

How To Plan a Chapter Meeting

1. Planning Phase – Chapter Leaders should review the purpose, goals, objectives, and various data from the chapter membership and establish a process to serve as a foundation for future planning. During this phase, the details, specifications, and preparations are confirmed, the plans and diagrams are developed, the roles and responsibilities are coordinated, and the guides and set-ups are distributed.

- The [Chapter Planning Outline](#) can assist you when organizing your [Planning Calendar](#).

2. Program Phase – During this phase, the purpose and objectives are considered content is determined, adult learning assumptions and learning formats are recognized, and marketing techniques and tactics are identified. Some highly popular meeting ideas are below:

Education- As always, Chapters can coordinate with National to provide an educational course, especially Ethics to ensure all members meet the requirements. Ideas for speaker topics:

- Fair Housing Issues
 - Local Building Inspector
 - Stress Management
 - Disaster Planning
 - Insurance Adjuster
 - Newspaper Classified Ads Specialist
 - Judge
 - Lead Base Paint Issues
 - State Real Estate Auditor
 - Real Estate Attorney
 - Fire Marshall
 - Technology Speaker
 - Credit Reporting Agency
- To find speakers on specific topics, please use the Speaker's Bureau List on the website at <http://www.narpm.org/members/tools/chapter-services/speakers-bureau/>.

Member Recruitment – Peer Engagement is one of the number one ways that Chapters can build their numbers and potential leaders of the Chapter.

- Have a new member contest. To qualify, you must recruit at least three new members.
- Include affiliate members in the contest.
- Have non-members pay more for the meal than members.
- Encourage members to bring another property manager to the meeting who isn't a member. Have a "guests eat free" policy.

Fundraising-

- Hold a 50/50 raffle at each meeting. This is a great way to accumulate some money for your treasury.
- Have affiliate members donate one or two door prizes to give away at the meetings.
- Partner up with another organization or charity for a cause.

Themed Events –

- Have occasional evening meetings.
- Have a "pot-luck" holiday meal.
- Have a holiday banquet and invite affiliate members to attend.
- Have an affiliate member speak at each meeting for five minutes detailing some of their services.
- Hold an occasional meeting at a vacant property and invite affiliate members like plumbers, air conditioning contractors, carpet cleaners, etc. to demonstrate common repair situations.
- Give recognition and thanks for all of the members who work to organize the meetings.

3. Launch Phase – During this phase, the on-site management and operations are finalized, stakeholder communication and involvement are maintained. Promote your event to your members:

- Have leadership make personal phone calls to invite members
- Utilize the email campaigns highlighted in the last email.
- Use your social media to network prior to the meeting. Everyone has Facebook, but don't miss your opportunities on Twitter, LinkedIn, and Instagram.

4. Evaluation Phase- Now that your event is over, don't miss the opportunity for evaluating your members' experience and get feedback to use when planning future events.

- Send out thank you emails to attendees and include a survey using SurveyMonkey.com to collect data for review.
- For special occasions, a handwritten thank you card from leadership is appropriate and a great way to show the attendees that you are aware of them personally at events even if you do not have the opportunity to network with them directly. (This could be a sponsorship offered to an Affiliate to provide the Thank You cards to send out with their logo.)
- Again, give recognition and thanks for all of the members who work and organize the meetings on a consistent basis.