



New Chapter Key Success Factors

- I. **Core group of 5-6 people** who are willing to become Board members and share in the responsibilities of starting and running the chapter
- II. **8-10 people who are highly interested** in becoming members (and willing to pay dues to join)
- III. A strong enthusiastic leader who can be President. This person needs to be able to recruit and manage the board, inspire people to make the chapter a success, and keep the chapter organized and moving forward.
- IV. One or more **people who are Connectors**, who have the ability to reach out to people and develop membership
- V. Someone with **financial skills and an understanding of how to use excel** who can be the Treasurer.
- VI. Someone with the **event planning experience** to be Events Director (including location selection, recruiting speakers, handling food and logistics, negotiations, budgeting)
- VII. Someone who is **tech savvy** who can set up the chapter on Club Express and manage the chapter on the website
- VIII. Someone who can be in charge of social networking to leverage social networks as communication and recruiting tools.
- IX. One or more people who are **connected to the wine industry**. These people have a bigger stake in the success of the organization, can open doors and connect the chapter to resources (wine, venues, other wine professionals)
- X. **Members who are eager to learn about wine and want to be connected with others who share their passion.**
- XI. **Schedule regular meetings** that people can put on their calendars. For example, the second Tuesday of every (or almost every) month.