



New Chapter
(Chapter in Development)
Keys to Success

- I. Identify a core group of 3-6 people who are willing to become Chapter Board Members and share in the responsibilities of running the Chapter.
- II. Identify 5-10 people who are highly interested in becoming members (and are willing to pay annual dues to join).
- III. Identify a President who is a strong, enthusiastic leader. This person needs to be able to recruit and manage the board, inspire people to make the Chapter a success and keep the Chapter organized and moving forward.
- IV. Identify one or more people who are “connectors” and can reach out to people and develop membership.
- V. Identify someone with event planning experience (not required) to be your Events Director. This person should be able to find venue locations, recruit speakers, handle food/wine selections and logistics and handle cost negotiations and budgeting.
- VI. Identify someone who is tech savvy and can maintain the Chapter page on the Women For WineSense website.
- VII. Identify someone who can work with the National Administrator to set up and oversee social media accounts to leverage social networks as communication and recruiting tools.
- VIII. Identify one or more people who are connected to the wine industry. These people have a bigger stake in the success of the organization, can open doors and connect the Chapter to resources (wines, venues and other wine professionals) This is a beneficial person/people to know, but not a requirement.
- IX. Invite individuals who are eager to learn about wine and want to be connected with others who share their passion.
- X. Schedule regular meetings that people can put on their calendars. For example, the second Thursday of every (or almost every) month. (You can survey your new members for their input on best days/times to hold your events.)