

SO, YOU WANT TO START A WISR CHAPTER? WE'RE HERE TO **GUIDE** YOU



Consider this guide your "starter kit" for conceptualizing, developing and implementing your very own WISR Chapter. We're here to help support you along the way. Inside you will find tips, guidelines, and information about forming your Chapter so you can offer the women of the industry opportunities to Network, Learn & Lead.



NETWORK

Hold and attend sponsored network events and broaden your career horizons!



LEARN

Organize and participate in professional training to grow your skill sets!



LEAD

Gain the skills and support you need to take on leadership roles at all levels!

PLEASE DIRECT ANY AND ALL INQUIRIES TO THE WISR NATIONAL OFFICE

2110 K St. Sacramento, CA 95816, info@wisrwomen.org

CHAPTER GUIDE

A WISR GUIDE TO STARTING & LEADING A WISR CHAPTER



ABOUT WISR

The waste and recycling industry has grown and evolved significantly since the early days of the twentieth century and while more women are coming into the industry, more needs to be done to both attract women into the industry and to equip them to take on leadership positions. This organization, founded by industry experts Rachel Oster & Erin Merrill, was created to ensure women have the tools and support they need to be successful leaders in the industry.

WISR NATIONAL CHAPTER SERVICES

At the national level, WISR will conduct national events such as gatherings at major waste events and offer webinars and larger education opportunities. In addition, the national organization will offer general administration services, fundraising and crowdsourcing, membership recruitment, advice and assistance for chapter development as well as promotion of events. In addition, we will establish opportunities for mentoring for all levels in an organization.

MISSION

To diversify the decision makers in the waste and recycling industry by empowering women to take on leadership roles through networking and professional development and training.

VISION

Women in the waste industry are empowered with the tools and support they need to be successful and this diversifies decision-makers in the waste and recycling sector.



WELCOME TO WISR

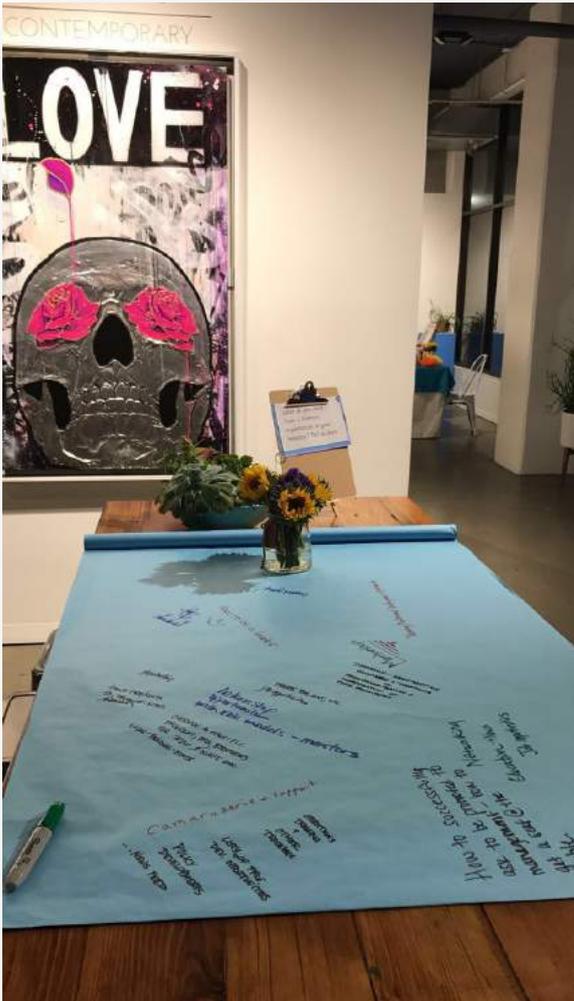
NATIONAL OFFICE

WISR will present opportunities at the grass-roots level to prepare women for leadership by organizing chapters in key industry centers, providing national and chapter-based opportunities for networking, leadership development, career mapping and mentoring as well as learning more about industry operations and innovation. It also offers the opportunity to women in the public and private sectors, as well as academia to forge important relationships.

In addition, WISR will host networking opportunities at major waste events such as WasteExpo, WasteCon, CRRCA Annual meeting and Compost 2019.

