



Theater Leadership for Change:

Starting a Franchise

****Thank you for displaying interest in starting a franchise authorized by TLC. Please note: your franchise will not be legally affiliated with Theater Leadership for Change, but will act as a subchapter to the company, thus granting you access to all resources, materials, and name association****

Welcome Message:

TLC's mission is to **connect student leadership and non-profit work with performing**. At our primary location in Chatham New Jersey, we recently produced a full-length, **entirely student-led** musical (Urinetown!) and donated the majority of ticket proceeds to **charity**, while also educating both the cast/production team and audience about water preservation. Starting a franchise does not mean you are required to put on a Broadway-style production, but **instead is formed around YOU**. By implementing the principal foundation and goals of TLC through your own individual franchise, you will have the opportunity to **make a difference** through a unique lens—while doing what you love most!

Am I eligible to start a franchise?

→ **Basic requirements:**

1. Primary leader
 - a. Strong communication and leadership skills
2. Board of *at least* 4 committed representatives
 - a. One 18+ adult representative (unless you are franchising at college)
3. Basic structure of franchise*
 - a. Performing, leadership, and non-profit components must be outlined
4. Marketing & finance managers
5. *At least* 5-10 interested members
 - a. Submit [this form](#)

**see structure outline below*

→ **Structure Outline**

1. Independent Company
 - a. An independent company means that your franchise is not affiliated with another organization. You may choose to parter with other companies, but your entity remains entirely separate.
 - b. If you want to franchise an independent company, consider the pros and cons:
 - i. Pros: More freedom/opportunities to be creative, you are in full control of what you decide to produce, more leadership opportunities for students
 - ii. Cons: You will need to consider insurance, setting up accounts to attain rights, where you will perform, creating a bank account/establishing legal status*

2. School/College Club

- a. Creating a TLC school/college club means that your franchise is through your school and must oblige by all established club rules
 - i. Pros: Insurance/legal issues are taken care of, you will have support from mentors & an already established structure, place of performance and other events could be done at the school
 - ii. Cons: Limited freedom and say, must follow school club rules and report to your teacher representative, many ideas/goals could not be allowed and/or you will need to get it approved by the district

3. Affiliated with Another Organization

- a. Being affiliated with another organization means that your franchise is part of a different company. This is similar to a club in structure but not limited by school requirements. Closely partnering with another organization is also an option, but it just depends on your unique situation and development goals

**this is optional but HIGHLY recommended - our team is here to help you through the process*

→ **Questions to Consider**

1. What is your performing goal? * Options include:
 - a. Producing a musical/play
 - b. Performing cabarets
 - c. Offering workshops to younger performers
 - d. Other ideas are always welcome
2. How will charity work be connected to your performance? Using the examples from above, see the below suggestions:

- a. Producing a musical: select a show that connects to an issue going on in the world, educate your cast/the audience about the given issue, and donate the ticket funds to a related non-profit organization
 - b. Performing cabarets: same as above, except donate the cabaret tickets to charity. The chosen non-profit doesn't need to relate directly to what you are performing.
 - c. Offering workshops to young performers: select a cost for kids to take part in the workshop & donate the money to charity. And/or waive the fee and ask for donations instead!
3. What kind of leadership roles can you offer to students? Options include, but are not limited to:
- a. Production team
 - i. Director, producer, choreographer, music director, stage manager, set designer, lighting designer, sound designer, house manager, prop master, etc.
 - b. Business team
 - i. Board of directors, finance manager, marketing/communications/outreach manager, head of social media & digital design, legal assistance (may need to be 18+ years of age), etc.

**note: this may change over time; you can always produce multiple types of events*

How do I Get a Franchise Approved?

→ **The Franchise Process**

1. Ensure that you meet all of the requirements, create a proposal, and submit your request [here](#)

2. You will receive an email from us within the next few days & we will schedule a Zoom Meeting to meet your team face-to-face
3. After the meeting, you will get an email approving your subchapter and will be sent extensive resources to help you establish your franchise
4. No matter what your franchise's goal is (full production, cabaret, workshops, etc), we are here to help you through the process!
5. Easy as pie, right? ;)

Frequently Asked Questions

→ FAQ

1. How long does it take to get a franchise approved?
 - a. It can be anytime between a few days to two weeks, all depending on the depth and structure of your subchapter
2. How much work is it to run a franchise?
 - a. A LOT! This process is a huge commitment, but you aren't in it alone! With the help of your team, as well as our support via electronic communication, you will experience a rewarding leadership experience unlike anything you've ever done before. The amount of work is entirely dependent on what you choose to do → a cabaret vs a full production requires very different work needs. Make sure to adequately designate work to others in leadership positions as well
3. Do I need to create a bank account and obtain legal status?
 - a. No; while it is not required, it's highly recommended. In order to correctly and responsibly handle finances, as well as establish yourself as a real organization under the TLC name, banking & legal status are incredibly important. Designate a manager to take care of this process and we will walk them through everything!

4. What kind of resources will we have access to?
 - a. Resources include, but are not limited to: company name, logo, and marketing materials, experienced mentors to walk you through the process, publicity and organizational help, a step-by-step guide to developing your company and accomplishing your unique goal, and direct support from us whenever you need it
5. Are there age restrictions to starting a franchise?
 - a. While we don't have specific restrictions, we encourage you and your team to center around a high-school or college community (however, feel free to incorporate all ages in your production!)

*We can't wait to see your vision come to life &
the positive change you will create!*