

# 6 Activity and Inactivity

**What.** Activity means meaningful participation, not simply logging in. The guild uses generous, published check points and a leave of absence option. Recommended defaults are a 30 day check in, 60 day inactive status, and 90 day roster removal for members below Veteran Guard, adjusted for the realm's population and season.

**Why.** Roster hygiene keeps recruitment and event planning honest while respecting work, school, family, health, and seasonal play.

| Status           | Recommended trigger                       | Action                                                                |
|------------------|-------------------------------------------|-----------------------------------------------------------------------|
| Active           | Guild interaction within the last 30 days | No action                                                             |
| Check in         | No visible interaction for 30 days        | Friendly private message; verify main, alt, or leave                  |
| Inactive         | No response or interaction for 60 days    | Apply Inactive note or rank; pause program priority and team roster   |
| Roster removal   | No response or interaction for 90 days    | Remove with a welcoming return note; preserve basic record            |
| Leave of absence | Member gives an approximate return window | Protect membership and rank for the approved period; review at return |

Officers and fixed roster players require faster communication because others depend on them. Missing two scheduled commitments without notice should prompt a reliability conversation; it is not automatic guild discipline. A returning former member in good standing receives an expedited welcome and an appropriate rank after a brief check in.

## What counts as participation

Examples include joining or leading groups, attending events, mentoring, answering questions, crafting, gathering for approved projects, helping with recruitment, maintaining guides, supporting the bank, or contributing constructively in guild chat. Social participation counts; passive logins do not.

# 7 Professions and Guild Notes

**What.** Every player maintains a compact guild note showing main or alt status and their professions with useful skill information. Volunteers willing to craft for guildmates use a star marker and appear on the Discord profession board.

**Why.** Standard notes turn the roster into a searchable resource, reduce repeated requests, and make the armor and crafting programs workable.

## Required note format

| Character type     | Format                                            | Example                                     |
|--------------------|---------------------------------------------------|---------------------------------------------|
| Main               | Main   Profession level   Profession level        | Main   Alchemy 100   Herbalism 100          |
| Alt                | Alt of Name   Profession level   Profession level | Alt of Skael   Enchanting 85   Tailoring 90 |
| Guild crafter      | Add a star before the primary craft               | Main   ★ Blacksmithing 100   Mining 100     |
| No professions yet | Show intent instead of leaving blank              | Main   Learning professions                 |

Use the realm's actual profession scale; "level" is a placeholder. Members update notes after changing professions or reaching a meaningful milestone. Officers should not place private disciplinary or personal information in public notes.

## Profession board

Discord #profession-board lists active volunteers by profession, usual availability, fee approach, and whether they can handle guild armor requests. Crafters may charge for scarce personal materials or tips, but terms must be stated before crafting. No crafter is required to provide labor or materials simply because they have the star marker.

# 8 Level 90 Armor and Armory Program

**What.** The Royal Armory helps members who reach level 90 obtain a practical starter gear package or equivalent support appropriate to the realm. It is a launch point for self sufficient play, not a guaranteed best in slot set or unlimited replacement service.

**Why.** A visible milestone rewards leveling, removes the first gearing barrier, and gives new players a concrete bridge into guild groups without exhausting guild resources.

## Recommended eligibility

- Member has reached level 90 on an eligible main character.
- Member is at least Guardsman, in good standing, and has completed the profession note.
- Character has a clear intended role or build so the package is useful.
- Member has not already received the same tier of package on another character unless supplies are abundant or an exception is approved.
- Member submits the standard request and contributes obtainable bind on equip materials when reasonably able.

## Service levels

| Level             | What the guild provides                                                             | When to use                                      |
|-------------------|-------------------------------------------------------------------------------------|--------------------------------------------------|
| Standard package  | Craftable or bank supplied starter armor, basic enhancements, and a gearing roadmap | Default first level 90 main benefit              |
| Assisted package  | Standard package plus guided dungeon, PvP, or quest sessions                        | For members who need help learning the next step |
| Exception support | Partial upgrade, replacement, or alt package approved by Quartermaster              | When need and supply justify it                  |

## Request and fulfillment procedure

- Member posts the Armory Request form: character, class, role, armor type, current gear, preferred content, and available materials.
- Quartermaster confirms eligibility, scope, and estimated timing before materials are spent.
- A crafter claims the request; high cost items require approval before production.
- Recipient confirms delivery. Roster Officer records date, package level, and estimated guild cost.
- Mentor or team lead offers the recipient a next step within seven days.

