



CLIMATE CONSERVANCY

CHAPTER STARTER KIT

A comprehensive guide on how to start your own chapter!





TABLE OF CONTENTS

Introduction

Creating a Chapter

↳ Why You Should Start a Chapter

↳ Steps to Starting a Chapter

Managing Your Chapter

↳ Maintaining Your Chapter

↳ Promoting Your Chapter

Conclusion



INTRODUCTION

Welcome to Climate Conservancy chapter starter kit! We thank you for your interest in introducing us to your school or university community, and we will be here to guide you every step of the way. We know that every educational institution is different and unique, so we have this kit to give you general information after which you can customize your experience.

Before you decide to make a Chapter, let's go over some key information about what a Chapter really is:

- Chapters are local branches of an organization that are active in multiple areas.
- Chapters share the same mission as the mother organization, and work in coordination of mutual goals.

What are Some Expectations for Chapters?

1. To be an ambassador to Climate Conservancy on campus,
Remember that as a branch of an organization, your chapter directly represents Climate Conservancy in your school
2. To act as a conversation starter on climate change education and accessibility,
Your Chapter should champion the goals of Climate Conservancy, to spread knowledge and education regarding the Climate
3. To be a place for volunteers to gather in contributing to translations,
Most importantly, your Chapter should have members that share the same goal as you do, to represent Climate Conservancy, and strive to continue the goals of increased Accessibility



CREATING A CHAPTER

Making a chapter requires proper motivation and processes; this section will introduce you to the benefits of creating a chapter, as well as the steps to take when creating one.

Why You Should Start a Chapter

Now that you know what a Chapter is, what are the benefits of making one?

- Get involved with the climate movement
- The effects of climate change are getting more severe every year, and climate change affects the underprivileged groups and communities disproportionately. So your chapter can play a valuable role in providing resources for climate change education and awareness.
- Build organizational and leadership skills
- Through advocating for Climate Conservancy, you'll get to interact with and learn from like-minded youths from around the world, and have the opportunity to gain transferable skills and work experience.
- Gain climate experience
- Join over 9,000 volunteers and climate leaders in making climate information and resources more accessible!

Steps to Starting a Chapter

Now that you're motivated to start a chapter, let's take a look at how to make one

1. Learn how to start a new student organization at your school. Institutions may have different policies regarding starting new student organizations. We recommend directly contacting your administration to get instructions on how to register your chapter with your school.

2. Choose an advisor

Many schools require that every student organization needs an advisor, often from faculty. Choose an advisor that you think may be interested in getting involved with



Climate Conservancy and reach out to them. We suggest reaching out to language, science, and environmentalist teachers at your school to see if they would be willing to become your faculty advisor.

3. Register with our headquarters to be an affiliated chapter

Climate Conservancy will be providing you with a Google Form submission in order for you to register with us as an official chapter. This form will be requesting the contact information of the potential chapter founders, a brief letter of intent, approved constitution and by-laws, and information about progress made.

4. Register with your school

Now that you have been granted affiliation with Climate Conservancy, you need to register as an organization at your school to officially be launched as an active Climate Conservancy chapter.

5. Recruit

Recruit a few students to build the core of your team. These students can help recruit others. They can also be valuable resources when setting goals, planning meetings, developing budgets, and promoting membership.

6. Draft a constitution

Write the constitution in accordance with your university's policies. Be sure to include eligibility for membership, executive board positions and duties, and detail the rules and expectations of the chapter. Don't worry, we are providing you with a sample constitution for you to adjust according to the needs of your particular Chapter.

7. Set goals!

Think of why you wanted to start this chapter. Get together with your members and set goals and draw out a path for your chapter. This ensures the sustenance of your motivation, and will also improve your chapter's communication with us as we'll be able to keep track of what you're up to!

8. Plan a tentative calendar of activities

Make sure you schedule your action items to meet your goals, and delegate tasks to members of your chapter for efficient collaboration. This can include action items such as recruiting volunteers, an on campus project for informing students of the issue of



accessibility in the climate movement, partnerships with local language institutions, or recreational projects.

