



NEW CHAPTER DEVELOPMENT GUIDE

Welcome to NAWP

Welcome to NAWP! We are so excited to have you join us as you take on the task of starting a new chapter! There is a lot to be done, so we have created this guide to get you started. This guide will provide you an overview of what running a chapter entails and is a supplement to the NAWP Bylaws, Policies and Procedures Book. You will still need to read the Bylaws and have a full understanding of them to get your chapter off the ground.

You have been provided with a New Chapter Ambassador. Your Ambassador is available to answer questions, provide guidance, and overall support while you develop your new chapter. Do not hesitate to reach out to him/her regularly!

We are very much looking forward to welcoming your new chapter and can't wait to help you get the ball rolling!

Thank you!

Courtney Armen

National President



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Steps to Starting a Chapter

Recruit a Board of Governors

To start a chapter, you first need a group of interested individuals to create your chapter's leadership and to provide you with support while starting the chapter. You will need to recruit a President, 1st Vice President, 2nd Vice President, Secretary, and Treasurer. Refer to the chapter on Elections for details on position terms and duties.

Create a Database of Potential Members

Creating a list of wedding professionals is important for helping you develop your new chapter's membership. Nationals will work with you to develop this list, but we know you have the best information on the best professionals in your area. The list should include business name, business type, contact name, email address, and phone number. We will use this list for a marketing campaign to help you develop your membership.

Create a Marketing Campaign to Potential Members

You will need to develop a marketing campaign to recruit potential members. Nationals will assist you with this campaign and will provide you with one year of membership with Constant Contact. The marketing campaign will be customized to your area, but typically will include email campaigns, phone calls, and membership drive events.

Recruit a Minimum of 15 Paid Members

Once you have recruited 15 paid members at the full membership rate (your board members don't count since they receive a discounted rate), you will officially be considered a chapter. But, don't stop recruiting yet. The more members you have, the healthier your chapter will be!

Host an Inaugural Meeting

Host your first official meeting as a new NAWP Chapter. A representative from Nationals will attend and help you develop a great event to get you chapters started off on the right foot.

Running the Chapter

Monthly Member Meetings

All NAWP Chapters are required to hold monthly Member Meetings a minimum of 10 months per calendar year. These meetings typically combine networking and educational activities. You will need to find a host property for each event, and most venues are happy to provide the space and some light food and beverage as it gives their property the opportunity to showcase their property to area wedding professionals. Host properties should be NAWP members, but there is flexibility during the early years of a chapter as they develop their membership list.

Monthly Board Meetings

All NAWP Chapters are required to hold monthly Board Meetings a minimum of 10 months per calendar year. These meetings should be attended by all members of the Chapter Board of Directors and all Committee Chairs (see the Elections section for position details). Minutes from each board meeting should be recorded by the Secretary and submitted to Nationals. Board Meetings are your time to plan the monthly meetings, discuss the needs of your membership, plan Wedding shows and educational events, and plan continued membership recruitment.

Wedding Shows and Educational Events

Each Chapter should host at least one Wedding Show or Educational Event each year. A committee should be developed to manage the logistics and planning. Wedding Shows should be restricted to NAWP Members only and Educational Events should be full day events that are discounted or free to NAWP members. Samples Wedding Show documents are provided electronically in the New Chapter Dropbox file emailed to you by your New Chapter Ambassador.

National Board of Governor's Meetings

Nationals conducts quarterly Board of Governor's Meetings. The January and September meetings are typically in person "Brainstorming" meetings hosted in Southwest Florida. Nationals will cover the cost of travel for the President and 1st Vice President of each chapter. The March and July meetings are conducted via conference call.

Reporting to National

Nationals should be provided with Board Meeting Minutes and a Treasury report on a monthly basis. Templates for the report have been provided to you in the New Chapter Dropbox file provided by your New Chapter Ambassador.

Membership

Online Application

Potential Members can apply online at <https://www.nawp.com/join-nawp.cfm>. Once they have submitted their application and payment, the application will be processed by the National Treasurer and emailed to the Chapter Board for a vote.

Voting on New Members

Once the chapter receives the email from Nationals requesting a vote on the potential members, each Board Member should vote on whether or not to except the potential member. A two-thirds vote in favor is required to approve the potential member. Should a board member vote against the applicant, further discussion may be required during the next board meeting.

Once an applicant has been accepted, they should receive a welcome email from the Chapter Membership Chair welcoming them to the association. The email should include an invitation to your next meeting, contact information for your board members, and instructions on how to login into their account on NAWP.com.