Suggested safeguard: set a monthly Armory budget and fulfill by eligibility date, with limited exceptions for scheduled team needs. Donations do not buy queue priority. Unused, mistaken, or replaced guild funded items should be returned when transferable.

# 9 Grouping Incentives and Royal Commendations

**What.** Stormwind Royal Guard recognizes behaviors that make the guild more active: joining guild groups, leading reliably, mentoring, crafting, welcoming recruits, and supporting events. Royal Commendations are recorded recognition points used for modest rewards and rank evidence.

**Why.** The system makes invisible service visible and encourages members to form groups instead of waiting for officers. Caps and verification keep it from becoming a grind or popularity contest.

## Earning schedule for a 30 day pilot

| Contribution                                | Commendations | Verification and cap                                         |
|---------------------------------------------|---------------|--------------------------------------------------------------|
| Join a qualifying guild group               | 1             | At least 30 minutes or a completed objective; max 3 per week |
| Lead a qualifying guild group               | 2             | Post or roster evidence; max 2 led groups per week           |
| Attend a scheduled guild event              | 2             | Event signup or lead confirmation                            |
| Mentor session with a clear learning goal   | 2 each        | Mentor and learner confirm; max 2 sessions per week          |
| Fulfill an approved craft or Armory request | 1             | Recipient or Quartermaster confirms; max 3 per week          |
| Exceptional community contribution          | 1 to 3        | Officer Council approval with a written reason               |

A qualifying guild group normally includes at least three guild members. For arenas, duels, or content designed for pairs, two may qualify. Repeating trivial activity solely to farm points does not qualify. One activity receives only its highest applicable event or group award, plus a legitimate leadership or mentoring award when distinct work occurred.

## Reward principles

- Publish a monthly menu before members earn toward it.
- Favor recognition, cosmetics, event privileges, repair support, consumables, raffles, and modest bank items over power or cash equivalents.
- Use milestone choices such as 10, 20, and 35 commendations rather than a winner take all leaderboard.
- Reset spendable balances by season or quarter with advance notice; preserve lifetime totals for recognition.
- Commendations inform promotion but never override conduct, readiness, or reliability.
- Officers cannot approve their own exceptional awards. Appeals go to the Roster Officer and one uninvolved council member.

## Suggested grouping incentives beyond points

Feature a Group of the Week story, reserve one monthly event for member proposed activities, give reliable volunteer leaders calendar support, and offer newcomer bonus nights where experienced players earn mentoring credit for filling needed roles.

# 10 Royal Duel and Tournament Program

**What.** The PvP Lead runs recurring duels and occasional team competitions with published brackets, rules, rewards, and sportsmanship standards. Pepsi may serve as program sponsor or tournament host subject to the same integrity rules as every official.

**Why.** Structured competition creates excitement and identity, but transparent formats and modest prizes keep rivalry friendly and prevent disputes or pay to win expectations.

## Standard tournament rules

- Post date, location, eligible levels or gear brackets, format, best of series, consumable rules, allowed specializations, reset rules, and prize pool before signups close.
- Seed randomly or by a published method. Changes after the bracket is posted require a stated reason and notice to all entrants.
- Competitors check in 15 minutes early. A late player may receive a short grace period, then a forfeit.
- An assigned referee settles immediate match questions. Video or screenshots may be reviewed only when relevant and lawfully shared.
- Win with respect: no taunting, harassment, targeted humiliation, or post match pile ons. Friendly banter stops when asked.
- The organizer, referee, or prize donor may compete only if another uninvolved official controls their matches and disputes.
- Prizes are secured before announcement and distributed promptly. If a sponsor withdraws, leadership communicates the revised award openly.