To ensure we are addressing the greatest needs of women in the industry, we periodically conduct surveys of women in the industry to determine the services that would be most useful in their leadership development journey. The 2018 survey indicates that the greatest need for women in the industry is networking/relationship building and leadership development. We will use these important results in developing programs and education sessions.

In 2018, we are initiating chapter operations in Sacramento, Los Angeles, and Salt Lake City, where initial networking efforts have already taken place and women have indicated a strong interest in participating in this effort. Chapters will then be established in the San Francisco Bay Area, the Pacific Northwest, Atlanta and in areas where there is sufficient interest to start a chapter.



WHAT IS THE PURPOSE OF THIS GUIDE?

This document provides basic information and guidelines for starting a WISR chapter and provides tips for keeping chapters active. If you have additional questions, please contact Sharon Kneiss at sharon@wisrwomen.org or Rachel Oster at rachel@wisrwomen.org.

WHY START A WISR CHAPTER?

Are you a person involved in the waste & recycling Industry that supports women taking on leadership roles? WISR is a grassroots-based organization that offers significant opportunities for networking and education at the chapter-level. Chartering a WISR chapter offers great opportunities for leadership, professional development, and networking with waste and recycling enthusiasts.



HOW TO START...

1

Identify Chapter Members – A minimum of 10 members must be interested in forming the chapter. While only 10 members are required, it is best to expand your prospect list to beyond that number to ensure that you have robust interest for creating a chapter.

2

Identify Chapter Officers/Advisory Committee – Each chapter must identify a minimum of two chapter officers before beginning the chapter process. The two positions that must be filled are a **Chapter Chair** and a **Secretary/Treasurer**. Other officers can include a Vice-Chair, Program Chair, Marketing Chair and Membership Chair and Webmaster. The officers form an Advisory Committee that should meet regularly to develop strategy, plan programs and consider membership and fundraising approaches.

3

Mailing Address – The chapter must include an address for receipt of all WISR correspondence. This may be a chapter officer's residence or a post office box.



4

Meetings – Each chapter should hold at least **four** member meetings annually. These meetings may be live, via conference call/webinar, or a combination of both. Live meetings can be held in a member's office, co-working conference room, or hotel meeting room. For chapters in larger cities, the officers may consider moving the meetings around the city to accommodate the membership.

Chapters programs should include:

- Professional Development/Skills Training
- Site tours
- Networking
- Leadership Development Opportunities

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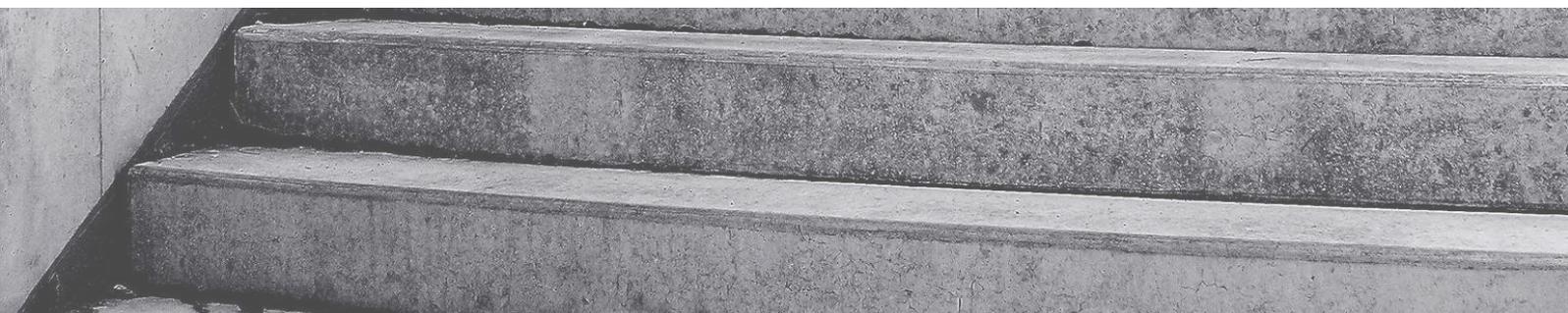
Create a Bank Account – Each chapter should set up its own local chapter bank account to handle transactions such as any sponsorship funds, charges for your events and any seed money your chapter might receive.

