

# ROADMAP FOR Stronger Chapter Engagement



## Dangers of Ignoring the Signs

### 1 INCONSISTENT MEMBER EXPERIENCE

- Engagement quality differs across chapters
- Varying service levels lead to inconsistent outcomes

### 2 LACK OF ALIGNMENT WITH NATIONAL GOALS

- Chapters may act independently
- Strategic misalignment disrupts unity

### 3 LEADERSHIP TURNOVER & BURNOUT

- Volunteer fatigue causes high turnover
- Disrupts long-term engagement plans

### 4 LIMITED RESOURCES

- Budget/staff constraints hinder programming
- Less outreach and fewer services

### 5 COMMUNICATION GAPS

- Disconnected channels cause missed engagement
- Poor cross-chapter and national communication

### 6 DATA SILOS

- National lacks insight into chapter data
- Difficult to spot challenges or scale success

### 7 LOW EVENT ATTENDANCE

- Low visibility of local opportunities
- Value isn't clear, conflicts in scheduling



## Engagement Best Practices

### 1 STANDARDIZE CORE ENGAGEMENT ACTIVITIES

- Toolkits, templates, “event-in-a-box” kits
- Ensures a baseline of quality and consistency

### 2 ALIGN CHAPTER GOALS WITH NATIONAL STRATEGY

- SMART goal setting and incentive programs
- Promotes strategic unity and direction

### 3 OFFER LEADERSHIP TRAINING AND SUPPORT

- Onboarding, training, mentorship, succession planning
- Reduce burnout and increase leadership longevity

### 4 RESOURCE SHARING

- Provide marketing, admin, and tech support
- Reduces burden and improves quality

### 5 ESTABLISH CLEAR COMMUNICATION CHANNELS

- Regular check-ins, newsletters, collaboration tools
- Use platforms like Slack or Higher Logic

### 6 CENTRALIZE DATA AND ANALYTICS

- Shared dashboards and real-time reporting
- Enables support and recognition for chapters

### 7 ENCOURAGE PEER NETWORKING

- Leadership roundtables, retreats, online forums
- Strengthens community and learning

### 8 CUSTOMIZE MEMBER VALUE

- Conduct local surveys and feedback loops
- Tailor programming to regional needs



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