## Recommended cadence and formats

| Event            | Cadence                       | Purpose                                            |
|------------------|-------------------------------|----------------------------------------------------|
| Royal Duel Night | Every two weeks               | Low pressure practice, open ladder, and coaching   |
| Crown Tournament | Monthly                       | Formal bracket with modest rewards and recognition |
| Pairs Cup        | Every 6 to 8 weeks            | Build arena partnerships and communication         |
| Training Clinic  | Monthly or before tournaments | Teach matchups, positioning, and add ons           |

## Recognition

Record champions in a Discord Hall of Honor with date, bracket, and format. Avoid permanent competitive privileges that make future events less accessible. A seasonal title or ceremonial Discord role should expire at the next season unless renewed.

# 11 Mentoring and Player Development

**What.** Members can request a time limited mentor match for leveling, class basics, professions, PvP, PvE, gearing, or guild navigation. A normal match lasts two to four weeks and begins with one clear goal.

**Why.** Bounded, goal based mentoring is easier for volunteers to sustain and helps learners become independent instead of creating permanent carries.

## Mentor agreement

| Mentor commits to                                             | Learner commits to                                          |
|---------------------------------------------------------------|-------------------------------------------------------------|
| Set a respectful tone and explain the reason behind advice.   | Arrive with a question or goal and attempt agreed practice. |
| Schedule honestly and communicate changes.                    | Respect the mentor's time and communicate changes.          |
| Teach safe, legitimate play; protect privacy.                 | Accept constructive feedback and ask when confused.         |
| Refer specialized or interpersonal issues to the coordinator. | Do not expect gold, gear, carries, or account access.       |

## Program procedure

- Learner posts a request using the mentor form.
- Coordinator matches by goal, availability, and communication preference.
- Pair agrees on goal, timeframe, and meeting method.
- Both confirm completed sessions for commendations.
- Coordinator checks in at the end, records the outcome, and rematches only when useful.

Mentors are not officers by default and may not use the role to pressure, recruit into cliques, or present personal preferences as guild policy. Safety or conduct concerns go directly to an officer.

# 12 Endgame Teams and Readiness

**What.** The guild may operate separate PvE, PvP, and flexible learning teams under one community. Each team publishes its purpose, schedule, roster method, readiness criteria, loot or reward rules, and attendance expectations.

**Why.** Different content needs different standards. Published team charters let progression groups protect their time without treating the entire guild as an audition.

| Team type              | Primary purpose                                       | Typical entry path                                   |
|------------------------|-------------------------------------------------------|------------------------------------------------------|
| Royal Vanguard         | Battlegrounds, arenas, duels, and rated PvP           | Clinics, duel nights, partner matching, team trial   |
| Royal Expedition       | Delves, dungeons, and flexible small group PvE        | Open groups followed by stable teams as demand grows |
| Raid team name pending | Scheduled raid or equivalent large group progression  | Learning runs, readiness review, trial period        |
| Academy groups         | Teaching mechanics and preparing new level 90 members | Open signup with basic preparation                   |

## Required team charter

- Purpose and difficulty target.
- Schedule, time zone, expected session length, and cancellation rule.
- Roster size, substitutes, trial process, and how spots are decided.
- Character, gear, add on, voice, consumable, or knowledge requirements appropriate to the content.
- Attendance and notice expectations.
- Loot, prize, or rating policies.
- Review cadence and how a player receives improvement feedback.

## Fair selection

Team leads may choose the roster needed for progression, including composition and demonstrated performance. They must use the published criteria, explain recurring bench decisions privately, rotate fairly where goals allow, and avoid using guild rank as a substitute for readiness. Members remain full guild members even when they are not on a fixed team.

# 13 Event Cadence and Operations

**What.** The guild maintains a predictable core calendar with room for member led events. Events are announced with a clear purpose, level or readiness expectation, signup method, start and end time, and responsible lead.

