



Crohn's and
Colitis Canada
Crohn et
Colite Canada

CHAPTER GUIDELINES

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Updated: Fall 2017

A. What is a Chapter?

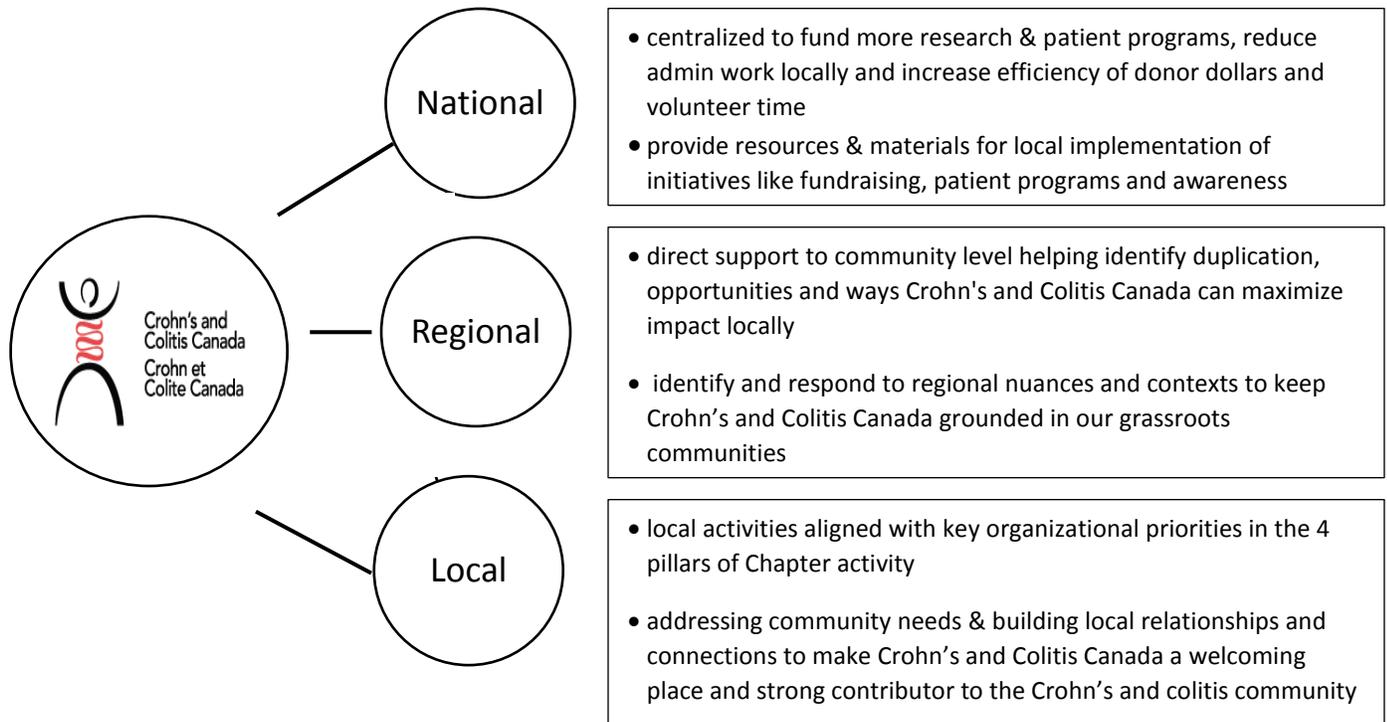
Crohn's and Colitis Canada volunteer groups come in many shapes and sizes, including Chapters, affiliates, event committees and other teams. They all play a vital role in delivering our goals and mission. Chapters are unique from our other community volunteer groups in that they support our Promise in multiple and specific ways, are approved by the National Board of Directors, and are legal voting members at our Annual General Meeting.

Chapters are not Boards themselves, but are community-based groups led by leadership volunteers (Chapter Executive) and include other volunteers as well as local people wanting to connect with others impacted by these diseases.

The purpose of every Chapter (as set out in the organization's by-laws) is to:

- Represent Crohn's and Colitis Canada in their geographic area
- Assist Crohn's and Colitis Canada to deliver its [Promise, mission and goals](#) through aligned activities in key areas of focus

As a national organization, the Chapter structure allows us to keep alive our grassroots presence and connections. The Chapter structure provides also an opportunity for us to come together across Canada and focus our activities and impact through combined funding of research and patient programs, and advocacy and awareness work that maximizes the benefits to all communities across the country.



