

A group of people, likely students or volunteers, are shown in a community service setting. They are wearing face masks and holding boxes and a sign. The image is overlaid with a purple tint and large, stylized text. The text reads: "START A WISE CHAPTER" in large, bold, purple letters with a white outline, and "Chapter Guidance" in smaller, bold, white letters below it. The background shows a corrugated metal roof and some Thai text on a sign.

# START A WISE CHAPTER

## Chapter Guidance

# CHOOSE YOUR FOCUS

This guidance pamphlet will help you start a chapter with ease. Using this, you can understand the steps that go into creating a successful chapter. You are not expected to complete all these steps now. It will be a process after the official launch which comes with your first call with the Executive Team after you have submitted the Chapter Contract.

Please share your chapter contract with  
[womeninsteme@gmail.com](mailto:womeninsteme@gmail.com)

Our Executive Director and Team will reach out to you shortly.

## **Choosing a Focus**

Each chapter in a specific community has the freedom to choose a focus on any topic about gender disparities and women's rights. This depends on the chapter leaders.

Your focus can be the same as another existing chapter, as long as your areas are not overlapping (such as Bangkok and Chiangmai).

Please choose your focus and state it explicitly in your contract.

# STARTING OFF

Each Chapter has 1-2 leaders starting off, this can increase in number proportional to the number of members in the club.

Steps to choosing a partner. Find someone who is:

1. Easy to communicate with
2. Equally passionate
3. Has firm beliefs and ideas, unafraid of disagreements
4. Eager and motivating

It really is that simple!

Starting a chapter shouldn't be intimidating. It should be a fun, empowering, and uniting process where we can all fight for something relevant to every single person, and for an issue that is left untackled in our Thai community.

After this, contact your school activities coordinator or supervisor and start a club.

Or, start a group with people in your community; it doesn't have to be directly affiliated with a school system. Choose what works best for you and your community!

# SELECTING THE TEAM

Roles that can be designated (depending on your projects and goals) include, but are not limited to...

- Secretary
  - Co-leading operations
- Treasurer
  - In charge of fundraising activities, and funding logistics
- Media Manager
  - Organizing social media, and creating campaigns
- Graphic Designer
  - Advocacy posts and designs to gain interest
- Events Management
  - Creating campaigns, organizing the logistics
- Content Creation
  - Deciding focus-topics, ensuring efficiency in events, and advocacy.

**Selecting your supervisor:** This person should be someone passionate whom you can trust and communicate with easily on a regular basis. It is student-led, hence, they should be advisors, not determining or controlling any of the work that goes on.

# ACTIVITIES & EVENTS

Examples of events that can be done even during the pandemic include, but are limited to...

- Discussion Circles
  - Organize a circle with people from your school, or online, to discuss current topics surrounding gender disparities
- Fundraising
  - Bake sales are great. But be creative! Visit women's shelters, encourage them to make products, and sell them, etc.
- Podcast
  - You and your members can speak on our WISE Podcast
- Conference
  - You and your members can take part in the next WISE Conference
- Raising awareness
  - Through social media accounts and presenting in front of your community to share knowledge
- Writing
  - Write for "The Ripple Post" a news platform founded by our Founder, on a regular basis to share knowledge
- Volunteering
  - Visit a women's shelter with your chapter and plan activities with them
- Donations
  - Many shelters have women in need of hygiene products, children's necessities, and more!

# ZOOM-OUT PLAN

A zoom-out plan is a vague table of goals for each week or month, while a zoom-in plan will help to ensure that those plans are efficiently executed.

Here is an example of a zoom-out plan for one month:

October 2021:  
Breast Cancer  
Awareness  
Month

- Post twice a week about breast cancer awareness on Instagram
- Have every member write a Ripple Post about Breast Cancer
- Create a discussion circle in the middle of month for breast cancer awareness
- Send in a podcast for WISE Org. about Breast Cancer

Break this month down into weeks, and decide which week each task will be complete. If it takes more than a week, make sure to indicate that for the rest of your team members to know. Make this something your entire team can understand and look to for guidance, this will help ensure effectiveness.

Your months do not need to be focused on an International event. Each month's focus is completely up to you and your team, as long as it pertains to your chapter's focus and WISE's mission.

# ZOOM-IN PLAN

Plan Events to maximize efficiency and foster effective communication through task delegation.

Steps to planning a good event/activity:

1. Find your team, delegate the tasks
2. Communicate tasks effectively by writing down the step-by-step expectation
3. Don't micromanage! Let each member have creative control over what they're doing, but ensure that it is on-task, following the goal, and will have an outcome that serves the task's initial purpose
4. Give one person, or a group of people, one main task. Don't overload! Give the tasks one step at a time. Once one task is finished, the other can be introduced
5. Write everything down: Which member is doing what, what is finished, what is in progress, what's left to do, what needs to be improved, etc.
6. Once everything is settled, estimate how much time it will take to complete and select a reasonable date
7. Begin communicating with other bodies of work (school, supervisor, etc.) to officially launch the project
8. Ensure everyone is on task by setting deadlines to tasks and communicating with every member consistently (via text, email, conversation, etc.)

# AFFILIATION

After completing the chapter contract, our Executive Director and a few other members of the Executive Team (depending on availability and which member is assigned to work directly with your chapter) will contact you to meet in an Online Video Call.

**Remain Active** by consistently communicating with the Executive Team. There will be calls quarterly at the very minimum, and it can be as often as bi-weekly if there are any activities in constant need for further planning, aid, and attention.

All chapters will receive help and advice, with the Executive Director and Team being in direct contact with the chapters.

Remember, you have creative control, and we are here to help!

We are very excited to have you lead a WISE Chapter and expand our mission and impact with you to reduce gender disparities in Thailand!