**Why.** Consistency helps members plan, while variety prevents the guild from serving only one playstyle or time zone.

| Cadence         | Suggested activity                                | Owner                                 |
|-----------------|---------------------------------------------------|---------------------------------------|
| Weekly          | Open leveling or newcomer group                   | Community Officer or volunteer leader |
| Weekly          | Endgame PvE or PvP team sessions                  | Team leads                            |
| Every two weeks | Royal Duel Night or PvP clinic                    | PvP Lead and Pepsi                    |
| Monthly         | Crown Tournament                                  | PvP Lead                              |
| Monthly         | Guild assembly, awards, and feedback              | Guild Master                          |
| Monthly         | Profession and Armory fulfillment night           | Quartermaster                         |
| Quarterly       | Season review, officer report, and policy refresh | Officer Council                       |

## Event lifecycle

- Plan: define outcome, audience, requirements, capacity, rewards, and backup lead.
- Publish: post at least 72 hours ahead for routine events and one week ahead for tournaments or progression trials when possible.
- Confirm: send a reminder and identify missing roles or likely cancellation.
- Run: start near the posted time, state rules, record attendance, and protect a respectful atmosphere.
- Close: distribute rewards, thank participants, record commendations, and post the next step.
- Review: for major events, note what worked and one change for next time.

Cancel early when minimum participation is unlikely. Repeated last minute cancellations damage trust; use a backup format, such as a social run or clinic, when practical.

# 14 Discord Organization and Communications

**What.** Discord is organized around member journeys rather than every possible activity. A small number of clearly named channels carry official information; temporary threads or voice rooms handle individual groups.

**Why.** A simpler layout helps new members find the next action and keeps announcements from disappearing among duplicated channels.

## Recommended structure

| Category          | Channels                                                              | Purpose                                                    |
|-------------------|-----------------------------------------------------------------------|------------------------------------------------------------|
| Start Here        | #welcome, #rules, #roles-and-interests, #announcements                | Onboarding and official information                        |
| Community         | #general, #introductions, #screenshots-and-wins, #help-desk           | Daily conversation and questions                           |
| Groups and Events | #event-calendar, #looking-for-group, #event-results                   | Discovery, signup links, and results                       |
| Guild Programs    | #profession-board, #armory-requests, #mentor-requests, #commendations | Operational requests and recognition                       |
| Endgame           | #pve-planning, #pvp-planning, team specific private channels          | Readiness, strategy, and roster coordination               |
| Leadership        | #officer-operations, #reports-and-appeals, #audit-log                 | Private casework, decisions, and records                   |
| Voice             | Lobby, Group 1, Group 2, Event Hall, Officer Room                     | Flexible rooms instead of many permanent 2v2 and 3v3 rooms |

## Communication standards

- Use @everyone only for urgent, guildwide information; use opt in roles for normal events.
- Official changes appear in #announcements and link to the relevant policy. Chat statements do not silently amend policy.
- Keep requests in the proper channel or form so they can be tracked.
- Officers acknowledge reports within 48 hours when practical, even if review will take longer.
- Avoid public callouts, vague accusations, and argument by screenshot. Submit concerns privately with dates, names, and relevant evidence.
- Summarize important voice decisions in writing.

# 15 Recruitment Philosophy

**What.** Recruit for fit and potential, not only current gear or experience. Public messaging states that the guild is community and new player friendly with an endgame advancement path. Recruiters explain expectations honestly and avoid mass invite behavior that leaves newcomers unsupported.

**Why.** Sustainable growth comes from people who want the guild's culture and will participate in it. Accurate expectations reduce churn and conflict.

## Ideal recruit

An ideal recruit is respectful, willing to communicate, interested in grouping or contributing, and comfortable with steady improvement. Experience is welcome but not required for general membership. Fixed endgame teams may recruit for specific roles while still using the guildwide conduct standards.

## Recruitment workflow

- Use a short public message with identity, typical activities, time zone, and a real contact.
- Have a brief conversation about interests, expectations, and Discord access before or immediately after inviting.
- Record recruiter and invite date.
- Assign a greeter and make a suitable first week invitation.
- Review conversion from Recruit to Guardsman monthly; high invite counts without onboarding are not success.

## Recommended public message

Stormwind Royal Guard is recruiting respectful new, returning, and experienced players. We are community focused, new player friendly, and building toward organized endgame PvE and PvP. We offer level 90 starter armor support, mentoring, profession coordination, regular groups, and Royal Duel tournaments. Participation and reliability drive advancement. Typical events: [days and time zone]. Message [contact] to talk with us.

