



## HOW TO START A SGMP SATELLITE CHAPTER

There are 6 tasks that need to be successfully completed and approved by the SGMP National Board of Directors for an SGMP interest group to be granted a charter as an official SGMP chapter. Below are those 6 tasks, followed by a summary of the overall chartering process and timeframe and greater detail and tips for each of the tasks.

### AT-A-GLANCE LOOK AT THE SIX TASKS

1. Identify name and contact information for satellite chapter liaison
2. Website page for satellite chapter embedded in host chapter website
3. Establish satellite chapter name and logo with brief chapter history
4. Chapter calendar of four annual meetings
5. Chapter finances
6. Complete Satellite Chapter application form at <https://sgmp.memberclicks.net/satellite-chapter-application>

## **PROCESS**

The process of forming a satellite SGMP chapter essentially starts with an awareness meeting.

SGMP National will provide guidelines and assistance with every step of the process.

But the real work—getting the administrative tasks completed, the calendar and website created, and the members to join—is the responsibility of the host chapter and satellite chapter liaison. The day-to-day operations of all SGMP chapters are the responsibility of the chapter's leadership.

Let's now take a look at details for the host chapter liaison and satellite chapter liaison responsibilities for the awareness meeting and the 6 tasks.

### **SATELLITE CHAPTER LIAISON**

The satellite chapter will identify a satellite chapter liaison as a point of contact for the host chapter. They will be invited to participate in the host chapter board meetings. They will be an ex-officio (non-voting) host chapter board member and able to participate in all discussions. They will serve in this role for two years. They are not term limited.

Let's now take a look at details for the host chapter liaison and satellite chapter liaison responsibilities for the awareness meeting and the 5 tasks.

#### **SGMP Responsibilities:**

Confirm membership status of the satellite chapter liaison and insure the member is identified as a member of the host chapter.

#### **Host Chapter Responsibilities:**

Invite the satellite chapter liaison to all Board Meetings for host chapter. It may be necessary to utilize online meeting tools.

## **AWARENESS MEETING**

The awareness meeting is a catered event (breakfast, lunch, or dinner) where the SGMP mission, member benefits, and satellite chapter formation process are presented to government meeting professionals in that area who have been identified as potential members. A list of hot prospects—and even some new members!—will be on hand by the end of the meeting, as will additional volunteers to serve on the steering committee.

**SGMP Responsibilities:** *Before:* provide list of area member prospects

- provide list of area members
- produce press release of awareness meeting
- provide national representation, including speaker
- provide agenda for meeting
- provide promotional materials for distribution at meeting
- pay all costs associated with national representatives

*During:* make presentation on-site about SGMP and fire-up the crowd!

*After:* prepare report for the Satellite Chapter Committee

**Local Responsibilities:**

*Before:* contact potential prospects of area government meeting leaders

- determine the date/time/location for the awareness meeting (to be approved by SGMP host chapter) determine the date/time/location for the next monthly meeting
- distribute press release of awareness meeting in area, as appropriate
- extend invitations to the meeting and work that list leading up to the event!
- make all on-site arrangements for the meeting, inc. nametags, F & B and A/V
- make hotel arrangements for national representatives
- sponsor or pay for any on-site meeting costs

*During:* have host chapter board member(s) open and close the meeting

- distribute and collect membership applications
- sign up additional steering committee members
- announce the date/time/location of next steering committee meeting
- announce the date/time/location of next monthly meeting

*After:* follow-up with all meeting attendees to encourage membership and attendance

## **RECOGNITION AS A SATELLITE CHAPTER**

Right after the awareness meeting, if a national representative(s) were in attendance, they will send a report to the National Board summarizing the event. That report could, or could not, include a recommendation to the satellite chapter committee to recognize the satellite chapter as official. Once that recognition has been granted, that satellite chapter will receive support from SGMP on addressing the 5 tasks.

Some chapters may require more than one awareness meeting over time.

### Host SGMP Chapter Responsibilities:

- submit report to Satellite Chapter Committee Members
- provide direction and support on as needed basis for improvement/actions
- produce press release of recognition as an SGMP interest group
- announce status/development of satellite chapter on host chapter website

### DETAILED LOOK AT THE SIX TASKS

1. **Identify name and contact information for satellite chapter liaison:** The host chapter will add the satellite chapter liaison to the board member roster and invite them to participate in board functions and meetings.
2. **Website page for satellite chapter embedded in host chapter website:** The host chapter will create and grant access to the identified satellite chapter liaison to a website page for the satellite chapter.
3. **Establish Satellite Chapter Name and Logo with Chapter History:** Chapter names must contain a geographic identifier to define the chapter's boundary. Chapter logos must incorporate "SGMP" somewhere in the logo. Included here should also be a one-paragraph summary about the chapter's founding to be included in the SGMP archives and used in the marketing of the chapter.
4. **Chapter Calendar of Monthly Meetings:** The calendar must be for a period of at least 12 months. Chapters must hold at least 4 events over the 12-month period. The following information must be noted for each event on the calendar: date, time, location, topic and speaker.
5. **Chapter Finances:** The host chapter will receive funds on behalf of the satellite chapter and will pay expenses for the satellite chapter. All documentation rules will apply.
6. **Apply for Satellite Chapter Status:** Submit your application online at <https://sgmp.memberclicks.net/satellite-chapter-application>. The National Board will review your application within one (1) month and return a response in writing.

### RESOURCES

Here is your contact at the SGMP headquarters who will either provide you the information and guidance you need or point you in the direction where you can get it:

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