

Chapter Leader Guidebook



Contents

Welcome!	1
Global Volunteer Network Overview	2
Chapter Leader Expectations	3
Getting Started	4
Chapter Support	6

Welcome!

We are delighted to have you step into the Chapter Leader role. As you know, Room to Read volunteers are working to equip students around the world to change their lives. You are part of a network of passionate community leaders who truly believe that world change is possible.

In this guidebook, you'll find all the tools, information, and resources you need to get up and running as a Chapter Leader. But remember, the resources within this packet wouldn't have any impact if it weren't for your 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.” Let's go change the world!

Global Volunteer Network Overview

Our volunteers advocate for Room to Read's mission in their local communities. They reach out to their in-person and online networks to raise awareness and funds to fight the issues of illiteracy and gender inequality.

Volunteers may serve individually, or they may serve with other volunteers in their school, company, or community. A group of volunteers serving together in a geographic area is called a Chapter. Chapter Leaders recruit, set goals, and lead a group of volunteers in their local area to serve Room to Read in raising funds and mission awareness. Room to Read defines a Chapter as having five or more active volunteers.

As a global network of volunteers, we lift each other up to create a greater impact, share resources and ideas, cross-collaborate on fundraisers and events, and inspire each other. excited to have you as part of this global volunteer team!



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.

The Global Volunteer Network is supported by the Room to Read Volunteer Relations Team, which consists of staff in our global offices. The Volunteer Relations Team provides volunteers with global resources and assets to make a difference in their communities. If you have any questions, feel free to reach out to this team at volunteer@roomtoread.org.

Chapter Leader Expectations

As a Room to Read Chapter Leader, your role is to lead your Chapter as they raise awareness and funds in your community. We expect that all Chapter Leaders:

- Manage a local Chapter that coordinates the efforts of local volunteers and has defined goals and annual development plans.
- Utilize Room to Read's Community Resource Hub to upskill knowledge and follow protocols.
- Recruit and manage new volunteers, helping to onboard and introduce them to Chapter goals and activities, and sharing expectations.
- Support Chapter Volunteers in reviewing, completing and demonstrating knowledge of Room to Read training materials and assets.
- Tailor some or all of the following activities to serve your Chapter's goals and engage Chapter Volunteers in key roles based on skill set and volunteer interests:
 - Marketing/communications
 - Initiate and manage local outreach strategies for social media, newsletters and other available marketing channels.
 - Leverage global resources, templates, graphics, messaging and brand guidelines.
 - Adhere to data protection regulations and privacy policies, and media outreach guidelines to ensure compliance.
 - Event coordination
 - Lead efforts to conceptualize, initiate, manage and debrief virtual or in-person events for Room to Read
 - Manage events through approved digital platforms, as applicable, and adhere to processes and recommended event protocols.
 - Business development
 - Forge partnerships with corporations by identifying leads, conducting research, cross-checking with Room to Read, and engaging directly, as appropriate.
 - Build relationships with schools and community groups to raise awareness and funds.
- Promote Room to Read's marketing campaigns and other fundraising strategies including the Global Volunteer Network.
- Actively participate in conference calls; engage with other volunteers around the world to collaborate, leverage experience, and build a global community. (Please note, all communication from the Room to Read team is conducted in English.)
- Respond to Room to Read staff questions, surveys, and requests.

As your support staff, here's what you can expect from the Room to Read Volunteer Relations Team.

- Recruitment and volunteer management tools and support

- Regular email updates about Room to Read programs and news
- The latest information about Room to Read campaigns and fundraising opportunities
- Quarterly calls with Room to Read and fellow volunteers to connect live and receive updates
- Access to online resources via our Community Resource Hub
- Access to our Engaging Networks fundraising platform
- Skills or project-based opportunities, as they arise
- Confidence that you are part of an organization that is working to create a world free from illiteracy and gender inequality

That sounds good...but what do I actually do as a Chapter Leader?

When it comes down to it, your role as a Chapter Leader is to recruit, equip, and lead a local group of volunteers as they seek to engage with people in their sphere of influence to encourage them to:

- **GIVE** to Room to Read,
- **SHARE** about Room to Read with their personal and professional networks,
- **VOLUNTEER** with Room to Read themselves.

This doesn't mean you aren't also sharing Room to Read with your sphere of influence. It means that your main focus is on building your team, equipping your team members, and directing your team's efforts.