# 16 Discipline Complaints and Appeals

**What.** The guild uses a proportionate, documented process: receive the report, protect immediate safety, gather relevant information, decide based on available evidence, communicate the outcome, and allow one appeal. Serious safety, harassment, fraud, cheating, or platform risk may justify immediate removal.

**Why.** Due process protects members from arbitrary punishment and protects the guild from leaving serious harm unaddressed.

## Progressive responses

| Response                  | Appropriate use                                                     | Record                                              |
|---------------------------|---------------------------------------------------------------------|-----------------------------------------------------|
| Coaching                  | Minor first issue, misunderstanding, or reliability problem         | Brief private note                                  |
| Written warning           | Clear or repeated rule violation                                    | Behavior, rule, required change, review date        |
| Restriction or suspension | Risk during review or serious repeated issue                        | Scope, duration, reviewer, reinstatement conditions |
| Demotion                  | Loss of trust or failure of rank responsibility                     | Council decision and restoration path if any        |
| Removal                   | Severe misconduct, unresolved risk, or repeated violations          | Decision basis, decision makers, appeal deadline    |
| Immediate ban             | Credible threat, severe harassment, fraud, exploit risk, or evasion | Minimum necessary evidence preserved privately      |

## Procedure

- Report privately to an officer using names, dates, what happened, witnesses, and relevant evidence. Anonymous reports may be reviewed but can limit findings.
- An uninvolved officer acknowledges the report and determines whether temporary separation or channel restrictions are needed.
- The reviewer gathers relevant accounts without turning the process into a public debate. The accused normally receives the substance of the concern and a chance to respond, unless doing so creates a credible safety risk.
- Two officers review serious outcomes when available. Decisions use the more likely than not standard for ordinary guild discipline, while uncertainty may justify a narrow protective measure.
- Both parties receive a concise outcome appropriate to their role. Private or sensitive details are not distributed as entertainment.
- An appeal must identify new information, a process error, or a disproportionate outcome and be submitted within seven days. The Guild Master or uninvolved council members decide it once.

Retaliation against a reporter, witness, reviewer, or appealing member is a separate violation. Knowingly false reports are also violations; an unproven report is not automatically false.

# 17 Guild Bank Crafting and Financial Stewardship

**What.** Guild assets exist to strengthen guild activity and member progression. Bank tabs have defined purposes, withdrawal permissions follow rank and role, valuable transactions are logged, and no officer treats donations as personal property.

**Why.** Transparent stewardship encourages donations, prevents waste and theft, and directs limited materials toward shared goals.

## Suggested bank tabs

| Tab                 | Contents                                         | Access                                |
|---------------------|--------------------------------------------------|---------------------------------------|
| Newcomer supplies   | Bags, basic consumables, low cost starter items  | Small daily member allowance          |
| Professions         | Common gathered materials and components         | Approved crafters and Quartermaster   |
| Royal Armory        | Level 90 package materials and finished items    | Quartermaster controlled              |
| Events and rewards  | Consumables, prizes, and event supplies          | Event leads by approved budget        |
| Endgame reserves    | High value materials and progression consumables | Team leads and Quartermaster approval |
| Archive or overflow | Seasonal, rare, or pending sale items            | Officer only                          |

## Policies

- Donations are voluntary and generally become guild property. Do not donate borrowed or disputed items.
- Withdraw for personal use only where the tab permits it. No resale, speculation, or transfer outside the guild without approval.
- High value withdrawals, gold spending, and officer reimbursements require a stated purpose and a second officer's approval above [threshold].
- The Quartermaster publishes a monthly summary of major inflows, program spending, and reserve health without exposing private member details.
- Crafting fees, tips, and material responsibilities are agreed before work begins. Guild funded crafts follow the approved request queue.
- Suspected theft triggers an immediate access pause and review; do not conduct a public accusation campaign.

# 18 Recommended Management Tools

**What.** Use a small, reliable tool stack with one source of truth for each kind of information. Start with native WoW and Discord features, then add tools only when they reduce real officer work.