9. Prepare a budget

Student organizations often get funding from university administration. Detail how you will be allocating funds, and make sure you send us a copy. If you don't get sufficient funding, think of ways to fundraise or collect membership fees.

10. Get more people involved

There is no one correct way to recruit members, but here are some ideas:

- a. Registering your chapter to the organization fair that is held typically at the beginning of the semester to engage with your school's community.
- b. Designing flyers to hang around campus that inform the campus community of meetings, events and other ways of getting involved.
- c. Advertising in the school newsletter.
- d. Being active on social media platforms, such as Instagram, Facebook, and LinkedIn.
- i. You should make an Climate Conservancy chapter Instagram with the username format "@climateconservancy." + "<Insert Chapter Name>"
- ii. For instance, a chapter formed at UCLA should have the Instagram handle, "climateconservancy.ucla". A regional chapter in DC should have the Instagram handle, "climateconservancy.dc", etc.



MANAGING YOUR CHAPTER

It's critically important to manage your chapter effectively, especially at the start.

Below are some suggestions on how, keep in mind that you are not limited to these suggestions.

Maintaining Your Chapter

Now that you've made a Chapter, how do you keep it running smoothly?

1. Meet regularly

You don't want to establish a chapter, recruit members, and then forget about the chapter and never hold meetings. A good idea is to establish the amount of meetings your chapter will have per month and their date.

Here are some examples:

The 15th of every month

The first Tuesday of every month

2. Communicate with the HQ

Climate Conservancy is excited to expand on to campuses and communities, but the part that excites us the most is getting to work and establishing strong communications with our chapters. Keep the Education department updated on the progress of your chapter, reach out to schedule meetings, and send in monthly updates.

3. Make plans

Ensure that you have an idea for what direction you want your meetings to go towards every time, make sure you have some kind of schedule prepared.



Promoting Your Chapter

How can you expand the influence of your chapter?

1. Advertise in your school newsletter

Make sure that your school is well aware of your chapter's presence!

2. Be present at the organization fair at the beginning of the year

The organization fair is a critical time for university organizations to be exposed to the school community and to recruit new members. If your institution, or high school does not have an org fair don't worry: You can opt for tabling or any other options listed below and more!

3. Create flyers for students and teachers to hand out

Make connections and eye catching posts to attract anyone who might take interest in your chapter

4. Develop a booklet outlining the group's program

Make sure people know what they're signing up for in order to help them budget their time and decide if they want to join or not

5. Provide incentives according to your budget at some meetings

This includes providing snacks like chips or candy at meetings. However, depending on your budget, you can think about including other things like pizza every now and then

6. Give recognition to members for jobs well done

Let members know that you support and approve of them, encourage them and let them know their own value

7. Hold social events during the year



Special gatherings or meetings are always an exciting and innovative way to get attract new members and secure old ones

8. Publicize what you do

Create social media accounts and get friends and members to engage with your platform; let the world know of your presence!

9. Provide interesting programs

Make sure to have activities that not only follow your club outline and plans, but also grab members' attention to keep them active and involved

10. Ensure diversity, inclusion, and activity of new members

The most important factor of success is to make sure everyone is welcome and participating in your Chapter. Only through a closely connected community can we strive to successfully achieve our goals.



CONCLUSION

We hope the Chapter Starting Kit was helpful. Please don't forget that we are here to assist you every step of the way with technical issues you may have, or ideas for projects and events. The most crucial and essential point is to have an active and strong communication between your chapter and our Education Team.

Through this Chapter Starting Kit, you should remember the 6 main topics discussed:

1. What chapters are
2. Expectations for them
3. Why they are important
4. How to make them
5. How to maintain them
6. How to promote them

Remember, if you have any questions about your chapter at any point in time, feel free to ask your team leaders for help via Slack.

Thank you for your interest in starting an Climate Conservancy chapter, and welcome to our network!