By working together within this structure, we ensure that resources like donor dollars and volunteer talents are invested in ways that result in the most impact towards our Promise and furthering our mission.

B. Chapter Guidelines:

To help provide guidance to Chapters and especially Chapter Executive volunteers in understanding where attention should be focused and how we can work together seamlessly, please familiarize yourself with the following five guidelines that Chapters work within:

1. Chapters are committed to our Promise – to cure Crohn’s disease and ulcerative colitis and to improve the lives of children and adults living with these lifelong diseases
2. Chapters are committed to maximizing and growing the impact they have on our mission through 4 key areas of focus:
 - a. **Raising Funds** to invest in research, patient programs, advocacy and awareness
 - b. **Community Engagement** to increase awareness and involvement at the local level
 - c. **Growing Volunteer Base** to increase capacity and ensure long-term sustainability
 - d. **Patient Program Promotion** to improve the lives of people living with Crohn’s and colitis
3. Chapters are committed to working within a partnership model by:
 - a. Maintaining strong supportive **relationships with staff partners**
 - b. **Acting in alignment** with organizational directives and priorities
 - c. Working within our **accountability structure** (i.e. decision-making, budgets, etc.)
4. Chapters are committed to supporting good governance by having a voting representative at the Annual General Meeting and working with their local staff partner to complete necessary processes & forms (i.e. Chapter Elections & Election Result Form).
5. Chapters are committed to protecting our organization by operating in accordance with our Business Code of Conduct and other policies and guidelines, including completing any mandatory screenings. This helps Crohn’s and Colitis Canada maintain accreditation and registered charitable status.

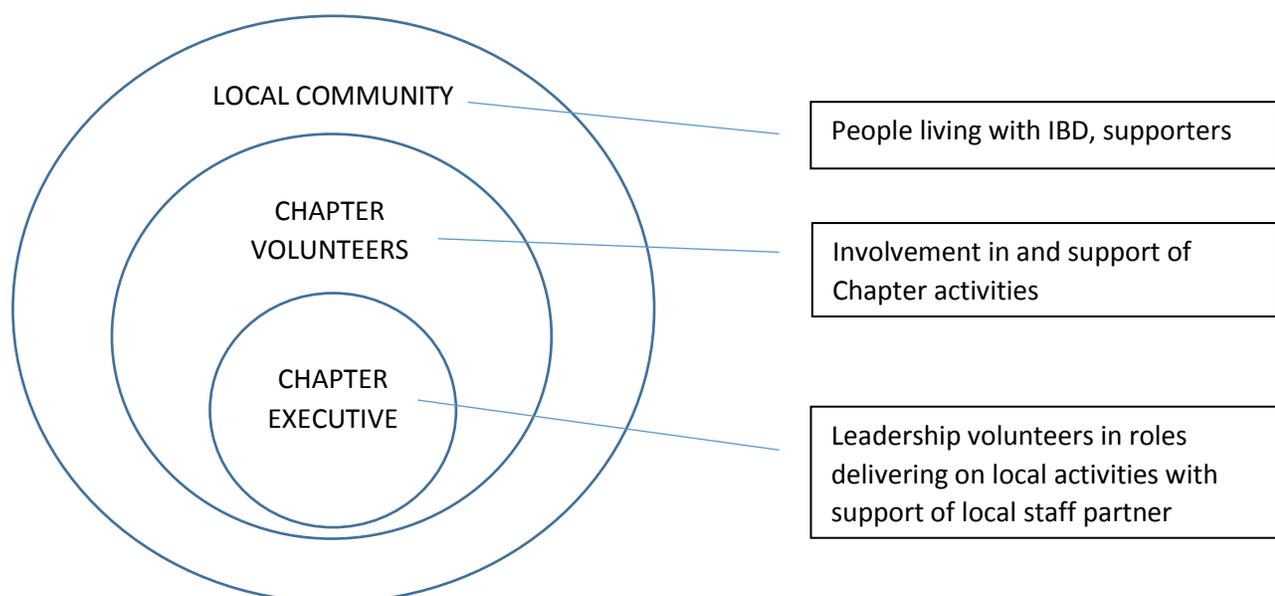
C. Chapter Structure:

Effective Chapters are driven by strong volunteer leaders (Chapter Executive) and a team of supportive volunteers that “make things happen”. Active involvement of the local community is also very important, both from Chapter members who attend meetings but do not take on a role, and others who support the work of the Chapter through sponsorship and donations.

