



Chapter Start-Up Checklist

Exploratory Group

- Review SEA's mission, vision and values at <https://socialenterprise.us/about/what-we-do/>
- Review SEA's member network examples at <https://socialenterprise.us/who-are-sea-members/> along with member levels, benefits and pricing at www.socialenterprise.us/membership/
- Review SEA's community programs at <https://socialenterprise.us/2017-community-programs/>
- Send an email to Daina Storey at daina@socialenterprise.us expressing interest in starting a chapter and organize a one-on-one meeting to discuss chapter start-up process

Local Assessment of Chapter Interest

- Conduct networking and information exchange to assess local interest in forming a chapter
- Have SEA send a message to current SEA members in your area letting them know about your interest in forming a chapter and referring them to you if interested
- Plan an organizing meeting to gauge chapter interest in your area

Organizing Group with Intent to form a Chapter

- At the organizing meeting, assess level of volunteer commitment for starting a chapter
- Assess ability of interested parties in joining SEA as members. There must be 10 members to form a chapter, five of which must be organizational level members.
- Designate an interim leader who will be the primary contact between the forming chapter and SEA's national office
- Assemble a leadership team of 6-10 people willing to meet regularly to plan and execute chapter [programming](#) and [events](#)
- Once the Chapter has at least 10 SEA members and a leadership team, receive recognition as an SEA Full Chapter

Operating a Formal SEA Chapter

- ❑ Receive chapter page on SEA website at <https://socialenterprise.us/community/chapter-directory/>
- ❑ Set up chapter training call with Daina to discuss the following:
 - ❑ SEA chapter financial processes and overview
 - ❑ Chapter administrator access to SEA's website
 - ❑ Weekly chapter Pulse emails
 - ❑ Monthly chapter advisory board calls
 - ❑ Chapter email marketing account in Emma
- ❑ Conduct a [Chapter Market Analysis](#)
- ❑ Draft a chapter strategic plan, budget and local event calendar
- ❑ Decide on necessary committees for executing the plan and assign leaders to committees