



Chapter Affiliate Development Webinar

- I. Mission
 - a. To ensure that every NAIFA member has local engagement.
 - b. To build local areas/regions for members to gather and share when they are not in the jurisdiction of a Local Chapter.
 - c. To unshackle from historical concepts and draw lines to make both the size and number of Affiliates manageable.
 - d. To develop at least one Affiliate leader, knowing that numerous micro-volunteering roles can be built based on interest.
- II. Before You Begin
 - a. What is an Affiliate?
 - b. How are Affiliates different from Local Chapters?
 - c. Key Questions to Answer
 - i. Does every State Chapter need Affiliates?
 - ii. How many Affiliates should you have/can you manage?
 - iii. How do we draw our Affiliate map?
 - d. Data Resources
 - i. Chapter Membership Report
 1. Use last membership report received from NAIFA Headquarters (from Melody).
 - ii. State Regional Map (i.e. Economic Development Map, Transportation Map)
 1. Find a map that works best for your needs. You may have to search through several before you find something that works.
 - e. Mapping Tools
 - i. Google Maps
 - ii. RandyMajors.org
- III. Google Mapping Process
 - a. Go to Maps.google.com
 - b. Click Hamburger Menu
 - c. Click Your Places
 - d. Click Maps
 - e. Click Create Map
 - f. Enter Map Title (NAIFA-[Insert Chapter] Affiliate Boundaries)
 - g. Clean Up Latest Membership Report
 - i. Save as CSV File
 - ii. Use Home Addresses (Keep Address, City, Location, State, Zip)
 - iii. If a member does not have a home address, use their business address.

- iv. Delete any addresses that are out of state.
 - h. Click Import
 - i. Find Membership Report File
 - ii. Select Address, City, State, Zip
 - iii. Click Continue
 - iv. Select Zip Code
 - i. Edit Layer Name ([Insert Chapter] Members)
 - j. Add Layer
 - i. Name Layer State Boundaries
 - ii. Click Draw Line (At Top)
 - iii. Click Add a Line or Shape
 - iv. Draw State Boundaries (Keep as one continuous line.)
 - k. Add Layer
 - i. Name Layer Local Chapters/Affiliates
 - 1. If you have a Local(s) within your state, map out those jurisdictions first.
 - a. Click Draw Line (At Top)
 - b. Click Add a Line or Shape
 - c. Draw Local Jurisdiction (Keep as one continuous line.)
 - 2. Pull Up State County Map (i.e. Randy Majors)
 - a. Cross-reference between state county map and NAIFA-[Insert Chapter] Affiliate Boundaries Map to determine where Affiliate jurisdictions should be drawn.
 - i. Create list of counties for each Affiliate area. (Note: Every county in your state should be accounted for.)
- IV. Building an Affiliate Map
- V. What's Next?
- a. Seek board approval.
 - b. Send final list of counties and Affiliate names to leadership@naifa.org.
 - i. Include Colorized Map.
 - ii. *NAIFA Headquarters will then code your Affiliates to your membership list.*
 - c. Identify Affiliate Chairs.
 - d. Hold Affiliate leader calls.
 - e. Engage members for micro-volunteerism opportunities.
 - f. Support your Affiliates.