

# RESOURCES & TOOLS FOR **SMPS** CHAPTER VOLUNTEERS

Revised August 2024

## CHAPTER RECOGNITION

- Striving for Excellence
- Chapter President of the Year

## COMMUNICATIONS

- Smart practices (chapter manual)
- SMPS branding guidelines
- Content for chapter publications
- Survey Monkey account access
- Sponsorship examples and tips

## EDUCATION & CERTIFICATION

- Certification study group assistance
- Chapter education reports (compilation of all chapters)
- Meeting planning from A-Z (chapter manual)
- Sample program surveys
- CPSM exam offered to presidents-elect for free

## FINANCE & ADMINISTRATION

- General guidance (chapter manual)
- Budget review upon request
- Insurance information
- Treasurer Toolkit
- Billhighway training

## GOVERNANCE

- Chapter manual
- Bylaws guidance and review
- Healthy Chapter Checklist
- Strategic Planning Toolkit
- Chapter board and volunteer orientations and training videos
- Chapter board visits as requested (SMPS staff and board)
- Position description samples for chapter board
- Chapter volunteer calendar with important dates and deadlines

## MANUALS & TOOLKITS & GUIDEBOOKS

- Six Chapter Management Manuals
- Student Chapter Development Guidebook
- Treasurers Toolkit
- Strategic Planning Toolkit

## MEMBERSHIP

- Chapter manual
- Recruitment mailings
- New member push notification to membership chairs
- Models and samples (MySMPS)
- SMPS chapter membership reports ([www.smeps.org/extranet](http://www.smeps.org/extranet))
- Support with membership campaigns (giveaways, reports, and more)
- Monthly demographic reports

## MySMPS

### (ALL CHAPTER LEADERS COMMUNITY)

- Chapter board-exclusive communities
- Management resources and tools
- Models and samples
- Winning submittals of chapter awards
- Finance and administration
- Membership demographic reports
- Education and programs information
- Marketing ads and collateral
- Strategic planning resources
- Chapter management manuals and toolkits
- Chapter Leader Newsletters archive
- Chapter Leader Meetup recaps

## REGIONAL CONFERENCES

- Staff support and attendance
- Financial contribution
- Advertising
- Gifts and giveaways
- Contract/agreement review

## TECHNOLOGY

- StarChapter support (website platform)
- Billhighway support and implementation (streamlines banking, budgets, finance reporting, etc.)

## TRAINING & CONNECTING

- Chapter Leadership Symposium (CLS)
- Chapter Leader Meetups
- Live training webinars
- On-demand training playlists

**SMPS VISION: BUSINESS TRANSFORMED THROUGH MARKETING LEADERSHIP.**