

1. Set Chapter Goals:
   1. establish partnership, sponsorship, and advertiser goals which align with the Chapter goal and determine what you can have to offer to these entities.
2. Develop your tools and framework:
   1. prepare agreement templates and SOPs
3. Assess your environment:
   1. Who are your members?
   2. What types of services and benefits are your members interested?
   3. What types of organizations exist in your geographic market?
   4. What does your Chapter offer?
4. Outreach:
   1. What is their goal?
   2. What does the Chapter have to offer partners/sponsors/advertisers?
   3. What can they offer the Chapter?
5. Take care of your partners
   1. Listen
   2. Respond quickly
   3. Be courteous
   4. Be flexible
   5. Care about them and their goals
   6. Follow up!
6. Evaluate:
   1. What does success look like?
   2. What data and metrics can you identify and collect?