



REACHING OUT MBA REGIONAL CHAPTER 2020 OVERVIEW

Reaching Out MBA is developing a Regional Chapter program so our alumni and current students can continue building their personal and professional LGBTQ networks as they progress in their careers. Each region will have 1-2 Chapter Leads, supported by Reaching Out Staff (Executive Director and Program Manager) and any other volunteers within the Reaching Out community that may comprise a steering committee.

Support will include guidance on developing event content, access to speakers, promotion via Reaching Out channels including our mailing list of alumni, corporate partners, and students, funds to execute events, and any other resources to ensure the events are a success.

Regional Chapter Lead Roles & Responsibilities (with support from Reaching Out Staff and volunteers)

- General oversight of all Reaching Out MBA regional events in their city (2-3 annually)
- Help develop event themes/content, source speakers, venues
- Promote events through their network
- Ensure event planning progress stays on schedule and to budget

While the Regional Chapter Lead should be involved in each event, they may wish to assign someone on the steering committee to be an event lead for any given event. They should also leverage volunteers to assist with content, speakers, promotion, *etc.*

In many cases, a Reaching Out staff member will be in attendance and bring nametags, bracelets, a signup tablet, *etc.* If a staff member can't attend, these items will be sent to the Event Lead one week prior to the event.

Time Commitment

We ask the Chapter Lead to make a one-year commitment that may be renewed based on mutual agreement between the Chapter Lead and Reaching Out.

Benefits of being a Chapter Lead

- Leadership role within Reaching Out MBA organization to help build your personal network and resume
- Exposure to Reaching Out network including event speakers and our 100 corporate partners
- Complimentary registration to all Reaching Out events, including the annual ROMBA Conference
- Access to ROMBA Conference VIP Events (*e.g.* Celebrity meet and greets)

Event Types

We will hold a variety of events including social mixers, educational events with panels, and more focused brunches or dinners with VIP guests/keynotes. Possible venues include bars, restaurants, and corporate offices. Events should be centrally located and easy accessible.

Promotion

Promotion is a key element to the success of our regional events. Reaching Out will promote events via our all org newsletter, regional newsletters, social channels, Reaching Out Connect (our alumni platform that we're re-invigorating in early 2020), and our extensive network of alumni, student clubs, corporate and business school partners. **We also need the Chapter Lead and local volunteers to play an active role in promotion.**

Reaching Out will create an Eventbrite invitation/registration page for each event.

We should be promoting the event at least two months before it takes place.

Reminder emails will be sent out to registrants 10 days and 2 days before the event.



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Event Planning Tips

- Align on content or theme for the event. This may be more general for a mixer/get together or more focused for an educational panel or smaller brunch/dinner. Create a short description for attendees including date, venue, any speakers and any cost. Make sure the content is going to excite alumni and students and compel them to join!
- Align on the type of event: Mixer, educational, focused meal, or other.
- If speakers are needed, leverage your network and talk to Reaching Out about your vision. We'll do our best to put you in touch with the right people.
- Thursday evenings tend to work well for mixers. Tues/Weds/Thurs work well for an after work speaker/panel and get together. A more intimate brunch of dinner with a sought after speaker may work for a weekend.
- Where possible, we try to hold events in conjunction with other Reaching Out events so staff can attend and bring in those already attending our other event. For example, we'll hold events the night before Out Women in Business in New York (March 5), and the night before our Student Leadership Summit in Chicago (April 3).