**Why.** Too many bots, sites, and spreadsheets create duplicate records and member confusion. The best tool is one officers actually maintain and members can understand.

| Need                         | Recommended option                                        | Use in this guild                                                           |
|------------------------------|-----------------------------------------------------------|-----------------------------------------------------------------------------|
| Roster history and notes     | Guild Roster Manager or a currently maintained equivalent | Track joins, mains and alts, promotions, inactivity, and officer only notes |
| Events and signups           | Raid Helper or a similar Discord event bot                | RSVPs, roles, reminders, attendance, tournaments, and custom events         |
| Guild portal and recruitment | Guilds of WoW or a current comparable service             | Public profile, applications, teams, calendar, roster, and recruitment      |
| Scheduling                   | WoW calendar plus Discord event calendar                  | Keep the in game and community views aligned                                |
| Commendations and Armory     | Shared spreadsheet or simple form and ledger              | Record verified activity, balances, approvals, fulfillment, and costs       |
| Voice and community          | Discord                                                   | Official posts, interest roles, support requests, and event rooms           |

Before adoption, leadership should verify current game compatibility, privacy terms, pricing, permissions, export capability, and active maintenance. Tool availability changes; this handbook recommends categories and workflows, not a permanent endorsement of a vendor.

## Recommended rollout order

Start small and assign one owner to each system. This order prevents officers from maintaining the same event, member, or request in several places.

1. Week 1 Configure Raid Helper for Discord event signups and Guild Roster Manager for in game roster administration.
2. Week 2 Run one private test event, verify roster notes and main alt links, and correct permissions before announcing the tools.
3. Days 15 through 30 Use the tools in normal guild operations and record which tasks they actually save.
4. Day 30 Decide whether Guilds of WoW adds enough recruitment or team value to justify another system. Do not activate overlapping event calendars unless leadership chooses one as the official source.

## Raid Helper Setup

**What.** Raid Helper is the Discord event signup system. Officers and approved event leads create events; members choose a role or attendance response and receive reminders.

**Why.** One signup location gives leaders an accurate roster and gives members a clear answer to when, where, and how to join.

**Who uses it.** A Discord administrator installs it. Officers and approved event leads create or edit events. All members may use the event reactions or buttons to sign up; they do not need administrative permission.

1. In Discord, create or select an event signup channel such as #event-calendar. Keep official event posts in this channel so members always know where to look.
2. From the official Raid Helper site, invite the bot to the guild Discord. A Discord administrator must approve the requested server permissions.
3. Limit event creation and editing to officers and approved event leads. Members need permission only to view the channel and respond to events.
4. Create four reusable event types: Newcomer Night, Royal Vanguard, Royal Expedition, and Crown Tournament. Include the Central time zone, start and end time, leader, capacity, preparation, and cancellation rule.
5. Set reminders for 24 hours and 1 hour before routine events. For tournaments or trials, add an earlier reminder while there is still time to fill missing roles.
6. Create one private test event. Have an officer and a member sign up, change status, and receive a reminder. Correct role access before the public launch.
7. During operations, the event lead posts the event, checks the roster, announces changes, records attendance, and closes the event. Members keep their signup current and notify the lead if plans change.

[Official Raid Helper site and documentation](#)

## Guild Roster Manager Setup

**What.** Guild Roster Manager is the in game leadership addon for roster history, mains and alts, join and promotion dates, custom notes, changes, and inactivity review.

**Why.** It preserves the administrative history that the basic WoW roster does not show clearly and helps more than one officer work from the same facts.

**Who uses it.** The Guild Master, Roster Officer, and a small number of trusted officers should install and actively use it. Ordinary members do not need the addon to belong to the guild. Additional users may be invited only when their role benefits from shared roster data.

1. Install Guild Roster Manager through the CurseForge app and choose the correct World of Warcraft version. Addons are installed outside the game, then loaded when WoW starts.
2. Log into a guild character outside combat and open the addon with /grm. Review the options before enabling wider use.
3. Agree on the in game Public Note standard before cleaning the roster. Use Main | Profession level | Profession level or Alt of Name | Profession | Profession. WoW now restricts addons from automatically editing some guild fields, so officers or members may need to enter Public Notes manually.
4. Link known alts to each member main and record the roster baseline. Keep private custom notes factual, limited, and related to guild operations.
5. Have a second authorized officer install the addon and complete a sync test. Confirm that main alt links and approved history appear correctly before relying on the shared data.
6. Use the roster during monthly rank and inactivity review. Record joins, promotions, departures, and follow ups; never use private notes for gossip, protected personal information, or unverified accusations.
7. When an officer steps down, remove guild permissions and any access to private records immediately. Review addon settings after major WoW patches because available functions can change.

