



# Starting a Local Chapter: Chapter Growth Experience

## NEW MARKET METRICS

### CORPORATE MEMBERSHIP & BOARD COMPLIANCE

In lieu of in-person meetings, the Chapter Growth Experience Program has curated a series of virtual orientations and meetings in order to ensure the chapter organizing teams are in compliance with Board Member Eligibility requirements, under the NAHREP National Guidelines. All corporate membership dues are expected to be reconciled prior to chapter establishment. Chapters in Development will be expected to be in compliance throughout the duration of the program.

### HOST 3 SUCCESSFUL VIRTUAL EVENTS

All NAHREP Chapters abide by the 5 measurements of success. New Markets will be guided to host 3 virtual events in which the following metrics will be reviewed: 1) Engagement & Facebook Views (1000+) 2) Event Sponsorship (\$5,000+ per event) At the conclusion of the program, new markets should strive to obtain the target goal of \$15000 in event sponsorship. Please note, all new markets will be reviewed every 90 days to assess progress and continuance of the program.

### OBTAIN ENGAGEMENT FROM FUTURE MEMBERS

Successful virtual events will be a key component in the approval process of a new chapter. National leadership will review the following engagement metrics: 1) Live Facebook Engagements & Views 2) Zoom Webinar Engagements & Views 3) Zoom Registrations. The hosting of a live virtual event will also be a great opportunity for the developing chapter to obtain new members as well as future sponsorship relationships. Each new market will need to strive for a minimum of 50 members upon the conclusion of the program.

### GENERATE SPONSORSHIP REVENUE

Our most successful chapters always keep financial sustainability top of mind. New Market leaders should strive for an event sponsorship goal between \$5,000-\$10,000 per event. Expenses will not be approved at this time, nor in-person events and new market leaders will partner closely with the NAHREP National for sponsorship benefit guidance. Annual sponsorship opportunities will only be offered upon chapter establishment. New Markets should strive to end the first physical year of chapter establishment with a minimum of \$20,000 in the chapter reserve.

### EFFECTIVE PARTNERSHIP WITH NAHREP NATIONAL

The effectiveness of Communication with the NAHREP Chapter Growth Department and New Market leaders is a metric that will be reviewed. Feedback of this engagement will be provided to National Leadership for review and approval of the New Market. Additional factors that will be reviewed are: Team Responsiveness, Team Engagement & Team's Commitment to the NAHREP Mission.

### CHAPTER ESTABLISHMENT

NAHREP National Leadership will review the chapter organizers' performance and finalize the chapter establishment based on the results of the New Market Metrics. Upon approval, New Market leaders will be provided marketing assets and communication in regards to their chapter establishment via a National announcement.