Member Code of Ethics

Members of the National Association of Wedding Professionals are pledged to uphold the highest standards of business and personal ethics and to raise the general standards prevalent with the wedding industry by means of education (both public and private), networking, and mutual responsibility.

Online Member's Area

Members can log into their account by going to <https://www.nawp.com/members/> and entering the email address and clicking on "Forgot Password." They will receive a new password and will then be able to access the member's area. The member's area features include a welcome packet, link to member benefits, link to Board of Directors, link to NAWP Events, and link to renewal and membership upgrade options.

Trading Memberships

Each chapter is permitted up to 15 trades per year. Trades can be used for services to enhance chapter events or for other products or services that benefit the chapter. Trades must be approved by National prior to the service being rendered. The president of the chapter will submit the Trade Request Form (included in the New Chapter Dropbox file) to the National President for approval. The membership will not go into effect until after the service is rendered or products received by NAWP.

Elections & Board Positions

National Elections

National Elections are held every two years. Nominations will be submitted by chapter members from October 15th to November 1st. Nominees will be notified and must accept or decline their nomination by November 10th. Elections will be held from November 15th through December 15th.

Chapter Elections

Chapter Elections are held every two years. Nominations will be submitted by chapter members from October 15th to November 1st. Nominees will be notified and must accept or decline their nomination by November 10th. Elections will be held from November 15th through December 15th.

Terms

All positions on the National Board of Directors and Chapter Board are two year terms.

Position Requirements

CHAIRMAN OF THE BOARD

- Past President of each chapter becomes the Chairman of the Chapter Board of Directors
- Must have served as chapter president for two years
- Must be willing to stand on the National Board of Governors
- Serve for a minimum of one year
- Does not currently hold a Board position with any other wedding association or organization

PRESIDENT

- Must be willing to serve a two year term as President and a minimum of a one year term as Chairman of the Board
- Can serve for three consecutive terms and then must serve a Chairman of the Board for at least one term at which time this member may run for chapter President again.
- Must be willing to stand on the National Board of Governors
- Does not currently hold a Board position with any other wedding association or organization

1ST VICE PRESIDENT

- Must be willing to serve a two year term as 1st Vice President
- Can serve for three consecutive terms and then must serve as another position for at least one term at which time this member may run for chapter President again.
- Must be willing to stand on the National Board of Governors
- Does not currently hold a Board position with any other wedding association or organization

2ND VICE PRESIDENT

- Must be willing to serve a two year term as 2nd Vice President

- Can serve for four consecutive terms and then must serve as another position for at least one term at which time this member may run for chapter President again.
- Does not currently hold a Board position with any other wedding association or organization

SECRETARY

- Must be willing to serve a two year term as Secretary
- Does not currently hold a Board position with any other wedding association or organization

TREASURER

- Must be willing to serve a two year term as Treasurer
- Does not currently hold a Board position with any other wedding association or organization
- A financial review should be done prior to any new incumbent Chapter Treasurer to placed on the ballot

MEMBERSHIP CHAIR

- Must be willing to serve a two year term as Membership Chair
- Does not currently hold a Board position with any other wedding association or organization

RECRUITMENT CHAIR

- Must be willing to serve a two year term as Recruitment Chair
- Does not currently hold a Board position with any other wedding association or organization

PROMOTIONS CHAIR

- Must be willing to serve a two year term as Promotions Chair
- Does not currently hold a Board position with any other wedding association or organization

SOCIAL MEDIA CHAIR

- Must be willing to serve a two year term as Social Media Chair
- Does not currently hold a Board position with any other wedding association or organization

Position Duties

CHAIRMAN OF THE BOARD

- Helps acclimate the new Chapter President to his or her new role
- Provides experienced guidance to the Chapter
- Represents the Chapter on a national level, but does not hold a vote on the National Board of Governors

PRESIDENT

- Serve as an Officer on the National Board of Governors
- Represent the Chapter on a national level
- Plans the direction of the chapter Board
- Delegates and oversees chapter Board tasks as needed
- Schedules monthly Board Meetings
- Presides over monthly Board Meetings and General Meetings

- Ensures all General Meetings are listed on NAWP.com (via the President's Login section)
- Creates an agenda for monthly Board Meetings
- Oversees all positions on the Chapter Board
- Ensures Board voting is done according to the bylaws
- Ensures Board spending is done according to the bylaws
- Ensures minutes and treasury report are submitted to Nationals on a monthly basis

1ST VICE PRESIDENT:

- Serve as an Officer on the National Board of Governors
- Find and secure locations for monthly General Meetings
- Coordinate with the 2ND Vice President on General Meeting details
- Assist the Chapter President as needed
- Fill in for the Chapter President when he or she is unable to attend a Board Meeting or General Meeting