[Official Guild Roster Manager page on CurseForge](#)

## Guilds of WoW Setup

**What.** Guilds of WoW is an optional web portal for a public guild profile, recruitment, team rosters, applications, and deeper guild management features.

**Why.** It can help when recruitment and separate team rosters outgrow the website, Google Forms, and Discord. It should not be added merely because it has more features.

**Who uses it.** One officer owns configuration and at least one backup officer has administrative access. Members may optionally connect profiles or use applications. It is not required for ordinary guild membership unless leadership later adopts a specific feature as official.

1. Create or claim the Stormwind Royal Guard profile and connect the correct Battle.net region, realm, and guild.  
Use a shared officer controlled recovery method rather than a departing officer's personal account when the service permits it.
2. Add the approved guild description, code of conduct summary, usual time zone, Discord invitation, and official hub link. Publish only information intended for the public.
3. Create two teams if needed: Royal Vanguard for PvP and Royal Expedition for delves and dungeons. Give each team a named lead, purpose, schedule, and entry expectations.
4. If recruitment is enabled, mirror the Guild Registration questions instead of creating a conflicting application. Keep one officer responsible for moving applicants into the official roster process.
5. Connect Discord or the in game addon only after reviewing permissions and deciding which system is authoritative for events. Stormwind Royal Guard should continue using the live guild calendar and Raid Helper unless leadership formally changes that decision.
6. Run a 30 day trial. Keep the portal only if it measurably improves recruiting, team administration, or roster visibility without requiring duplicate updates.

[Official Guilds of WoW site](#)

## Officer Maintenance Routine

After every event. Close the signup, record attendance or commendations in the official ledger, and note a cancellation or major issue.

Weekly. Confirm the next events, check unanswered registration and assistance forms, and identify roster changes that need follow up.

Monthly. Review recruits, inactivity, ranks, officer access, tool usefulness, and any private data that should be corrected or deleted.

Quarterly. Reconfirm owners and backups, export essential records where practical, remove unused tools, and announce any change to the official source of truth.

## Minimum data rules

- Collect only what guild operations require.
- Limit private notes to relevant, factual information.
- Restrict discipline, appeals, and personal contact details to authorized officers.
- Export or back up essential records periodically when the tool allows it.
- Remove access promptly when an officer steps down.
- Never request account credentials or authentication codes.

# 19 Measurement Review and Change Control

**What.** Leadership reviews a short monthly dashboard and the full handbook quarterly. Changes are announced with an effective date and a plain explanation. Member feedback is invited before major changes when practical.

**Why.** Measurement shows whether systems create real participation, while controlled updates prevent rules from changing through rumor or officer mood.

| Measure                                          | Question it answers                                       |
|--------------------------------------------------|-----------------------------------------------------------|
| Recruit to Guardsman conversion                  | Are newcomers receiving a usable welcome?                 |
| 30 and 90 day active members                     | Are people finding reasons to stay involved?              |
| Unique group participants and volunteer leaders  | Are opportunities distributed beyond the same core group? |
| Armory requests, completion time, and cost       | Is level 90 support timely and sustainable?               |
| Mentor matches and completed goals               | Is teaching producing independence?                       |
| Event attendance, no shows, and cancellations    | Is the calendar reliable and correctly sized?             |
| Commendation distribution by activity and member | Is recognition broad, useful, and resistant to farming?   |
| Reports, resolution time, and repeat issues      | Are conduct problems handled consistently?                |

## Amendment process

Any member may propose a change to an officer. The responsible officer drafts the purpose, policy text, operational impact, and effective date. The Council approves major changes by majority vote. Emergency changes may take effect immediately for safety or platform compliance, with written review within seven days. Current policy appears in one published location; archived versions remain available to officers.

