

Launching a Chapter

A basic framework to channel efforts

Congratulations on looking to start a chapter!

Getting started can be both exciting and daunting. You feel the passion and energy of the importance of what you can do, but at times not know exactly how to channel the energy into the right direction. This framework is designed to be a guide to provide direction on what to consider when shaping your upcoming chapter. Every location and organization can have different needs – to that, this framework is built with that in mind. This framework also acts as a worksheet, designed for you to be able to actively develop your plan toward launch and success.

This framework can also be used when evaluating and scoping expansion at scale across a geography or region with multiple chapters. Think similar questions and scoping, but larger scale. Adjust, add, edit as you see fit. Every organization is different – make this your own.

Let's dig in.

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STARTING UP

Chapter Location:

People Interested in Involvement:

Regional Needs/Issues:

Regional Strengths:

Core Team:

Individual

Strengths

Creating Structure:

Areas of Chapter Focus (ie: Advocacy, Membership, Public Relations, Community, Social, Education):

Identified Structure to Support Focus Areas (Committees, Focus Groups, Core Team):

Mission Statement

Your “North Star” – the purpose of why you’re here. Spend time as a Core Team discussing and developing a Mission Statement that will represent the Chapter moving forward:

Goal Development

Keep them SMART: Specific, Measurable, Attainable, Relevant, Timely

Goal 1:

Goal 2:

Goal 3:

Alliances

Partner organizations – Are there other employee resource groups for potential partnerships?

Executive Sponsor Nominations:

Budget/Funding Source Potential (Executive Sponsor, D&I, CSR, Marketing, HR, Recruiting, Others?):
