Chapter Leadership Onboarding Packet

Global Chapter Network of Volunteers

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Welcome!

We are delighted to have you join the global chapter network of volunteers as a chapter leadership member. Together, our global chapter network is raising funds and awareness for Room to Read and the children we serve. Whether you're new to the Room to Read global chapter network or stepping into a new chapter leadership role, you're joining a network of passionate community leaders who truly believe that world change is possible.

Chapter Leaders (CL's) and Core Committee Members (CCM's) are Room to Read brand ambassadors on the ground in their communities. **Chapter Leaders** lead chapter members, or volunteers, to host engaging and fun events, spread our mission in their community, and connect other passionate changemakers with Room to Read. **Chapter Core Committee Members** support Chapter Leaders through a focused area, such as volunteer management, event support, social media engagement, and more. Every Chapter Leadership member is vital in helping to make Room to Read a household name and building the support needed to create a world where illiteracy and gender inequality in education are problems of the past.

In this packet, you'll find everything you need to get up and running as a chapter leadership member. And remember that the resources within this packet wouldn't have any impact if it wasn't for your leadership, vision, commitment to making a difference, and passion for making education a reality for millions of children. People are drawn to passion, and community leaders who believe that together we can make a difference in this world. As Margaret Meade once said, "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has." Now together, let's go change the world.

Global Chapter Network Overview

The Global Chapter Network of Volunteers are our brand ambassadors that raise awareness and funds for Room to Read. Our chapters exist in major cities around the world, including Paris, London, Sydney, Zurich, Singapore, New York City, Chicago, and many more. As a global network, we lift each other up to create a greater impact, share resources and ideas, cross-collaborate on fundraisers and events, and inspire each other to reach new heights. We *think globally* and *act locally* to support and advocate for children experiencing deep educational and economic inequities in historically under-resourced communities around the world. We're excited to have you as part of the chapter team.

The Global Chapter Network of Volunteers is supported by the Room to Read Chapters Team, which consists of staff in our global offices. The Room to Read Chapters Team provides all the global resources and assets chapters need to make a difference in their own communities. Additionally, Room to Read staff located in our global fundraising markets (Australia, Europe, Hong Kong, Japan, North America, Singapore, UK) provide localized support for each chapter. If you have any questions, feel free to reach out to the team at Chapters@RoomtoRead.org.

Chapter Expectations

As a Room to Read Chapter member, you will raise awareness and funds in your community. Our expectation is that Chapters members:

- **Spread the word** about what we're doing to solve illiteracy and gender inequality in education
- **Know and abide by our [Volunteer Terms of Agreement](#)** as well as other Room to Read guidelines as found on the Chapter Hub.
- **Coordinate fun, active and exciting events** throughout the year that focus on promoting Room to Read's mission.
- **Engage your community** using social media platforms.
- **Use Room to Read's online fundraising platform** and motivate community members to contribute to this effort.
- **Create a sustainable Chapter** by sharing Chapter responsibilities with other Chapter leadership members and creating a succession plan if your time with the Room to Read global Chapter network is coming to an end.
- **Stay active year-round** and be regularly involved with your Chapter members through hosting Chapter events (virtual, live, or hybrid and small or large) around key Room to Read celebrated holidays like International Women's Day (March 8) and International Literacy Day (Sept 8).
- **Leverage Room to Read's online resources** for various communication, event, and business development strategies.
- **Collaborate with the Room to Read Chapter network** to learn best practices and leverage them in your region.

Chapter Leadership Expectations

- **Lead and support your Chapter** to make an impact in your community.
- **Inspire your network** to join the Chapter and get involved, assigning members to specific leadership roles, if applicable.
- **Set up Chapter-specific tools** for communication, fundraising, social media, and more.
- **Create engaging events** that are not only fun but are creative and informative to encourage your community to join the Chapter or otherwise support the cause.
- As applicable to your region, **promote business development opportunities** via corporate or school partnerships.
- **Celebrate successes together** as one Global Chapter team, actively contributing via conference calls and responses to regular updates.
- **Support and learn** from fellow Chapter leaders around the world
- **Design annual plans** to share Chapter strategies with the Global Room to Read team
- **Create a sustainable Chapter** by sharing responsibilities with other Chapter members and creating a succession plan if your time with the Room to Read is coming to an end.

For additional information on Chapter roles and expectations, position descriptions for Chapter Leader, Chapter Marketing & Communications Lead, and Chapter Events Lead can be found on the [Chapter Hub](#). Please note that these are generalized position descriptions which may vary from the specific needs of your chapter.

Getting Started

- o **Review the Chapter Resources**
  - **[Resource Hub](#):** External Resource Center (open to the public) full of helpful links to:
    - [Social Media Resources](#)
    - Event Ideas
    - Three of the most commonly used printables:
      - [General Room to Read Fact Sheet](#)
      - [Literacy Program](#)
      - [Girls' Education Program](#)

  - **[Chapter Hub](#):** Internal Resource center (for Chapter Leadership members only) with helpful information on:
    - [Chapter Management](#)
    - [Communications](#)
    - [Events](#)
    - [Fundraising & Donations](#)

  - **Chapter Leaders and Core Committee Member TEAM (on Microsoft Teams app):** Connect with the Room to Read Chapters Team, current CLs and CCMs across the network. Cross-pollinate ideas, get inspired and trouble-shoot – all in one place! The Teams app is the perfect place to post any questions you have and hear perspectives from leaders in different chapters. We're a global community and it's important we stay connected to uplift each other, support our successes as a team, and honor the internal knowledge we already have.
    - To join, please email chapters@roomtoread.org and we will add you to the channel and send instructions for set up.

  - **Join the [Chapter Leader & Core Committee Facebook Group](#)**: Connect with fellow current and former chapter leaders and members around the world!
    - Please request to join the Facebook group, and the group admin will accept your request.

- o **Start your [Chapter fundraising webpage](#)**
  - Collect donations and track your fundraising progress using our online fundraising platform, Engaging Networks.
  - For examples of chapter fundraising pages, please see the [New Jersey Chapter](#), [Sydney Chapter,](#) and [London Chapter](#) pages.

- o **Review Room to Read's [Messaging Training](#) and [Messaging Toolkit](#)**
  - Room to Read honors the dignity of the children, individuals and communities we work with. We reflect that dignity in our language, communicating in a way that is authentic to our mission and upholds Room to Read values. Please use our new Messaging Toolkit and Messaging Training video to familiarize yourself with our language guidelines and take some time to practice sharing about our mission and work. You can also utilize other pitch materials available on our [Chapter Hub.](#)

- o **Chapter Buddy Program**
  The Chapter Leader Buddy Program helps onboard new Chapter Leaders by pairing them with a seasoned Chapter Leader buddy. The experienced Chapter Leader can support you by sharing tips and strategies for how to manage the Chapter, use various Room to Read systems, help you to better understand policies and best practices, and offer friendly general support.

  After your induction, the Room to Read Chapter Team will connect you with you buddy. We recommend that you meet with your buddy via a kick-off video call followed by an additional email or video call each month for the next three months. Each month thereafter, the buddy support can evolve to best suit your needs. Through buddy partnerships, we hope that both Chapters will find mutually beneficial support systems and strategies to develop thriving Chapters communities around the world.

- o **Create Social Media pages**
  Social media is an incredible resource for chapters to connect, share and inspire their volunteers and community. We've found that when chapters create a social media page, specifically Facebook and Instagram, and update it regularly with chapter event/meeting highlights and Room to Read happenings, more people actively participate in the chapter and attend chapter events. We highly suggest you create Instagram and Facebook accounts and share the link with your networks! Please see our Social Media Guidelines for instructions on setting up and maintaining your social media pages.

- o **Create a Chapter Email Address**
  It's important for interested chapter members to have an easy way to contact you, and for your chapter member to receive emails with updates on chapter meetings and events. You are welcome to set up your own email account for your Chapter through your platform of choice (such as Gmail), or we can set up an email account for you in the following format: Chaptername@Roomtoread.org and send you the login details to access and use this email account moving forward.

- o **Create an Annual Plan**
  As a Chapter Leader, it's important that you create a vision of what your chapter can accomplish within the year – this includes events, funds raised, and number of community members reached. We've created an Annual Plan template for you to utilize to plan your year ahead with fellow leaders from your chapter.

- o **Track your Chapter Impact**
  Chapters not only raise funds for Room to Read, but they spread our mission and name to their community. Therefore, it's important that you're not only measuring your fundraising goal, but also the impact of your chapter events. Below is a list of ways to capture your Chapter impact:
  - **Engaging Networks:** Creating and utilizing your Chapter Engaging Networks page is an excellent way of establishing a chapter fundraising goal and working together to achieve that goal.
  - **Chapter Event Wrap-Up Forms:** Chapters do an incredible amount for Room to Read and we want to be sure that we're measuring ALL of your impact. Use this form to tell us how your event went!

Chapter Support

We are thrilled to support you and your chapter goals – and help you reach new heights! The Chapters Team offers ongoing support as you launch your chapter, connects you to other chapter leaders, and provides a list of resources so you're ready to hold a chapter event and get your community involved.

And don't forget that we have Room to Read staff in each market to support your localized needs. If you aren't sure who to contact, email Chapters@RoomtoRead.org and we will point you in the right direction.

For any questions regarding global chapter resources and assets, or any issues that arise, please feel free to reach out to the chapters team at Chapters@RoomtoRead.org.

Chapter Leadership Quarterly Calls

Our Chapter Leadership Quarterly Calls are a wonderful opportunity to meet the Room to Read Chapters Team and fellow chapter leadership members, hear organizational and program updates, and share chapter updates and resources. We believe it's important to provide our chapter leadership members the space and platform to share the work you've been doing to create change and provide all chapters the opportunity to learn from one another.

These calls take place every 4 months. Be sure to check your email and the Teams app to see when the next Quarterly Call is.

Regional Chapter Leadership Summit ("The Summit")

The Summit is a comprehensive conference toolkit, designed to support chapters to hold leadership retreats in their region of the globe to come together in person to connect, educate and inspire each other.

The Summit provides chapter leaders the space and time to meet as a region and discuss chapter management, opportunities and annual planning. Within the Summit toolkit, you will find planning guides, a sample agenda, and nine engaging workshops covering everything you need to succeed – from messaging, storytelling, fundraising, goal setting, and more!

To access the Summit toolkit visit the Chapter Hub.

Frequently Asked Questions

1. **Can you print business cards for me?**
   We appreciate your desire to network in your community and share the work you're doing with your chapter! However, in accordance with our branding and identity standards, chapter volunteers may not create/print business cards.

   We instead suggest that you share your Chapter Engaging Networks, Facebook or Twitter link and chapter email address for interested volunteer members to contact you. We also have templatized email signatures for you to use.

2. **What are the Chapter Volunteer Terms of Agreement?**

Please see the Chapter Hub for our [Volunteer Terms of Agreement](#).

3. **Can we open a chapter bank account?**
   Room to Read does not maintain separate bank accounts for chapters. Chapters may not open a bank account in Room to Read's name or in any other name to holds funds donated to Room to Read. See our [Volunteer Terms of Agreement](#) for more information.

4. **Can you send us the names, addresses, and emails of all donors in our area?**
   We take the utmost care to maintain the privacy and confidentiality of our investors, so therefore, we cannot release their information.

5. **What is GDPR and how it does it affect chapters?**
   See our [GDPR FAQs](#) for more information.

Have another question that isn't listed here?
Please check the [Frequently Asked Questions](#) section of our website. If your question isn't addressed there, reach out to the Room to Read Chapters Team and we are happy to assist you! Email us at [Chapters@RoomtoRead.org.](#)