

What
MOVES
Her

WHAT MOVES HER

LOCAL CHAPTER
ACTIVATION GUIDE

 Anywhere™

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WHAT MOVES HER MISSION

What Moves HerSM is committed to supporting women in the real estate industry, promoting their professional development, representing their values and providing resources to develop their leadership capabilities. What Moves Her aims to inspire and support all women to find their path to leadership and business success in real estate.

WHAT MOVES HER CHAPTER GUIDE

This **Local Chapter Activation Guide** was created to provide local chapter leaders with an overview of the key processes and guidelines that govern What Moves Her. You'll also find useful resources and tips that will help propel your local chapter forward. By following the steps outlined in this guide, our local chapters will boldly take What Moves Her to what's next.

WHAT MOVES HER: GETTING STARTED

Connect: Build meaningful connections with women in the real estate industry to cement your company as the brokerage trailblazer for women in real estate and the local market.

Showcase: Utilize the local platform to highlight the core values of your company in helping women live exceptional lives.

Retain: Apply initiatives to retain (and recruit) top talent by providing tools and resources to help women further develop leadership capabilities and identify paths of leadership within your company.

WHAT MOVES HER: LOCAL CHAPTERS

Building our What Moves Her infrastructure (governance, processes, and tools) will enable our local chapters to drive growth, amplify impact in important areas, build bridges, and cultivate mutual understanding and belonging through education and impactful conversations about important topics.

WHAT MOVES HER: ELIGIBILITY CRITERIA

Establishing specific requirements to start a local chapter can help maintain consistency, quality, and alignment with the broader goals and values of What Moves Her. Here are some potential requirements to consider:

- **Leadership Qualifications:** Prospective chapter leaders should demonstrate leadership qualities, commitment, and a passion for advancing the mission of What Moves Her.
- **Clear Mission Alignment:** Chapter leaders should align with the mission, values, and objectives of the national brand, ensuring consistency in messaging and activities.
- **Financial Responsibility:** Prospective chapter leaders should understand that they will be responsible for funding their local chapter, including managing chapter funds and expenses. Budget considerations should be considered when starting a chapter.

WHAT MOVES HER: CHAPTER BENEFITS

Unlock Your Leadership Potential: Launching and leading a local What Moves Her chapter provides a platform to showcase your leadership abilities, empowering you to make a tangible impact in your community.

Expand Your Network: Connect with like-minded professionals, industry leaders, and aspiring individuals passionate about women's advancement in the real estate industry. Local chapters offer valuable networking opportunities to forge meaningful connections.

Recognition and Visibility: Showcase your commitment to women's leadership and business success, earning recognition and visibility within the What Moves Her network and beyond. Your contributions as a chapter leader are valued and celebrated.

WHAT MOVES HER: CHAPTER BENEFITS

Amplify Your Voice: As a chapter leader, you can amplify your voice and advocate for important issues facing women in real estate. Make your mark by driving meaningful change and shaping the future of the industry.

Professional Development: Gain valuable skills in event planning, community engagement, public speaking, and organizational management. Leading a local chapter is a hands-on learning experience that enhances your professional development journey.

Contribute to a Greater Cause: Join a movement dedicated to empowering women to achieve their full potential in real estate. By starting a local chapter, you play a pivotal role in advancing gender equality, diversity, and inclusion within the industry.

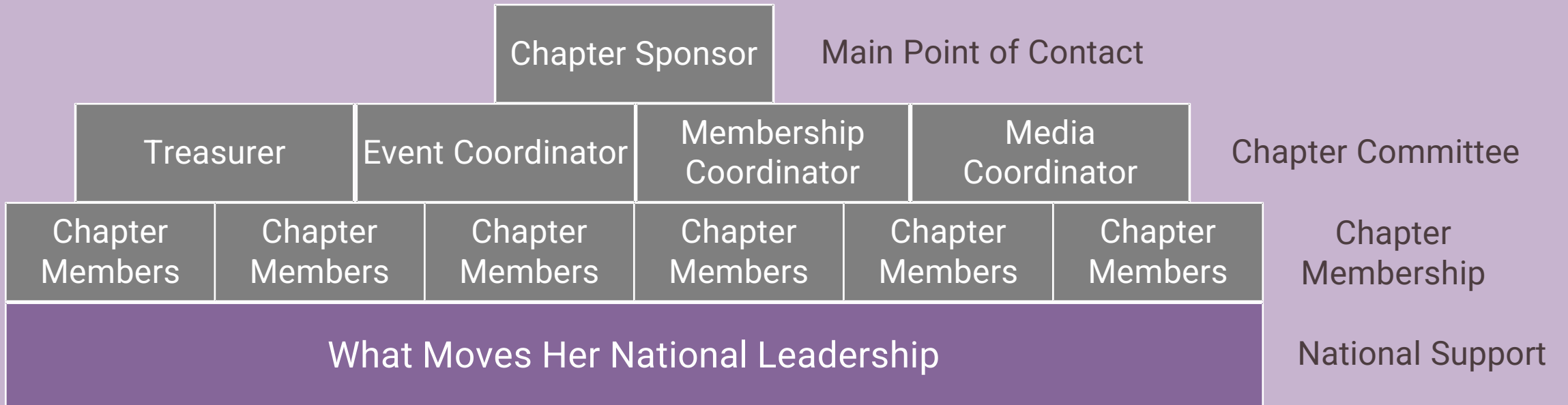
WHAT MOVES HER: ESTABLISHING A CHAPTER LEADERSHIP TEAM

Having clear roles and responsibilities is key to providing a great volunteer experience and ensuring team effectiveness. Each role is critical to the success and growth of the chapter. Local chapter leadership should discuss team expectations for each role.

ROLE	RESPONSIBILITIES
Chapter Sponsor (required)	Official representation of the chapter; leads the local chapter; sets the strategy and direction; responsible for setting goals and ensuring success; manages communication channels and works directly with What Moves Her nationally; and drives membership growth.
Chapter Committee	Responsible for the success of the goals and objectives; provides advice, guidance, and support to the Chapter Sponsor; assists with the coordination of events and communications; and leads efforts in realizing goals, projects, and initiatives.

WHAT MOVES HER ESTABLISHING A CHAPTER LEADERSHIP TEAM

Local chapters are encouraged to create a leadership structure to enable them to further grow and amplify impact for their members and stakeholders. Whether you have a large or small team, the structure should be tailored to meet your local needs. Below is an example of what a chapter team could look like. Your chapter may have more or less chapter committee members.



WHAT MOVES HER: DEFINING CHAPTER GOALS & OBJECTIVES

Align with What Moves Her mission: Good chapter goals are those that align with the overarching mission of What Moves Her. By ensuring our local chapter goals are in harmony with this national mission, we contribute to the collective effort of empowering women professionals in our industry.

Tailor goals to local community needs: While alignment with the What Moves Her mission is critical, it is equally important to tailor your chapter goals to the unique needs of your community. Recognizing and addressing these specific needs ensures that your efforts have a meaningful and lasting impact.

Charter: A charter outlines the chapter's mission, goals, and lists the leadership team. Every chapter should review their charter at the beginning of each year to ensure that their mission and goals are focused and aligned with What Moves Her broader strategy and reflects the needs of the chapter members.

WHAT MOVES HER: BUDGETING FOR LOCAL CHAPTER EVENTS

Effective budgeting is key to the success of the chapter and its events as all local chapters are self-funded. A strategic financial plan will ensure seamless execution of initiatives.

Income Sources

Identify potential income sources, including membership fees, event registrations, sponsorships, and donations.

Budget Planning

Develop a detailed budget that encompasses all aspects of your events and promotion. Allocate a portion of the budget for unforeseen expenses.

Expense Categories

Consider all expense types, including venue costs, marketing materials, technology, and catering.

Expense Management

Prioritize expenses based on the event's objectives. Allocate resources to elements that directly contribute to the success of the event.

WHAT MOVES HER: FUNDRAISING FOR LOCAL CHAPTER EVENTS

Fundraising is a vital component of sustaining your chapter's initiatives and not only supports your financial goals, but also strengthens the bonds with your community.

Diversified Channels

Consider multiple avenues of fundraising, including event sponsorship, donation drives, or membership drives.

Transparent Utilization

Clearly communicate how funds raised will be used to provide a positive impact to your community and chapter to build trust and continued support.

Membership Engagement

Encourage active participation from members in fundraising initiatives and recognize those who actively contribute to its success.

Get Creative

Explore silent auctions, fundraising dinners, or community challenges for fun fundraising activities.

WHAT MOVES HER: COLLABORATION WITH INDUSTRY ASSOCIATIONS & LOCAL BUSINESSES

Benefits of Collaboration

- Knowledge Sharing
- Networking Expansion
- Enhanced Credibility

Start Collaborating

- Research local businesses that align with your chapter's mission and initiatives.
- Attend local networking events, industry mixers, and community gatherings to connect with local businesses.
- Highlight positive outcomes of successful collaborations and demonstrate the impact the collaboration can have.

WHAT MOVES HER: SPONSORSHIPS INDUSTRY ASSOCIATIONS & LOCAL BUSINESSES

Benefits of Sponsorship

- Financial Support
- Mutual Recognition
- Additional Resources

Tips for Gaining Sponsors

- Create sponsorship packages that align with the goals of the chapter and local businesses.
- Develop collaborative events that mutually benefit both parties.
- Encourage other non-monetary contributions, such as products or services, to enhance overall event experiences.

WHAT MOVES HER: VIRTUAL EVENTS TIPS & BEST PRACTICES

Diversify your speakers to create a rich and inclusive experience for your audience, incorporating a variety of perspectives, backgrounds, and experiences.

Identify the right technology and set up a rehearsal to familiarize speakers with the platform, ensuring a seamless experience.

Enhance audience engagement by incorporating interactive elements such as Q&A, polling questions, and downloadable content.

Create a fully branded experience utilizing virtual backgrounds, PowerPoint slides, and other multimedia assets to align the event's theme and What Moves Her branding.

IN-PERSON EVENTS TIPS AND BEST PRACTICES

Leverage existing events such as association or company functions by attending or creating an in-person watch party to tap into a ready-made audience and expand your reach.

Create exclusive networking events such as happy hour, break out session, or networking lunches to foster meaningful connections among participants.

Collaborate on hyper-local events with your branch offices or community organization, to spotlight top female leadership and promote inclusivity.

Explore interactive and engaging activities by incorporating live demonstrations, icebreaker sessions, or community-building activities into your events.

EVENT PROMOTION TIPS AND BEST PRACTICES

Tailor your promotional content by identifying the channels most frequented by your audience including social media platforms, industry forums, emails newsletters, or community bulletin boards.

Engage with influencers and partners within the industry or your community who align with the event's theme to leverage their reach and credibility, extending your event's visibility.

Encourage early registration by offering incentives such as early-bird discounts, exclusive content previews, or special giveaways.

Clearly communicate the value of attending and emphasize any exclusive perks for participants.

Encourage sharing by utilizing the hashtag #WhatMovesHer across social media platforms.

Effective communication can help foster a sense of connection, collaboration, and shared purpose among members. Clear and consistent communication not only keeps members informed but also helps to ensure success.

National Amplification

Leverage the national [WhatMovesHer.com](https://www.whatmovesher.com) website for amplifying chapter content. Members can submit content to whatmovesher@anywherebrands.re for consideration.

Feedback Mechanisms

Surveys and feedback forms are a great way to gauge member satisfaction, preferences, and areas for improvement.

Clear Communication Policies

All media inquiries must go through the national What Moves Her review and approval process. Do not speak to any media outlets or respond to request for interviews without prior approval.

Two-Way Communication

Establish channels for two-way communication, allowing members to share insights and actively participate.

ONLINE PRESENCE ESTABLISHMENT

Establishing a robust online presence is crucial for effective communication. It allows us to connect with our community, share valuable information, and amplify the impact of What Moves Her.

Engagement Strategies

Incorporate interactive content like voting, polls, and member spotlights to encourage participation.

Social Media Platforms

Choose social media platforms such as LinkedIn, Facebook, Viva Engage, or Instagram based on your target audience. Tag the national What Moves Her accounts to encourage sharing. (@WhatMovesHer)

Content Calendar

Develop a content calendar with a variety of content to ensure consistent posting and engagement.

Visual Branding

Maintain a consistent visual identity reinforcing the What Moves Her brand.

WHAT MOVES HER: FOLLOW US!

Follow us on [Facebook](#), [LinkedIn](#), or [Instagram](#) to stay in touch and to learn more about events, networking opportunities, new resources, and more.

If you'd like to feature yourself, your brand, or your company on our channels, please tag us and use our hashtag, [#WhatMovesHer](#).

Suggested content includes:

- Interviews with entrepreneurs or business owners
- Conversations that explore issues facing women at work
- Information on financial wellness, personal branding, and mindfulness
- Success stories from real estate agents who are breaking the mold

WHAT MOVES HER: BRANDING

COLOR PALETTE

THESE COLORS REFLECT OUR BRAND'S IDENTITY AND PERSONALITY



COLOR 1
#806896



COLOR 2
#968EAF



COLOR 3
#584470



COLOR 4
#C7B4CF



COLOR 4
#FFFDFD



COLOR 4
#E3D8F0

LOGO VARIATIONS



FONT USAGE

Born Ready Slanted Regular

Roboto Regular

Roboto Bold

Roboto Slanted

WHAT MOVES HER LOGO WITH YOURS



We encourage you to add your company logos to your specific initiatives however, the What Moves Her logo should be the leading logo in all promotion.

WHAT MOVES HER: SPREAD THE WORD

When talking about the What Moves Her campaign, we want to maintain the integrity of the campaign strategy while also providing a platform for local companies to tell their story.

WE ENCOURAGE YOU TO COMMUNICATE THE LOCAL IMPLEMENTATION:

- Include your company by using phrases like “hosted by...”
- Share how your company initiatives are part of What Moves Her by using phrases like “endorsed by..” or “part of...”
- Utilize #WhatMovesHer hashtag across all internal and external women-focused initiatives to create cohesive tie back to the overarching What Moves Her initiative

WHAT MOVES HER: BRANDED MATERIALS

We have worked directly with the Coldwell Banker® store to create What Moves Her merchandise that can be used for promotional purposes as well as gifts for your speakers and special guests. These are also great items to send as gestures of appreciation to agents, staff, partners, and recruiters.

Visit [whatmovesher.com](https://www.whatmovesher.com) > Store.



REPORTING TO WHAT MOVES HER HEADQUARTERS

Quarterly

Provide a summary of membership growth, event attendance, resources needed, challenges and solutions.

Annually

Provide comprehensive data on membership growth and retention, impact and achievements, strategic goals, comprehensive financial review, feedback and improvements.

Recognition Opportunities

Chapter successes may be featured on What Moves Her communication channels, providing visibility and recognition at the broader organization level.

SUPPORT & GUIDANCE FROM WHAT MOVES HER

Transparent Communications

Provide timely updates on chapter activities, challenges, and achievements to ensure a comprehensive understanding of your needs.

Best Practice Sharing

Collaborate with other chapter leaders on best practices and proven strategies for successful chapter management.

Guidance on National Initiatives

Reach out to national leadership for questions about aligning your chapter goals with the broader What Moves Her objectives.

Resource Requests

Connect with national leadership to request templates such as marketing, budgeting, and goal setting.

WHAT MOVES HER: LET'S GO

1

Complete Interest Survey

Take the first step towards starting a local chapter by filling out our interest survey.



2

Attend Information Session

Engage in an initial discussion to align values, vision, and leadership standards.



3

Completed Local Chapter Start-Up Form

Provide specific needs to receive tailored support for chapter success.

4

Confirm Chapter Availability

Ensure availability in desired area and assess need for representation.



5

Official Documentation

Upon confirmation, officially document the new chapter's inception.

Thank you for considering launching a What Moves Her local chapter! We're excited about the prospect of expanding our community impact with your leadership.

Empower Your Community

By starting a local chapter, you're empowering women in the real estate industry to thrive. Your dedication contributes to the broader mission of What Moves Her.

Questions

If you have additional questions, please reach out via email to whatmovesher@anywherebrands.re and our team will promptly reach out.

We look forward to hearing from you and working together to make a positive impact in your local community!

ELEVATE YOUR *career.*
EMPOWER YOUR *community.*
Networking. Events. Podcasts. Female empowerment.



Join the community by visiting [WhatMovesHer.com](https://www.WhatMovesHer.com)
Connect on social media @WhatMovesHer

What
MOVES
Her