# Appendix A Ready to Use Forms

## Armory Request

- Character and Discord name
- Main or alt
- Class, specialization, and intended role
- Current level and relevant gear summary
- Requested content path: PvE, PvP, or mixed
- Armor type and highest priority gaps
- Materials already available
- Typical play times and time zone
- Anything the crafter or mentor should know

## Mentor Request

- Character and preferred name
- Topic and one specific goal
- Current experience
- Preferred text, voice listening, or voice conversation
- Availability and time zone
- Accessibility or communication needs

## Event Proposal

- Event name and intended audience
- Goal and format
- Proposed date, start time, time zone, and duration
- Minimum and maximum participants
- Requirements and rules
- Lead and backup lead
- Requested rewards or bank support
- Fallback if turnout is low

## Conduct Report

- Your name and safe contact method
- People involved
- Date, time, channel, or event
- What happened in your own words
- Relevant rule or immediate safety concern
- Witnesses and unedited relevant evidence
- Action already taken
- Preferred safety measures while reviewed

## Leave of Absence

- Player and main character
- Approximate start and return dates
- Whether fixed team or officer duties need coverage
- Preferred level of contact during leave

# Appendix B Officer Launch Plan

| Week   | Action                                                                             | Completion evidence                                 |
|--------|------------------------------------------------------------------------------------|-----------------------------------------------------|
| Week 1 | Approve identity, ranks, conduct rules, officer portfolios, and adjustable values. | Council vote and filled document control table      |
| Week 1 | Simplify Discord and publish welcome, rules, roles, and announcement channels.     | New member can find every first step in two minutes |
| Week 2 | Standardize guild notes and create profession board.                               | Most active roster entries follow the format        |
| Week 2 | Open Armory and mentor forms; assign Quartermaster and coordinator.                | First requests have owners and status               |
| Week 3 | Launch event cadence, Royal Duel Night, and Commendation pilot.                    | Calendar, rules, and ledger are visible             |
| Week 4 | Review onboarding, attendance, award distribution, and bank cost.                  | Officer report lists results and adjustments        |
| Day 30 | Gather member feedback and ratify version 1.0.                                     | Published changes and effective date                |

## Officer meeting agenda

- Safety or conduct matters requiring limited access discussion
- Roster health, onboarding, inactivity, and recruitment
- Upcoming events, team needs, and cancellations
- Armory queue, bank health, and crafting bottlenecks
- Commendations, promotions, and recognition
- Member feedback and one operational improvement
- Owners, deadlines, and announcement needs

## Launch message to members

Stormwind Royal Guard is adopting a clearer member path: a consistent welcome, meaningful ranks, level 90 starter armor support, mentoring, scheduled PvE and PvP opportunities, and Royal Commendations for useful participation. The goal is to make it easier to know what to do, how to get help, and how to advance. Read the handbook at [link], complete your guild note, choose your Discord interests, and join the first event at [date and time]. Questions and feedback are welcome in [channel or contact].

# Appendix C Policy Decisions for Pepsi and Leadership

Approve or edit these choices before launch. The recommended starting values are designed for a medium sized volunteer guild and should be adjusted after the 30 day pilot.

| Decision                       | Recommended starting choice               | Final choice |
|--------------------------------|-------------------------------------------|--------------|
| Primary time zone              | [America Chicago or realm standard]       |              |
| Routine event window           | [days and times]                          |              |
| Recruit period                 | Up to 14 days                             |              |
| Activity checkpoints           | 30 day check in, 60 inactive, 90 removal  |              |
| Commendation season            | Quarterly                                 |              |
| Commendation reward milestones | 10, 20, and 35                            |              |
| Armory character scope         | First eligible main; exceptions by supply |              |
| Monthly Armory budget          | [gold or material ceiling]                |              |
| High value bank threshold      | [amount requiring second approval]        |              |
| Tournament cadence             | Duel night biweekly; Crown monthly        |              |
| Appeal window                  | 7 days                                    |              |
| Handbook review                | Quarterly                                 |              |

## Final approval

| Role                           | Name | Approval date |
|--------------------------------|------|---------------|
| Guild Master                   |      |               |
| Pepsi or Program Sponsor       |      |               |
| Deputy or Executive Officer    |      |               |
| Officer Council Representative |      |               |

Once approved, publish the member facing sections without private officer notes. Keep this master edition editable, date every revision, and make the current version easy to find.