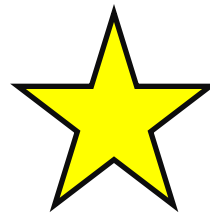
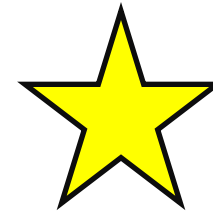
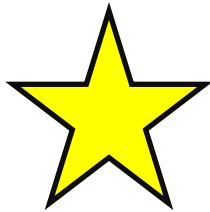
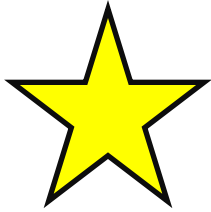


# To Affinity and Beyond!

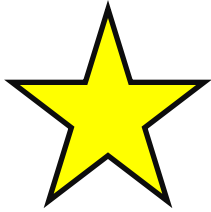




# To Affinity and Beyond!

An Affinity Group is usually a small group of supporters/activists who work together on direct action that supports your organizational mission.



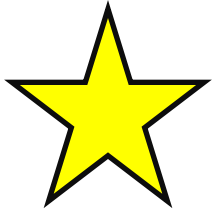


# To Affinity and Beyond!

## Why?

- **Serve as Ambassador's to the Cause**
- **Serve as Volunteer's for events**
- **Assist in raising funds**
- **Coordinate community outreach initiatives**

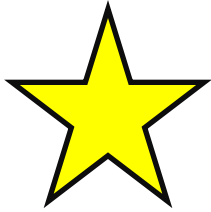




# To Affinity and Beyond!

## How do I start an Affinity Group?



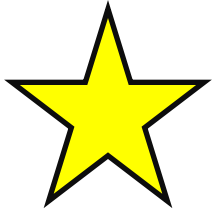


# To Affinity and Beyond!

## Organization

- Create Organizational Chart
- Job Descriptions/Expectations
- Mission Statement
- Fundraising Goals
- Governing By-laws

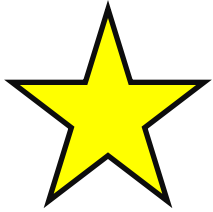




# To Affinity and Beyond!

Where do I get the right people?



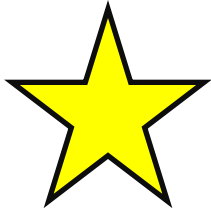


# To Affinity and Beyond!

## Prospecting

- Local Leadership Organizations/Councils
- Chamber of Commerce
- Volunteer Organizations
- Colleges – Fraternity/Sorority
- Support Groups
- Facebook/Twitter



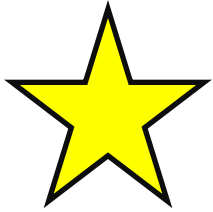


# To Affinity and Beyond!

## Leadership

- Does the leadership reflect your targeted demographic?
- Leadership Training
- Term Limits
- Leadership Track/Mentoring

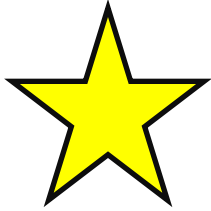




# To Affinity and Beyond!

How do I ensure success?



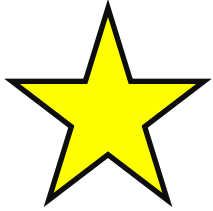


# To Affinity and Beyond!

## Avoid Pitfalls

- Allow leadership to “own” the group
- Remove leadership that is under performing
- Implement reporting structure; verbal/written
- Allow for organic growth and development

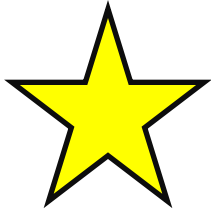




# To Affinity and Beyond!

Questions?

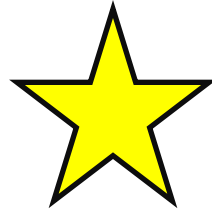




**To Affinity and Beyond!**

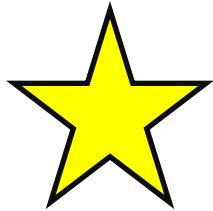
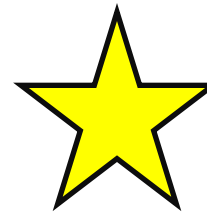
**Thank you for attending!**



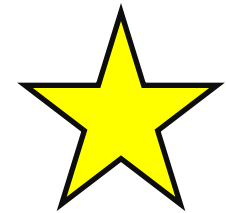


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