
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. Whether you're working to become a Chapter Leader or Core Committee member, your role as a Chapter Leadership member is crucial to the overall success and impact of the chapter.

Together, our global chapter network is raising funds and awareness for Room to Read and the children we serve. With chapter members in every major city around the world, we are continuously expanding into new regions and cities and sharing why we believe that world change starts with educated children.

Chapter Leaders (CL's) and Core Committee members (CC'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.

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. The Global Chapter Network supports each other in making a difference in our respective communities and engaging within our communities to create exciting events and local initiatives. We think globally and act locally to make a significant impact in the lives of children in low-income communities around the world, and we're excited to have you as part of the chapter team.

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. Chapters expand our impact further than we could ever accomplish alone. Our chapters exist in every major city around the world, including San Francisco, Tokyo, Montreal, Paris, London, Sydney, Zurich, Hong Kong, New York City, 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.

The Global Chapter Network of Volunteers is supported by the Room to Read Chapters Team located in the Room to Read Global Office, in San Francisco, CA, and by Room to Read Chapter liaisons based in [development offices](#) around the world. The Room to Read Chapters Team provides all of the global resources and assets needed for our volunteers to be making a difference in their own communities. 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, you and your volunteers will be raising awareness and funds in your community. Our expectation is that chapters:

- **Know and abide** by our [Volunteer Terms of Agreement](#). The agreement can be found on the Chapter Hub.
- **Engage with your community** to create fun, active and exciting events throughout the year that focus on promoting Room to Read's mission. Be sure to stay engaged with your community using social media – including Facebook and Instagram (see below for how to create and format your chapter's social media).
- **Use the online fundraising platform** when raising funds for Room to Read 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, which means holding 3-4 chapter events during the year. Events can be big or small, and

organized around Room to Read celebrated holidays or other dates that work for your chapter. Some great moments during the year to hold events include International Literacy Day (September 8), International Day of the Girl (October 11), or International Women's Day (March 8). Local religious holiday seasons are also a great time to hold events as people are often in the spirit of giving around the holidays!

- Check out our [Resource Hub](#) for event ideas including: Read-a-thons, Book Swaps, Beers for Books, Costume Parties & more!
- Utilize the Chapter Leader Facebook Group to ask your fellow Chapter Leaders for advice on which events work for them.

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
- **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
- **Establish Core Committee members** to assist with leadership responsibilities and ensure sustainability
- **Celebrate successes together** as one global chapter team
- **Support and learn** from your fellow chapter leaders around the world
- **Spread the word** about what we're doing to solve illiteracy and gender inequality in education

WHAT DO I DO NEXT?

- **Review the Chapter Resources**
 - [Resource Hub](#): External Resource Center (open to the public) full of helpful links to:
 - Social Media Resources
 - Event Ideas
 - Helpful Links & more
 - 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:
 - Communications & Outreach
 - Donations & Fundraising
 - Hosting Events
 - Managing Your Chapter
 - Be sure to stay updated on all Chapter Announcements! We will be sharing announcements via email and on the Chapter Leader Facebook page, so check these regularly to stay up-to-date

- **Join the [Chapter Leader & Core Committee Facebook Group](#)**: Connect with fellow chapter leadership members (both CL's and CC's) across regions, cross-pollinate ideas, get inspired and trouble-shoot – all in one place! Our Facebook page is the perfect place to post any questions you have and hear perspectives from leaders in all different regions. It's important that as we continue to grow and expand that we use and honor the internal knowledge we already have. We're also a global community and it's important we stay connected to uplift each other and support our successes as a team.
 - Please request to join the Facebook group, and the Room to Read Chapter Team will accept your request so that you can connect with our global chapter leadership network. Start posting any questions/comments you have to the group!

- **Start Your [Chapter Fundraising Webpage](#)**
 - Collect donations in nearly 150 currencies and track your fundraising progress using our online fundraising platform, Classy. Our how-to-webinar can be found [here](#).
 - For examples of chapter fundraising pages, please see the [New York Chapter](#), [Paris Chapter](#), and [London Chapter](#) pages.

- **Connect With Your Chapter Leader Mentor**

As part of your induction, the Room to Read Chapter Team will connect you with another Chapter Leader so that you are able to share thoughts and advice on best practices, cross-collaborate on ideas, and provide support as you get up and running as a new chapter. After we connect you to your mentor via email, we encourage you to continue to email each-other, schedule calls, connect on Facebook, and work together on whatever platform you best prefer. Have any further questions on the mentorship

program? Reach out to the chapters team at Chapters@Roomtoread.org.

- **Create Social Media Pages**

Social media is an incredible resource for grassroots volunteer networks, to connect, share and inspire. 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 members 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!

- **Chapter Facebook**

- **Page Name Format:** "Room to Read: X Chapter"
 - **Examples:** [Room to Read: Paris Chapter](#) and [Room to Read: New York City Chapter](#)
 - ***Note for all Chapters:** We strongly encourage you to raise funds through the Room to Read fundraising platform instead of through Facebook. Facebook provides very little information when transferring funds raised on their platform, so we are unable to decipher what funds came from what chapter.

- **Chapter Instagram**

- **Page Name Format:** "RoomtoRead_XChapter"
 - **Examples:** [RoomtoRead_ZurichChapter](#)
 - ***Note for all Chapters:** Use the hashtag #RtRChapters on your Instagram posts so that your post is visible on the Chapter Hub for all to see! We want to share our events and successes with each other to inspire one another and cross-collaborate on event ideas. Share your event with us using the hashtag!

- **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. We will 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.

- **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.

- **Track your Chapter Impact**

Chapters do an incredible amount for Room to Read and we want to be sure that we're measuring ALL of your 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. We've created a list below of ways to capture your Chapter impact:

- **Classy:** Creating and utilizing your Chapter Classy page is an excellent way of establishing a chapter fundraising goal and working together to achieve that goal.
- **[Chapter Event Wrap-Up Forms](#):** We want to know how your event went! After all that hard work, be sure to tell us about your event so we can then tell the world.
 - The Room to Read teams measures chapter impact by the number of events chapters hold, event reach, as well as the funds raised. This Event Wrap-Up form allows us to capture ALL of the work you do to host a successful event – raising funds and spreading

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 another chapter leader in another region, 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 if you are a chapter located outside North America, please reach out to your closest chapter liaison contact. For example, any chapter in the EU and the UK, can reach out to staff in our London office for any chapter assistance. 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 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 share chapter updates, give chapters more frequent access to organizational leadership and program

teams, and highlight one chapter on the call that is doing incredible work in their community. 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 are quarterly, meaning they take place every 3-4 months. Be sure to check your email inbox, as well as the 'Important Announcements' section of the [Chapter Hub](#), and the Chapter Leadership Facebook page to see when the next Quarterly Call is.

REGIONAL CHAPTER LEADERSHIP SUMMIT (“THE SUMMIT”)

The Summit is a comprehensive and engaging conference toolkit, designed for the entire global chapter network to hold leadership retreats in each region of the globe to come together in person to connect, educate and inspire each other.

The Summit is a wonderful opportunity to connect, inspire and learn with other chapter leaders in YOUR region. 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:

- Videos about our Girls' Education Program and Literacy Program
- Nine engaging workshops covering everything you need to succeed – from messaging, storytelling, fundraising, goal setting, and more!
- Three planning guides and a sample 2-day agenda

To access the Summit toolkit and see when and where the next Summit is, visit the [Chapter Hub](#).

Chapter Journey

There is no comparison to seeing our work first hand. Visiting a library in Cambodia, meeting a Girls' Education Program participant in Tanzania, and meeting a community of parents and teachers in India are truly impactful experiences. Many of our long-standing chapter leaders who have attended a chapter journey will tell you the same, that to understand the immense impact our programs have on the lives of millions of children in low-income communities, you have to see it with your own eyes. Our past chapter journey destinations include: Tanzania, Sri Lanka, Laos, Nepal, Cambodia, and Vietnam.

As a Chapter Leader, you are invited to join a Chapter Journey! The location and date are

chosen by YOU! Every other year, we send out a Chapter Journey survey for you to fill out with what location/date works best for you, and the option with the greatest number of votes will be chosen. Check the [Chapter Hub](#) to see when and where the next Chapter Journey will be.

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 Classy, Facebook or Twitter link and chapter email address for interested volunteer members to contact you.

2. WHAT ARE THE CHAPTER VOLUNTEER TERMS OF AGREEMENT?

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

3. I'M HAVING A BIG EVENT. CAN YOU SEND THE FOUNDER, CEO, OR ROOM TO READ STAFF TO SPEAK? (COLLEGE EVENT, AWARENESS EVENT, SMALL FUNDRAISER, ETC.)

Our leadership team plans their travel and events in accordance with our strategic plan and up to a year or two in advance. That means that they are not usually available for smaller, more immediate events. We encourage you to complete your [Annual Plan](#) to plan your events and needs in advance. For large events or those that include PR opportunities, you can put forth a request using our online [Speaker Request Form](#). Due to limited availability, we unfortunately cannot accommodate all requests and will prioritize requests and assign speakers based on the information provided. Please anticipate up to four weeks for a response.

As one of our ambassadors, you represent Room to Read around the world and speak passionately about our programs and work and can be a wonderful source of information. Don't be shy! People sometimes feel they need to be a pro to speak about Room to Read. We couldn't disagree more. You need to be passionate about the cause and be able to personalize a message (why did you get involved, what has impressed you about this organization, etc.). And guess what? As part of our chapter network, you are passionate! To prepare any talking points, see the 'Message

Map', 'Proof Points' and 'Year in Review' documents – all of which are located on the [Chapter Hub](#).

4. WE WANT TO RUN A BIG FUNDRAISER. CAN YOU SEND US FUNDS FOR THE COST OF THE EVENT?

We take great pride in our financial efficiency, our transparency, and our accountability to investors and the communities we serve. We keep our overhead well below the industry average to maximize the percentage of your contributions that go toward our programs, and we spend our program funds wisely so that millions of children may benefit from our work. This means that we cannot send funds for the cost of volunteer events. To learn more, visit the [financials page on our website](#).

5. CAN WE PAY FOR OUR EVENT USING FUNDS RAISED FROM SELLING TICKETS?

Many chapters do this as a creative way to pay for events. Just keep a few things in mind.

- a. Be sure that the language you use to sell tickets is very clear so it does not give ticket buyers the impression that the cost of the ticket is a direct donation to Room to Read.
- a. And any donations received at the event must be treated with the highest integrity and cannot be used to cover event expenses.
- a. Finally, make sure you keep in mind that the priority in hosting events is to raise funds and awareness for Room to Read's work, so please work to keep costs low and efficient. A great way to do this is to work out a comprehensive budget for the event. If your costs are beyond the amount raised then you're not achieving the goal to reach more children with our programs. That means your team is investing a great deal of resources (time, effort, money) with very little return. Making sure you have planned out the financials is key!

Don't forget that it's likely that one of the reasons you chose to support Room to Read is that much of the [funds we raise go directly towards our programs \(roughly 85%-80%\)](#) which means for every \$1 raised it takes \$0.10 to \$0.15 to raise it.

One way to make sure you have an eye on a high ROI (return on investment) for your event is to find sponsors to underwrite part of the cost of the event. Or, can you find a location that is free to use? Many of our chapters partner with venues to bring in business through the event on what would otherwise be a slow night. In fact, many bars and restaurants have programs where they will offer a portion of the proceeds to a charity for a night. Also try to find opportunities for gifts-in-kind, i.e. donations for food, beverages, or other elements of the event. Some chapter members also "sponsor" the event, paying for a portion or all. Depending on the details often a gift-

in-kind tax receipt can be offered for such sponsorship details. Let us know the details and we'll get back to you to let you know what would and wouldn't qualify.

6. CAN YOU SEND ME A FINANCIAL REPORT FOR OUR CHAPTER BY THE END OF THE DAY?

Your chapter's online donations can be found in your chapter's Classy account. Any donations made offline will be reflected on your chapter webpage's thermostat at the end of each month. If you have any questions about your chapter donations, please feel free to email the chapters team at Chapters@RoomtoRead.org.

7. 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 hold funds donated to Room to Read. See our [Volunteer Terms of Agreement](#) for more information.

8. IF WE GIVE DURING A MATCH PERIOD DO THE MATCH FUNDS COUNT TOWARDS OUR CHAPTER GOAL/THERMOMETER?

Thank you for thinking of ways to maximize your chapter gift! Unfortunately, match funds do not count towards your chapter goal. The funds have been committed by a separate donor and are accounted to that donor's name, so we cannot double count them. But don't forget, the matching funds will benefit children in low-income communities, so you can be confident you are making an extra impact by donating or raising funds during a match campaign!

9. 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.

10. DO YOU HAVE ANY QUESTIONS ON GDPR AND HOW IT AFFECTS CHAPTERS?

See our [GDPR FAQ's page](#) for more information.

11. CAN YOU SEND US BOOKS IN TAMIL (OR ANOTHER LANGUAGE) FOR A LOCAL EVENT THAT WE ARE HAVING?

The books that we have are printed in-country are used for programs in those countries, so unfortunately, we are not able to send books for your event. But, our first online [Global Book Collection](#) was just launched – and it's free to access! This is a great way to read through one of our books and share this with our chapter members.

12. MY COUSIN IS A TEACHER AND WANTS TO START A PEN PAL PROGRAM WITH HER CLASS AND A CLASS OF CHILDREN IN ROOM TO READ'S PROGRAMS.

We recognize the interest in providing exposure and building relationships globally, so thank you for your thoughtfulness. Unfortunately, due to our child protection policies we are unable to open schools to communications but encourage you to visit our work through our [site visits](#).

13. I HAVE A FRIEND THAT WORKS AT XYZ COMPANY AND THEY WANT TO GET INVOLVED WITH ROOM TO READ; CAN YOU TELL ME WHO I SHOULD CONNECT THEM TO?

Thank you for thinking of us! Partners are critical to our success in improving the lives of children across low-income countries. Whether through a grant, an employee engagement effort, or other initiative, we work together to help scale our impact, while meeting our shared goals. Direct your friend to our [Corporate Partners page](#), there they can learn about the different opportunities companies have to partner with us. There's also a Partnership Inquiry form on the bottom of the page; once they complete this our corporate team will be in touch.

14. WHAT ARE SOME HIGH-LEVEL PROJECT ADOPTION LEVELS (>\$5K) THAT I CAN SHARE WITH MY HIGH NET WORTH CONTACT?

Our [Transformational Giving page](#) gives an overview of our higher investment opportunities. If you scroll down to the donation panel you can change currencies and click on levels to see the impact opportunities for [Lead a Reader](#), [Graduate a Girl](#), and [School Superhero](#).

15. IS THERE A PLACE FOR ALL OF THE ROOM TO READ CHAPTERS TO CONNECT GLOBALLY ONLINE?

Join the Room to Read [Chapter Leader & Core Committee Facebook Group](#)! This is a great place to connect with other Chapter Leadership members around the globe, ask each other questions, and share ideas. Updates and announcements are also regularly posted

16. IS THERE AN OPPORTUNITY TO VISIT ROOM TO READ'S WORK "IN THE FIELD"?

We're thrilled to hear that you're interested in seeing our work first hand, and up close! We offer many opportunities to see our work in the field – including field visits and the Chapter Journey. Our field visit options are open to the public and are year-round. See our webpage here to see when and where the next visit is taking place. The Chapter team also offers a Chapter Journey, which is a chapter leadership only trip to see our work in the field. See the 'Chapter Journey' section above on page 8 to

read more. These experiences are bi-annual, so please check the Chapter Hub website to see when the next trip will be.

17. IS THERE A CHAPTER CONFERENCE? IF SO, WHEN IS IT AND WHERE?

There is! We're excited that you're interested in connecting with your fellow Chapter Leaders and learning from each other. Our new Regional Leadership Summit, also known as "The Summit" is a comprehensive and engaging conference toolkit, designed for the entire global chapter network to hold leadership retreats in each region of the globe to come together in person to connect, educate and inspire each other. See page 8 to learn more about the Summit. To access the Summit toolkit and see when and where the next Summit is, visit the [Chapter Hub](#).

18. HOW DOES THE ROOM TO READ CHAPTER TEAM SHARE ANNOUNCEMENTS?

You will hear from the Room to Read Chapter Team with an announcement on two platforms – email and the [Chapter Leader & Core Committee Facebook Group](#). If you do not receive our updates, or your contact information has changed, please reach out to us at Chapters@RoomtoRead.org with that information so we can update your contact details.

19. HELP! I FORGOT THE EMAIL ADDRESS OR PASSWORD FOR MY ROOM TO READ CHAPTER EMAIL.

Not to worry, we're here to help! Please email the Chapters team at Chapters@RoomtoRead.org and we will send you the login details to access your chapter email account.

20. HAVE ANOTHER QUESTION THAT ISN'T LISTED HERE? EMAIL US!

Reach out to the Room to Read Chapters Team and we are happy to answer your question and assist you! Email us at Chapters@RoomtoRead.org.