Chapter Executives include the following roles: (see role descriptions on the [Volunteer Tools](#) page for copies)

President	Volunteer Engagement Lead
Vice-President	Community Outreach Lead
Treasurer (non-mandatory)	Programs & Education Lead
Secretary	Digital Outreach Lead
Gutsy Walk Chair	Community Fundraising Connector

All Chapters are required to have a President. Chapters should try to have as many of the executive positions filled as possible. This will help ensure ongoing community activity and involvement. The Treasurer role is available for chapters that require cheque-signing authority.



D. Chapter Administration:

Each year, Chapter Executive volunteers are accountable to work with local staff to complete the following:

- Ensuring annual Chapter Elections take place and submitting election results
- Appointment of Chapter voting representative for the Annual General Meeting
- Having group discussions to complete and submit an Annual Chapter Work Plan
- Signing the Annual Code of Conduct (Chapter Presidents and Treasurers only)
- Completion of mandatory screenings (Chapter Presidents and Treasurers only)

E. Chapter Activities & Annual Plans

Crohn’s and Colitis Canada is a leader in Canada and across the world in our quest to find cures and help people affected by these chronic diseases to live their lives to the fullest. Chapters play a key role in advancing our mission.

Every Chapter is at a different stage of development. It may take time to build the support required to be fully active across all four areas of focus, but each year is an opportunity to celebrate Chapter achievements, as well as plan for progress and development of activities using the [Chapter Annual Plan template](#).

Chapter Annual Plans allow Chapters to identify key activities and goals for the year (September-June) as well as have open dialogue amongst themselves and with their staff partner on the resources needed to achieve these goals. By completing a plan each September, Chapters can have confidence they are working in alignment with key organizational priorities to move Crohn’s and Colitis Canada’s mission forward, while reflecting local needs, interests and capacities. See a sample completed Chapter Annual Plan at the end of this document (section G).

Chapter Activities by Area of Focus

What are the specific activities Chapters focus on to achieve Crohn’s and Colitis Canada’s Promise? Depending on the skills, interests and numbers of people around the table, it varies slightly from Chapter to Chapter (except for core activities), but is still grouped in four key focus areas to ensure we’re all working in sync to maximize the impact we have. This allows for a balance between the capacity of each Chapter, responding to local community needs while still moving forward together to see big gains in key priority areas for the organization. The list of recommended ‘Chapter Activities’ below forms the basis of your Annual Chapter Plan.

CHAPTER AREA OF FOCUS	ORGANIZATIONAL GOALS SUPPORTED BY CHAPTERS	RECOMMENDED CHAPTER ACTIVITIES <i>(bolded items are core activities all Chapters support)</i>
RAISING FUNDS	Goal: Raise \$100 million by 2020 through the Make it stop. For life. campaign to invest in research, patient programs, advocacy and awareness	Host a local Gutsy Walk in June each year
		Help promote the Make it stop. For life. campaign
		Host non-Gutsy Walk fundraising event(s) using the available Events-in-a-Box templates or working with your staff partner to create a new event
		Generate support from local businesses by approaching them for sponsorship & donations
		Work with regional staff to identify new donors/corporate partners
COMMUNITY ENGAGEMENT, AWARENESS AND ADVOCACY	Goal: Build awareness and increase reach and engagement within the community of people affected by Crohn’s and Colitis	Participate in Crohn’s and Colitis Awareness Month activities in November
		Social media outreach through Crohn’s and Colitis Canada accounts
		Provide support and local promotion of advocacy initiatives (i.e. GoHere, letter writing campaigns, etc.)
		Host Open House and/or Information Night events to invite those living with or impacted by Crohn’s and colitis to connect with us
		Outreach to local media outlets (for Gutsy Walk and other local activities)
GROWING VOLUNTEER BASE	Goal: Recruit and activate volunteers to build capacity and increase mission and fundraising impact	Local volunteer recruitment efforts (attending Volunteer Fairs, networking events, etc.)
		Working to fill all Chapter Executive roles
		Chapter Volunteer Engagement Lead in place
		Succession planning for Chapter Executive
PATIENT PROGRAMS PROMOTION	Goal: Expand patient programs and support local participation in these programs	Host Education events or integrate some form of education into Chapter meetings
		Promote Crohn’s and Colitis Canada patient programs like Gutsy Online Peer Support, Camp Got2Go, AbbVie IBD Scholarship and our many online resources
		Newly Diagnosed Nights & Open House events Share research news and updates locally

