

More Than a Marathon:

How to Tackle Chapter Sustainability Risks

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Lead your organization like you're running marathons, not sprints.
Chapter sustainability requires *long-game* thinking.

1. Good Shoes

(Fitting Structure)



Review bylaws to ensure they fit chapter mission and goals

- **Size check** – add/remove board roles as needed
- **Update** – eliminate activities no longer performed
- **Flexibility** – more permissions, fewer requirements

Mold the structure to your mission/goals, not the other way around!

Notes:

2. Healthy Diet

(Influx of People)



Good people boost your chapter's capacity to sustain itself

Students are the future of the profession and the chapter

Fill skill gaps with members from targeted fields

(e.g. finance → TD professionals at banks)

Notes:

“Your mind has to be saying, ‘I will do this, no matter what.’”

- Comedian Eddie Izzard, after finishing 27 marathons in 27 days (2016)

3. Steady Pacing (Stable Transitions)



What happens if everyone else on the board quits today?

How accessible are your chapter's Big Three?

- **Vital operational documents** – SOPs, finances, membership
- **Former board members** – past presidents, VPs
- **Historical records** – meeting minutes, contracts, bills

Notes:

4. Avoid Potholes (Foresee Threats)



Perform **SWOT** analyses on both the chapter and your board role

Address **Weaknesses** and **Threats** in your strategic goals and plans

<p>Strengths <i>(Internal)</i></p>	<p>Weaknesses <i>(Internal)</i></p>
<p>Opportunities <i>(External)</i></p>	<p>Threats <i>(External)</i></p>

5. Keep Going (Evaluate and Learn)



Learn to fix what isn't working and don't lose what is.

Set mechanisms in place to find out both.

Notes:



ACTION PLAN

I will implement the following action item(s) to improve my chapter's sustainability: