



FIRST STEPS FOR LAUNCHING YOUR CLFA CHAPTER

DON'T WORRY! YOU CAN GO SLOW! WE'RE ALL HERE TO HELP!

1. CHECK OUT OUR PURRRPOSE & HISSIN' STATEMENTS ON OUR WEBSITE www.catladiesforamerica.com and make sure you're cool with them.
2. Name your chapter!! (pretty flexible but get in touch with questions)
3. **Come to the next captain Q&A monthly Zoom meeting**, there's one every month. RSVP FOR DEC. 10 2025 8:30p eastern/5:30p pacific Zoom here: <https://us02web.zoom.us/meeting/register/G1X68Nd2RTS6-gFr4L3eqQ#/registration>
4. **WATCH THE BIG PICTURE TRAINING SESSION FROM NOV. 2025:** https://www.dropbox.com/scl/fo/m541l8wmueejfodeb0of/AMEMX9Rg__DsBYft-E9pXsk?rlkey=4ctkdfdc5v5wz0hv5e1z3dpbc&st=5qd7z9qr&dl=0
5. **AFTER YOU'VE WATCHED THE TRAININGS, SET UP A TIME TO HAVE A CHECK-IN CHAT WITH BLAIRE & ASK QUESTIONS** (but of course reach out in dm on Signal or email at meow@catladiesforamerica.com whenever you have questions even before finishing the video)
6. **SIGN UP FOR THE CAPTAIN SIGNAL CHAT:** give us your signal handle and we will invite you. A lot gets done there - also it's supportive, fun, we share ideas, info and more!
7. Create a Gmail, Bluesky and Instagram for your chapter - and any other platforms you like and can keep up with. The Gmail address should be dedicated to your CLFA chapter, ideally that is accessible to more than one person. Email the contact name(s), email address, social media handles & metro area location for your chapter to meow@catladiesforamerica.com

8. Come up with a chapter logo to use on social media and in any advertising materials. You can use a free program like <https://www.canva.com/> to create. If you need inspiration or assistance, email meow@catladiesforamerica.com and we will see what we can do to help :) Here are some examples of logos from our chapters. **THIS IS ALSO WHAT WE WILL USE IN MERCH.** We created a guide to using Canva with a focus on making logos and graphics for social media, which you can find here: <https://www.dropbox.com/scl/fi/vi0ot41a4acszgakbq0j4/CLFA-Canva-Design-Logo-Starte-r-Guide.pdf?rlkey=9b7fsoyj62o7u6aollopezgoh&st=u5lrk0j5&dl=0>
9. **WATCH THE MORE IN DEPTH TRAINING SESSION VIDEOS FROM CHAPTER CAPT CONVENTION SEPT 2025 & REVIEW THE SLIDES:**
<https://www.dropbox.com/scl/fo/zy664r0csjv6xw7y3r7qj/AlzPLo45cUurVlq1OF8Xgeo?rlkey=0pbq32r59azo71su2huthwwkq&st=si8xifo1&dl=0>
10. **Once the above is done, we will set you up as an Organizer in the CLFA Mobilize Account**, for you to post your first initial fun meet and greet event. HQ will also make a “Join the XXXX Chapter of CLFA” sign up in Mobilize which helps enormously in attracting local chapter members. You will get new filled sign up forms directly to your chapter email address
11. **When you add members:**
 - a. have them sign up for our Discord community here:
<https://discord.gg/AXYP6zCZFu>
 - b. Have them sign up for our email list by going to form on
www.catladiesforamerica.com
12. Identify what LOCAL issue or organization you'd like to focus on first. (don't worry, this can change, evolve or be added to)
13. Think about how you & your group will raise awareness of the issue, or raise funds or volunteers to help the organization in question? It doesn't have to be huge - sometimes you can just ask the organization itself what help they need! The tried and true method of calling or setting up an appointment in person is a great way to start.
14. Tell us if there's a specific kind of direction you need. We don't know everything, and may not have the answer. But we might be able to find someone who does.
15. **HAVE FUN!!!!** All work and no play makes cats really angry and cranky and there's often fighting. But seriously, if you want the group to thrive, even a small group, there must be joy and some get-togethers that are just fun.

→ Email us at meow@catladiesforamerica.com with any questions, concerns, ideas, ways we can support you, etc!

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