

women inPOWER

A Global Community of Rising Leaders

Toolkit

HOW TO START A WOMEN inPOWER CHAPTER

*I will pursue power, and use it to champion equity
I will know where I am strong, and share my knowledge
I will recognize where I am vulnerable, and seize the wisdom of my fellows
I will make my voice heard, and amplify the voices of other women*

– Women inPower Pledge

92Y BELFER CENTER
FOR INNOVATION & SOCIAL IMPACT

Welcome to women.**in**POWER

WHAT IS WOMEN inPOWER?

We are a movement of women around the world working to advance our careers and pursue senior leadership positions in our respective industries and fields.

We are committed to supporting and promoting ourselves and each other. We believe the world will be a better place when women are equally represented in leadership and decision-making positions.



WHAT IS A WOMEN inPOWER CHAPTER?

Women inPower Chapters are locally organized groups that bring women together to individually and collectively advance women into the highest leadership positions.

Women inPower Chapters include:

- **Regular meetings**
- **Cross-sector Mix:** Connecting women from different backgrounds and industries
- **Skill-building:** Providing opportunities for self-growth and learning
- **Peer-to-peer mentoring:** Creating the space where women guide and support each other – either peer-to-peer or by matching women with more senior mentors
- **Socializing & friendship:** Offering fun events that allow for shared experiences and lasting connections

WHAT IS THIS CHAPTER TOOLKIT?

This tool kit takes you step by step through the process of envisioning and creating a Women inPower chapter in your community.

Read it through. Envision what you want. Go confidently. Have fun. We look forward to working with you!
We welcome your questions, your thoughts and your feedback. Contact us at info@womeninpower.org.

WHO IS A WOMEN inPOWER HOST?

Your mission as a Women inPower Host is to create a space to support, empower and celebrate bold women in your community.

You can offer regular events and trainings, bring experts on leadership, find mentors to come speak or have one-on-one sessions with participants to strategize about particular issues.

The basic tools are provided here, but you have the freedom to shape your own program. Bring your own vision – this is your project!



AS A WOMEN inPOWER HOST, YOU ARE MANY THINGS:

A Connector. You like bringing people together.

Ambitious. You're willing to raise your hand when faced with an interesting opportunity.

Risk-tolerant. You're open to challenges and willing to trouble-shoot.

Networked. You're connected online and in person and are always ready to make new connections.

Fearless. You are confident reaching out to people, taking risks and creating something out of nothing.

AS A WOMEN inPOWER HOST, YOU'LL HAVE ACCESS TO MANY RESOURCES:

- Training, support and personal guidance from the Women inPower team at 92Y in NYC
- Monthly webinars and Q&A sessions hosted by the Women inPower team at 92Y in NYC
- Access to a growing global network of Women inPower hosts, mentors and participants
- An invitation to the annual Women inPower global summit

AS A WOMEN inPOWER HOST, YOU'LL BRING TO THE PROJECT:

- A core belief in the importance of supporting all women in the pursuit of leadership positions
- Dedication to the Women inPower principles, while also bringing your own creativity and spirit
- Sharing of photos, updates, and general demographics related to your chapter
- Sharing your ideas, your successes and your learnings with the global Women inPower community

Step 1:

FINDING YOUR CORE SUPPORT

Consider inviting a co-leader or a small team of 3-5 people to join you in launching and running your Women inPower Chapter.

They can offer a variety of support to you as a host:

- Support you as you envision and develop the program, providing insights, guidance and encouragement for you and the program
- Be ambassadors – spreading the word to their own networks
- Consider serving as mentors or recruiting mentors
- Attend planning meetings

Think big and be creative about who you invite to join you. Some questions to ask yourself:

1. **Who has power in my community?** Brainstorm a list of people who interest you. People doing interesting work. People invested in advancing women and ensuring diverse leadership.
2. **Who in my personal network can I reach out to?** Brainstorm a list of people who are well connected and willing to help, people you trust and could rely on, and those who might help access other leaders.
3. **Who are the people I respect in other fields?** Think broadly about people who can help reach diverse women from different industries and fields.
4. **Who are the leaders who are capable of implementing real change?** Think of representatives at institutions who will offer new pathways of leadership.

Some next steps:

- Make a dream list. Take a look at the Women inPower New York Advisory Committee to see who helped shape the NYC program
- Reach out
- Set a first meeting to introduce your co-leaders to Women inPower and to each other

Some tips:

- Make it social! Invite your co-leaders to meet over dinner or drinks
- Mix people you know with people you don't
- Ask for recommendations. Friends and colleagues can help you brainstorm people to invite

Step 2:

DEFINING THE GOALS OF YOUR WOMEN inPOWER CHAPTER

Women inPower Chapters reflect the needs and resources of your community. There's no right or wrong way to run a Chapter. Here are some questions to help you decide how to move forward:

What kind of events do I want to offer? What kind of events would best support women? We've proposed themes and event formats to help guide you. You can also design your own events. Here are some fun options:

- CEO/Leaders conversations: Invite a prominent woman from your community to give a talk about her leadership path
- Workshops: Pick a topic and ask a local expert if they'd present some informal tips and answer questions
- Happy Hours or Brown Bag Lunches: Create a fun accessible space for women in your community to meet one another
- Sounding Boards: Invite your chapter participants to present a problem they are facing and allow the group to provide advice, support and feedback

Do I want my Women inPower events to be open to the public with participants attending as they choose? Or do I want a select group of women committed to attending the full calendar events as a cohort together? Or both?

- You choose. Chapters can be open to any and all participants. Or, if you want to run a more structured program, Women inPower Chapters can use the materials on our website to create an application process, formal mentorship, fellow selection and more.

How often will my chapter meet?

- You are free to set your own timeline. We recommend regular events so that you can build your community and foster relationships between your chapter members and participants. Remember, events can be informal meet-ups too! Not every event has to include a guest speaker or structured format.

Proposed themes:

| | |
|-------------------------------------|-------------------------|
| Listening (effective communication) | Wellbeing |
| Mindset | Getting Unstuck |
| Speaking Up/ Being Heard | Giving |
| Stereotypes | Growth |
| Systems and Structures | Inclusion |
| Telling a Good Story | Mentorship/ Sponsorship |
| | Ambition |

For suggestions on ways to design events around these themes, visit womeninpower.org/global.



Have fun! Design a program you'd want to be part of!

Step 3:

GETTING THE WORD OUT



Now that you've set some goals for your Chapter, think about how you will find other amazing women to join you. Some tips:

- Reach out to friends, leaders and institutions in your community who can help you announce your Women inPower chapter. Use our sample outreach letter for some guidance.
- Join the [Women inPower Facebook group](#)
- Share a link to the event with networks in your immediate community. Think of networks, sites and blogs that reach the women in your community. You could also create an Eventbrite or a MeetUp Group if those are easier for you to share
- Tweet and share on social media. Use #womeninpower to spread the word.
- Handpick some people and reach out personally. Cultivate a diverse group of women that you would like to know and connect with one another. Don't be afraid to invite more senior women to participate. This is a great opportunity for them to give back, to mentor and to help more women advance.

Don't Forget:

- Encourage people to share their contact information at the event. Collect emails and start a listserve, Google or WhatsApp group so your community can stay connected.
- Share your event announcement and any stories from the event with the [Women inPower Facebook group](#). Encourage participants to join the Facebook group, too!
- Download the Women inPower logo to use on your chapter materials.
- Let us know how it goes on social media and at info@womeninpower.org.

Good luck!

We are excited to welcome you to the Women inPower global network!