

Launch

The first step to launching a Chapter is assembling the team. While it is helpful to understand the tasks that the team will need to undertake, it is best to get the people in place so that all the members of the Launch Committee take ownership of the success of the Chapter.

A Chapter is ready to launch when it has achieved the minimums for the Launch Committee members and Launch Capital. Once these two things are in place, the committee has to get to work on creating the foundation of its board and operating committees. These committees and roles will evolve over time but it does make sense at this point to divide the labor and get the team engaged from the beginning. The checklist below is a great guide to how to engage committee members in this process. There is additional detail on each of the core functions in other sections of this Chapter Manual.

LAUNCH TASKS	GLOBAL	LOCAL
Communications		
<ul style="list-style-type: none"> • Create Chapter logo 	X	
<ul style="list-style-type: none"> • Consult with Chapter to create customized header, footer and photos for Chapter website 	X	
<ul style="list-style-type: none"> • Draft Chapter message about local vision and plans 		X
<ul style="list-style-type: none"> • Create Chapter website incorporating Chapter vision 	X	
<ul style="list-style-type: none"> • Set up customized Chapter email template using the Chapter's logo, branding and sponsor list 	X	
<ul style="list-style-type: none"> • Create LinkedIn strategy with support of Global Communications Manager 	X	X
Membership		
<ul style="list-style-type: none"> • Move all founding members to a paid level and establish membership term for all founding members (usually 12-18 months from the launch). 	X	X
<ul style="list-style-type: none"> • If not done already, open new general membership category with pricing set by Chapter 	X	
<ul style="list-style-type: none"> • Finalize contact list and send to Global once Launch Committee members have contacted them via personal email or phone call 		X
<ul style="list-style-type: none"> • Create mailing list for launch announcement and on-going event communications 	X	

<ul style="list-style-type: none"> Continue to contact prospective members personally 		X
<ul style="list-style-type: none"> Plan a membership pitch for the Launch Meeting 		X
<ul style="list-style-type: none"> Follow up with attendees at Launch Meeting to recruit as members 		X
Launch Event		
<ul style="list-style-type: none"> Decide on format and venue 		X
<ul style="list-style-type: none"> Identify speakers and/or networking facilitators 		X
<ul style="list-style-type: none"> Complete XPX Event Checklist including blurb for publicizing the meeting 		X
<ul style="list-style-type: none"> Send out a series of email announcements and invitations to invite the Chapter's list to its events 	X	
<ul style="list-style-type: none"> Track registrations and send periodic updates to the committee 	X	
Event Programming Calendar		
<ul style="list-style-type: none"> Create outline of programming for the first 6-12 months (most case studies in our library have a calendar in them). It's good practice to balance content, networking and social events. 		X
<ul style="list-style-type: none"> Identify title/date/time/speakers/format/venue for at least the first three meetings on the calendar (we need all this info to post an event on your website) 		X
<ul style="list-style-type: none"> Complete XPX Event Checklist for, at a minimum, the next meeting after the launch event 		X
<ul style="list-style-type: none"> Be prepared to talk about the calendar at the Launch Meeting 		X
<ul style="list-style-type: none"> Create web calendar and be ready with invites for second meeting 	X	
Governance		
<ul style="list-style-type: none"> Global creates folder for Chapter in Google Drive, invites designated governance on the Launch Committee (may be president to start) 	X	
<ul style="list-style-type: none"> Chapter leaders join the folder and begin to share key planning documents and records in the Drive. 		X
Treasurer		
<ul style="list-style-type: none"> Collect Chapter's monies through website or through direct deposit 	X	

<ul style="list-style-type: none"> • Hold all monies in a reserve account until Chapter creates its own legal entity and bank account 	X	
<ul style="list-style-type: none"> • Track all receipts and expenditures for Chapter and provide a monthly report to Treasurer showing the net position in the Chapter's reserve account 	X	
<ul style="list-style-type: none"> • Authorize Global to disburse monies for startup expenses and events 		X
<ul style="list-style-type: none"> • Use financial reports from Global to keep the Launch Committee in the loop on the status of Chapter finances 		X
Governance		
<ul style="list-style-type: none"> • Begin to explore the steps that need to be taken over the first year of operations of a 501(c)6 nonprofit business association 		X
<ul style="list-style-type: none"> • Provide examples of prior startup nonprofit applications 	X	