6

Reports and Deliverables – Each chapter must complete quarterly Chapter Updates. Information includes a recap of meetings held, number of attendees at meetings, and the quarterly ending balance in your chapter's bank account.

7

Chapter Operating Plan – The chapter's initial year's operating plan should include chapter meeting dates, locations, and agendas; selected workshops or symposia; operating budgets; and reporting requirements. Each chapter is encouraged to engage in activities that promote the objectives of the chapter and WISR. Examples of these activities are quarterly programs, chapter newsletter and a website for exchanging ideas and information. We recommend one of the first activity be a networking event where you can meet and discuss chapter plans and activities with potential members and others in the local waste and recycling industry.





CHAPTER FUNDING

WISR chapters are eligible to receive start-up funds of up to \$500 to begin operations and offer an introductory networking reception. As WISR funds grow with building membership and sponsorships, we will determine how to provide additional funds to chapters to support administration, membership recruitment, and chapter marketing activities.

CHAPTER CHARTERS

A chapter charter should be created which:

- defines the purpose and conditions for which the chapter was established
- how the chapter plans to operate, and
- the roles of the chapter officers.

A template chapter charter can be found [here](#).

SPONSORS

Strong relationships with key organizations offer chapters many advantages—and reciprocal advantages flow back to the corporation for their sponsorship. Look for established companies within your chapter territory that have a significant interest in waste & recycling. Develop a program of sponsorships for events, programs, and publications. Consider charging a sponsorship fee (~\$250/year) that is renewable annually.

CHAPTER OFFICERS

In the initial chapter charter, the mandatory officers are a Chapter Chair and a Secretary/Treasurer. As your chapter grows, you should include other positions to help grow your WISR chapter. The following is a list of chapter officer positions and their responsibilities:

OFFICE	DESCRIPTION
CHAPTER CHAIR	<ul style="list-style-type: none">• Develop and maintain a chapter-level Strategic Plan• Develop and implement new programs to maintain chapter visibility in the community• Administer chapter activities in compliance with policies and procedures• Serve as principal point of contact with the WISR Board of Directors• Support marketing and fundraising efforts• Assist all chapter officers in carrying out chapter responsibilities and events
CHAPTER VICE CHAIR	<ul style="list-style-type: none">• Works closely with the Chapter Chair to develop and administer chapter programs
CHAPTER SECRETARY/TREASURER	<ul style="list-style-type: none">• Prepare and maintain minutes of chapter meetings• Prepare annual documentation to support year-end close-out requirements• Establish chapter financial objectives and develop an annual operating budget• Control chapter expenditures through the management of chapter bank account• Collect and deposit all monies collected at chapter events• Identify secondary funding sources to support chapter goals• Support coordination of advertising activities for chapter promotions and events• Comply with WISR policies and procedures and report regularly on the Chapter's financial status
CHAPTER MARKETING/PROMOTION /COMMUNICATIONS	<ul style="list-style-type: none">• Develop and execute a chapter marketing plan designed to help increase membership in WISR• Develop and execute a plan to promote chapter public relations through social media, press releases, content development/blog posts, and event listings• Co-develop and assist in the publication of quarterly chapter newsletter

OFFICE

DESCRIPTION

CHAPTER PROGRAM/EVENTS COORDINATOR

- Recommend and manage a calendar of events on a bimonthly or quarterly basis on your webpage
- Organize and coordinate events with the help of chapter volunteers and WISR staff
- Solicit corporate sponsors to donate resources to support chapter events
- Design, develop, and produce promotional material for chapter events
- Supply all materials necessary for chapter events, such as name badges, audiovisual equipment, and audiovisual support for teleconferencing

CHAPTER MEMBERSHIP SERVICES COORDINATOR

- Collect and manage local membership information through an up-to-date member database
- Maintain a chapter mailbox and collect mail on a regular basis
- Maintain a Corporate Sponsor/Affiliate database and privileges, and prepare annual renewals
- Prepare a list of all attendees for any chapter event and forward to Programs/Events
- Act as coordinator prior to event
- Respond to all chapter inquiries for membership information
- Coordinate activities with WISR staff

CHAPTER WEBMASTER

- Chapter contact information
- Calendar of chapter events
- List of any chapter corporate sponsors
- Liaison with other chapter officers and members to keep your chapter's website active
- coordinate with WISR to have your chapter events promoted on the website.



