Thank you for your interest in learning more about the process of establishing a new startup chapter in the YNPN national network. This guide will walk you through some important information and questions to consider as you begin the process of getting a local chapter up and running.

There are a few sources of information that you are helpful to understand background information about YNPN and find help find resources that will assist you in getting your startup chapter off to a strong start. Please check the following links to review this information to assist with the planning process for launching your startup chapter.

YNPN Mission & History

YNPN Training & Events Calendar

YNPN Chapter Directory
CHAPTER LEADERSHIP

One of the most important parts of successfully running a YNPN chapter is
the recruitment and retention of a strong core leadership group. For
startup chapters to operate at a high level, it is very important to have a
committed leadership team that is available to meet on a regular basis.

Based on the different areas that startup chapters have a need to work on,
recruiting a diverse leadership team is important to have access to different
skill sets, information, and networking contacts. Below are some key
questions to consider as you put together your initial leadership team; a
suggested size of 4 to 8 people is recommended in order to keep team
members from feeling overwhelmed or having to juggle too many tasks.

- How many people do you currently have or plan to have on
  your leadership team?
- How often will you meet and how will your meetings be
  structured?
- Do you have specific roles for your leadership team? What
  key skills does your leadership team need to be successful?
- Has your chapter developed a mission statement?
- Has your chapter developed programming and membership
  goals for the chapter?
- Has your chapter started to develop bylaws, an outline for
  board member recruitment, and other governance
  documents?
Another key aspect of developing a YNPN chapter is developing a membership plan. Your decisions about membership should be you may based on the specific needs of your local community, but many chapters choose to have different membership types and levels. As a startup chapter, you don’t need to start out with a specific membership plan in place but it is important to begin to develop a plan for paid membership to put in place as an official chapter in the YNPN network.

Below are some key questions to consider as you put together a membership plan for your chapter:

- *What membership types or levels would be most useful for different groups of potential members in our city/community?*
- *What benefits will you provide for your members?*
- *What will the cost of membership be for different membership types/levels?*
- *Will you plan to offer any special types of membership?*
- *How will your market membership and recruit new members?*
WEBSITE & SOCIAL MEDIA

An important part of starting a chapter is establishing an online presence through social media and a website. As a first step, creating social media accounts tends to be the quickest and easiest way for startup chapters to have an online presence and post information and updates for members and supporters.

Many startup chapters find it most useful to establish a Facebook page and Twitter accounts for their social media communication. A Facebook page allows for chapters to post updates, create events, and interact with followers. As part of the affiliation agreement with official chapters, YNPN National provides access to NationBuilder as a website and data management platform, so as your chapter grows you will have access to that system to create a website.

- **What social media platforms will your startup chapter use for communication and promotion?**
- **How will you manage sharing and creation of content to feature on your social media accounts?**
- **What are your priorities regarding the use of your social media accounts? Communicating with members? Attracting new supporters? Promoting events?**
- **Who will have access to post content on your social media accounts?**
- **Will your chapter have any guidelines on the type of content you post on social media?**