Completing the Annual Chapter Plan

Each year Chapter Executive volunteers work in partnership with their local staff partner to put together a plan for the coming year (typically September-June). The Annual Chapter Plan should be based on a variety of things, including:

- Needs of the local community, gaps in community needs, local opportunities
- Skills around the table of volunteers, both Executive and general Chapter volunteers
- Interests around the table of the same people above that align with core Chapter activity areas
- Core Chapter activity areas not fully realized or needing more emphasis

4 East Steps to Complete Your Chapter's Annual Plan:

1. Section A-Recap what happened last year to celebrate your impact & identify areas for growth
 - a. What went well?
 - b. Where were there gaps?
2. Section B- Review the organizational priorities for all 4 pillars and see where there's overlap between key organizational priorities and the conversations held based on the above bullet points so you're focusing on the activities that make sense locally AND support the organization's forward movement nationally
3. Section C- Get specific! Nail down exactly what you want to achieve in each pillar. What are the:
 - a. Activity/ies you want to undertake? ie. start a new fundraiser
 - b. Timing: when? ie start a new fundraiser in the fall
 - c. Outcomes? ie start a new fundraiser in the fall that will net approx. \$2,500.00 profit and will put our Chapter in front of a new audience of people who don't know us
4. Section D- Identify what you need for success:
 - a. Before pressing "go" make sure you're liaising with your local staff partner (Development Coordinator) who can provide helpful input like whether there is an 'event-in-a-box' guide with tools for the fundraiser you're looking to host, or what kind of marketing support Crohn's and Colitis Canada can offer
 - b. Be clear on who is doing what. Which volunteers are committing to lead this activity? What role are you anticipating your staff partner will play? If you have an activity you want to do but don't have volunteers to take it on, could this become your priority activity under the "Growing the Volunteer Base" pillar?

Having open conversations early and often amongst volunteers & staff is a critical step for success. The Annual Chapter Plan puts those conversations down on paper to act as a guide to stay focused on key ways your local Chapter is working in alignment with other Chapters across Canada. Working together on key priorities accelerates our collective impact!

F. Opening or Closing a Chapter

The formation of new Chapters is an exciting time as we strive to deepen our engagement in communities across Canada. Approval of a new Chapter requires approval of the Board of Directions based on a written recommendation from the Regional Director. See the *Chapter Formation or Closing Guide* for the criteria and process for new Chapter approvals. To get a copy of the guide, please ask your Regional Director.

From time to time, Chapters are closed. This can happen when there is no active volunteer base in the community and efforts to rebuild the Chapter have not been successful over a period of time. In this case, the Board will approve a written recommendation from the Regional Director, after notice has been given to any remaining Chapter members. If a Chapter should choose to resign, a letter must be signed by the President and one other Executive. Details are outlined in the *Chapter Formation or Closing Guide* which is available through your Regional Director.

G. Sample Chapter Annual Plan

A sample Chapter Annual Plan has been completed to help guide you in putting your local plan into place and can be found on the [Volunteer Tools page](#). It was built using the following scenario:

- small Chapter Executive of long-term volunteers who are getting burned out
- chief priorities for Chapter are to bring in more people to meetings and get new volunteers to ease the workload and bring fresh energy
- Chapter knows there are a good number of people living with Crohn's disease or ulcerative colitis in the area, but they're not coming out to meetings
- community has a local community College and a few high schools in the area
- key interests of Chapter Executive are to provide informal peer support to the families they know are affected locally but not coming out to Chapter meetings