Your Chapter can work together to set the course for the year ahead depending on connections and talents within your Chapter. Ultimately, you'll be the one who provides the coaching and forward momentum to complete the plans your Chapter has put together.

Here are your next steps as a new Room to Read Chapter Leader...

- **Set up a Chapter fundraiser page** on [Engaging Networks](#). This will provide your Chapter with a donation link you can share with others and the opportunity for each Chapter Member to create a page under your Chapter. Through your fundraising page, you can tell people why Room to Read's mission is important to you, set a fundraising goal, track your progress, and thank your donors easily.
 - Here are [some helpful instructions](#) on how to set up your Engaging Networks page.
- **Read through this Guidebook** to learn how to develop your messaging, decide who you will contact, and create a plan for the upcoming year.

- **Recruit Chapter Volunteers.** Put the word out to others in your community who are passionate about education and gender equality. Assess their talents and interests to engage them in key Chapter roles. Here are [some resources](#) you can use.
- **Get to know the [Volunteer Guidebook](#).** When you onboard new volunteers, you'll walk through that resource with them, so it's important that you know it well.
- Explore the Chapter Leader resources tab available to you on the [Community Resource Hub](#).
 - It's important to note that you'll need to **bookmark the Community Resource Hub**. Because it's only for volunteers and not for the public, you can't find or access it through our Room to Read website.
- If you are on Facebook, **join our [Room to Read Chapters and Volunteers](#) group**. You'll be able to connect with volunteers around the world to share ideas and learn from each other as you serve.
- **Continue to get to know Room to Read** and our programs better.
 - [Room to Read Programs Overview](#)
 - [Literacy Program](#)
 - [Girls' Education Program](#)
 - [Children's Book Publishing](#)
 - [Decoding Room to Read](#)
- We encourage you to **set up a Chapter-named email account** through your platform of choice (such as Gmail). It's important for interested Chapter Members to have an easy way to contact you, and for your Chapter Members to receive emails with updates on Chapter meetings and events.

To ensure compliance with GDPR, we ask that all Chapters using email note the following language in their email signature or at the bottom of your email body (see our full email signature templates [here](#)):

This communication has been sent to you by volunteers who support Room to Read. The views, opinions, and positions expressed by the senders are theirs alone and do not necessarily reflect the views, opinions, or positions of Room to Read. If you no longer want to review these emails, please reply with UNSUBSCRIBE and you will be removed from our list.

Please review all of our data protection requirements [here](#) in regard to sending communications and storing and sharing contact information.

- **Create an Annual Plan** with your Chapter Members. 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 the year ahead.

- **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. Here are some ways you can track your Chapter impact:
 - o **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.
 - o **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!
 - o **Volunteer Recruitment:** Direct all new prospects or volunteers to complete our [volunteer interest form](#) so we can track recruitment efforts by the Chapter.
 - o **Media Outreach:** Track awareness through social and traditional media outreach. Pay attention to how many likes you receive on your Room to Read related posts. Let us know if your Chapter engages with local media outlets (newspapers, podcasts) or local businesses.

Chapter Support

The Volunteer Relations Team offers ongoing support as you begin leading your Chapter, connects you to other volunteers, and provides resources as you reach out into your community.

For any questions regarding volunteer resources and assets, or any issues that arise, please feel free to reach out to the Volunteer Relations Team at volunteer@RoomtoRead.org.

Volunteer Newsletter

Every other week, you will receive our Volunteer Newsletter via email. This newsletter provides the latest updates on Room to Read news, campaigns, programs, and volunteer information.

Volunteer Quarterly Calls

Our Volunteer Network Quarterly Calls are a great opportunity to meet other Room to Read volunteers, hear organizational and program updates, and share volunteer updates and resources. We believe it's important to provide our volunteers with the space and platform to share the work you've been doing to create change and provide all volunteers with the opportunity to learn from one another.

These calls take place every four months. Keep an eye on the Volunteer Newsletter to see when the next Quarterly Call will take place.

We ask all volunteers to read our [Volunteer Terms of Agreement](#) before agreeing to serve with us.

This is just the beginning!

We are so glad you've taken this step to serve with Room to Read in this leadership role. The students in our programs are the heroes. As you serve as a Room to Read volunteer, you are putting tools and resources into the hands of these heroes. What an incredible way to spend your time and resources!