Chapter Events & Engagement Opportunities

The primary reason WISR members join local chapters is to take advantage of local events and build relationships with others in the waste & recycling industry. They attend these events to learn, network and share best practices.

At a minimum, your chapter should hold four annual events (one per quarter). As your chapter grows and more members become involved, you may want to consider additional meetings for networking purposes.

Meeting dates and locations should be scheduled and promoted at least 6 weeks (and ideally 12 weeks) in advance. of the month) to schedule meetings, so that members of your chapter can put meetings on their schedules as far in advance as possible.

Networking Events



These are social events where members and potential members can meet, learn about each other and make contacts. The waste industry business is a relational one and networking events present a great opportunity to build contacts in the industry and help promote your business success.

These events can also be used to inform the attendees about the benefits of WISR and opportunities to become involved in the Chapter. These are also important events that should attract strong sponsorships.

Site Tours



Chapters should offer tours of industry and supplier facilities to educate the membership on innovative processes, products, and programs. This can also be coordinated with networking programs.

In-person Meetings



In-person chapter meetings are typically held at a member's facility, such as an office, or hotel meeting room. The meeting's presenter should be provided with the appropriate technology (e.g., a projector, laptop hookup, projection screen).

The Chapter will determine how to fund the event. It is recommended that a substantial part of the cost be solicited from event sponsors. The chapter might also decide to charge attendees a reasonable fee for attending. The meeting should be well-publicized, and a meeting agenda should be provided in promotional emails.

Educational Programs



Chapters should offer education programs focused on leadership development or relevant skills training. The Chapter can work with the WISR national organization to develop the program and identify speakers. Chapters should consider soliciting waste industry members to provide professional experts to lead these programs.

Executive Briefings



Executive dinner briefings are a great way to get continued support from local corporate sponsors. They are a chance for executives to network and share best practices at the highest level. These events should be invitation only and should include key leaders from companies affiliated with your chapter. Here are a few more guidelines for successful executive dinner briefings:

- Conduct no more than two per year
- Make sure you have the company's decision maker
- Do not invite executives from competing companies
- Have your chapter officers attend
- Have a minimal, pre-planned agenda to discuss

Chapter Website



This is your visual window to WISR members that affiliate with your chapter and to the world. It should be attractive, look professional, and above all, be kept up to date. You have great flexibility as to the content you may include. The WISR website will link to your chapter site. Here are suggestions of what to include on your website

- A calendar of events
- A table listing the chapter officers and their contact info (email addresses)
- Articles summarizing past meetings or promoting upcoming meetings
- Articles promoting the local chapter and its members and activities
- A "member spotlight" article
- Information and links to WISR website
- Links to your corporate sponsors

Chapter Newsletter



A chapter newsletter can keep all your members up-to-date and offer valuable tips, trends, and techniques. When distributed as an email attachment, newsletter costs are kept to a bare minimum. Here are a few recommendations for publishing chapter newsletters:

- Try to produce at least two per year
- Distribute the newsletter to all affiliated chapter members (this is an incentive for non-affiliated members to affiliate)
- Consider publishing, at a minimum, two feature articles and letters from the chapter President and/or newsletter editor
- Consider including advertisements and industry announcements

WISR CHAPTER RESOURCES

WISR BOARD OF DIRECTORS

The WISR Board of Directors (in process) is the governing body that oversees the long-term and strategic planning for the association. As a member of WISR, you are welcome to contact any staff person with any questions.

WISR WEBSITE

WISR's website is www.wisrwomen.org. This website introduces WISR and its mission, promotes membership, displays information on Chapters, presents upcoming events, displays national sponsors, has a members-only section which includes membership lists. It also provides links to chapter websites.

WISR LEADER CALL

Each quarter, WISR staff schedule a 1-hour teleconference call with Chapter Leaders. These calls are for exchanging ideas and troubleshooting Chapter Leaders challenges. This is another opportunity for WISR Chapter Leaders to ask questions and learn from each other.



Establish an early relationship with WISR founders and volunteer staff for such things as seed money, organization ideas, contacts, the latest list of WISR members in your area, and WISR membership/information brochures. Building these relationships will make establishing your chapter much easier.