



# Chapter Affiliate Development

Friday, March 4th @ 3:00pm eastern

# Mission 2022: Affiliate Development

- Every NAIFA member deserves local engagement.
- Local areas/regions for members to gather and share when they are not in the jurisdiction of a Local Chapter.
- Unshackle from historical concepts and draw lines to make both the size and number of Affiliates manageable.
- Need at least one Affiliate leader, but can easily develop numerous micro-volunteering roles based on interest.

# Before You Begin...

- What is an Affiliate?
  1. A geographical area of counties within a reasonable distance of travel to facilitate local programming and engagement for the benefit of NAIFA members under the leadership of the State Chapter.
- How are Affiliates different from Local Chapters?
  1. Local Chapters are designated by a grouping of zip codes that contain at least 100 members that have petitioned and received a charter to operate as an individual corporation and governing body withing the NAIFA enterprise.

# Before You Begin...

- How are Affiliates different from Local Chapters? (*continued*)
  2. Affiliates do not have individual corporate statuses, have a board of directors, file tax returns, maintain separate bank accounts, or other administrative elements that are required of Local Chapters.
  3. Affiliates can; however, have dedicated funding line items in the State Chapter budget that allow for committed programming.
  4. Affiliates can operate with as few as a single volunteer (Affiliate Chair) who assumes responsibility for engaging the members within their jurisdiction to determine a plan for programming and engagement; however, they can easily grow to accommodate a relatively unlimited number of informal or micro-volunteering opportunities.

# Before You Begin...

- How are Affiliates different from Local Chapters? (*continued*)
  5. Affiliates do not have dedicated staff support, requiring the programming and engagement opportunities to be identified, planned, and executed by volunteers, as well as solicitation of sponsorships to support those efforts. State Chapter staff should support Affiliates through marketing and promotional efforts of Affiliate programming.

*\* **Special Note:** If you have Local Chapters in your jurisdiction, you will need to map the areas around them into your Affiliate model; however, you **should NOT** seek to duplicate their efforts. There is no advantage to members having a Local Chapter and Affiliate.\**

# Before You Begin...

- Key Questions to Answer...

1. Does every State Chapter need Affiliates?

- a. Yes, mostly...

- i. The exception would be states whose geographic area is small enough to render subunits impractical or unnecessary, such as potentially *Rhode Island, Delaware, etc.*

2. How many Affiliates should you have/can you manage?

- a. How far are your members willing to travel for local engagement/programming?

- b. How many volunteers do you have or are you prepared to develop to have effective Affiliates?

- c. How many Affiliates can your staff support through communications and promotion of Affiliate events?

- d. What financial resources can you deploy in support of your Affiliates?

# Before You Begin...

- Key Questions to Answer... (*continued*)
  3. How do we draw our Affiliate map?
    - a. This is the \$64,000 question...
    - b. Do we follow our pre-QME Local Chapter structure?
      - i. While that is certainly an option, we would strongly encourage everyone not to automatically embrace this model and at least consider a fresh redraw of the lines.
      - ii. This is an opportunity to ask, “*What makes sense for our Chapter and our members?*”
      - iii. While historic Local Chapters are familiar, much has changed and contributed to those boundaries and the emphasis should be on what best serves the members.
      - iv. Simply reverting to pre-QME structures can also open the door to challenges that have since been shed.
    - c. Use your best friend...**DATA.**

# Data Resources

- Chapter Membership Report
  - Utilize your most recent membership report that you receive from Melody each month...*we'll tell you what to do with it in a few minutes.*
- State Regional Maps
  - Use Dr. Google to find other regionalized maps in your state and take advantage of the good work of others.
  - Successful examples used in the past include Economic Development maps, Transportation maps, and other government regions that are often built around population centers and/or other key concepts.