2ND VICE PRESIDENT

- Coordinate with the 1ST Vice President on General Meeting Details
- Identifies and schedules speakers and networking projects for General Meetings
- Assists the Chapter President as needed

SECRETARY

- Takes minutes for Board Meetings
- Sends copy of minutes to Chapter President, National President, National Chairman, National Secretary, and National Treasurer once a month (within five days of the Board meeting)
- Assists Chapter President with the agenda for Board Meetings
- Sends out email/letters/post cards for the President and Chapter as needed
- Send Thank You notes to hosts and meeting contributors on a monthly basis

TREASURER

- Work with the National Treasurer to setup/gain access to the bank account for the Chapter
- Present a monthly Treasury Report at the Board Meetings to include balance, income, expenses, and outstanding transactions
- Submit a monthly Treasury Report to Nationals to include the balance of the account, income, and expenses (within five days of the Board meeting)
- Ensure the Chapter Bank account maintains a minimum of \$1000 or higher
- Work with the National Treasurer to take members off the membership list that have not renewed their dues for the year
- Receive and process payments from National for the Chapter portion of the dues
- Ensure all bills are paid as required for any chapter expenses
- Assist President in creating an annual Board budget

MEMBERSHIP CHAIR

- Ensure all new members are greeted and introduced at monthly General Meetings
- Oversee voting for all prospective members
- Notify the National President and National Treasurer once a new member is approved (2/3 vote in favor of acceptance)
- Send all new members a welcome email upon acceptance (please ensure payment has been received) to include the NAWP Logo, Website Login Instructions, Bylaws, and invitation to the next meeting
- Ensure the Promotions chair has added all new members to the email list
- Ensure the Social Media chair has invited all new members to follow any social media pages
- Ensure all members up for renewal are properly notified:
 - Before their membership renewal month, email the member letting them know to be on the lookout for their renewal notice
 - Email/Call any members who did not renew from the prior month to determine their status
 - If a member indicates that they do not want to renew, politely ask why and bring this information to the next Board Meeting
 - Coordinate with the Chapter Treasurer, the Recruitment Chair, and the National Treasurer to remove any members whose membership has expired (past due renewals must be removed from the list after 2 months of non-payment)
- Collect door prizes for monthly General Meetings

RECRUITMENT CHAIR

- Start and maintain a potential member's list to include email addresses
- Ensure potential members are included in association invitations
- Follow up with all guests from monthly General Meetings
- Participate in the bi-annual membership drives and oversee the promotion of NAWP Membership at those drives
- Assist the Membership Chair as needed

SOCIAL MEDIA CHAIR

- Obtain access to all social media outlets
- Ensure the National President is an Admin on all social media outlets and the Chapter President is an Editor
- Identify new social media outlets when appropriate and get approval from National prior to opening any accounts
- Regularly post chapter news via social media outlets
- Recruit members to supply "Member News" to post on social media outlets
- Understand all of the policies as outlined on Page 54 of the Bylaws manual

PROMOTIONS CHAIR

- Send monthly Chapter Newsletters
- Send monthly Constant Contact emails inviting members to events/meetings

- Promote Chapter events/meetings via community calendar, free print, etc.
- Ensure a Chapter Directory or Wedding Guide is available
- Setup and promote Chapter Trade Shows
- Promote National Events to the Chapter Members
- Ensure all necessary parties know the estimated head count for each event/meeting
- Ensure the registration desk is manned during each event/meeting

ALL BOARD MEMBERS SHOULD:

- Attend a minimum of 7 board meetings a year
- Attend a minimum of 7 General meetings a year
- Note that only 3 unexcused absences from Board or General meetings are allowed per year
- Assist the Promotions Chair in manning the registration desk
- Ensure all guests are welcomed at each meeting
- Cannot serve on the Board of any other industry related association
- Read and be knowledgeable about the Bylaws

Online Presence

Social Media Policies

Our director of communications will work with you to either establish new social media chapters for your chapter or merge them into our current systems.

Website

Our director of communications will help each of your members and board members getting established listings on our website as well as creating and customizing your chapter page.

For more information about our online policies: [NAWP Social Media and Online Policies and Procedures](#)

Contacts

Nationals:

President: Courtney Armen, CocoLuna Events, 239-227-7884, courtney@cocolunaevents.com

New Chapter Ambassador: dale Kubala, 239-289-4317, dale@dennygrimes.com

Director of Communications: Belmont, 608-620-4777 media@nawp.com

We also encourage you to reach out to any of our chapter presidents listed on NAWP.com for advice, best practices, and other recommendations.