# Mapping Tools

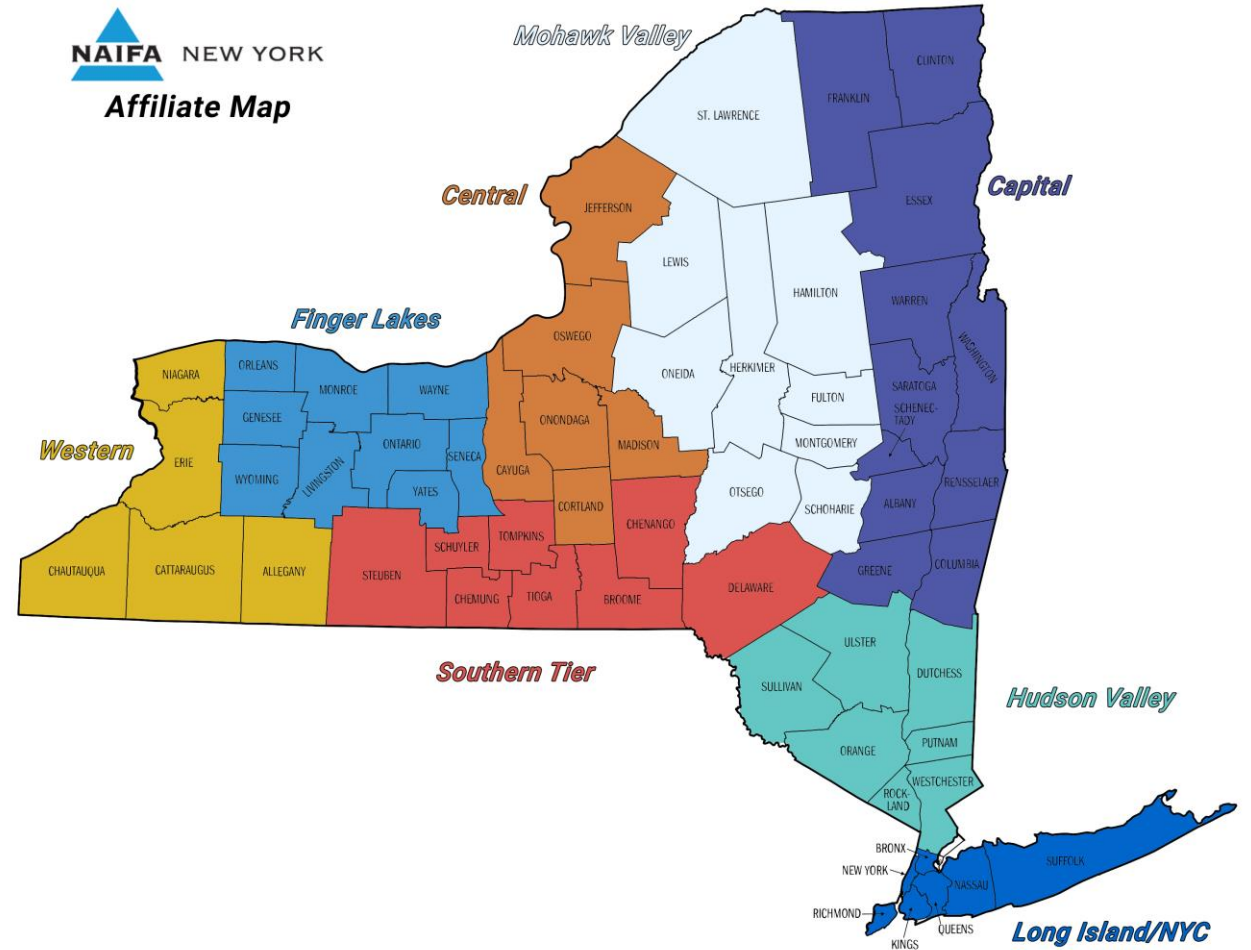
- Google Maps
  - Relatively simple to use.
  - Can upload membership distribution.
  - Can draw lines and boundaries manually.
- RandyMajors.org
  - More sophisticated, but also requires more technical proficiency.
  - Built-in outlines of state and county boundaries...less manual.
  - Requires some data manipulation to populate member distribution to the map, but extremely advanced if you do.
  - May be worth it if you have Local Chapters to navigate around.



**Google Maps**

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# Building An Affiliate Map



## Once You Have Your Map...

- Have it approved by your Board.
- Send a final list of counties & Affiliate names to [leadership@naifa.org](mailto:leadership@naifa.org).
- Include a colorized map, if you have it.
- We will code your Affiliates to your membership list.
- Identify Chairs for each Affiliate.
- Hold Affiliate leader calls and encourage Affiliate planning meetings.
- Encourage Chairs to engage members for micro-volunteerism.
- Support your Affiliates.

# Need Help?



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# KEY TAKEAWAYS/ACTION ITEMS

1. **Every member deserves local engagement.**
2. **Understand the role of Affiliates.**
3. **Utilize data and tools to simplify the process.**
4. **Draw your maps.**
5. **Share approved maps with Chapter Services.**
6. **Build your team.**
7. **Work your plan!**



**Together We Can Take On Anything**