

RESA® CHAPTER KICKOFF MEETING TOOLKIT

+ *Best Practices*

THE PURPOSE OF A CHAPTER IS TO UNITE LOCAL STAGERS IN THE INDUSTRY TO BRING FURTHER EXPOSURE TO THE VALUE OF HOME STAGING WITHIN THE COMMUNITY.

This toolkit was created on behalf of RESA® HQ with input from current and past leaders to help your chapter kickoff meeting succeed.

Contact us when you are ready to start a chapter or to discuss any topic covered in this toolkit at RESAchapters@RESA-hq.org.





Congratulations

On deciding to join our industry leaders and start a RESA chapter.

Becoming a leader within RESA® is not only beneficial to the growth and direction of the staging industry but also beneficial to growing your own business and elevating you to a new level of respect within your local real estate community.

The goals of a chapter are to provide educational resources and peer-to-peer support for the local RESA® members, while also educating agents about the benefits of home staging. Local chapters also are encouraged to organize service projects to give back to their local communities through RESA Cares®. All of these activities bring awareness to home staging on the local level and will help you grow as a leader in your personal businesses.

WHAT NOW?

AT A GLANCE

STEPS TO START A CHAPTER

1. Watch the RESA® New chapter kickoff video and notify RESA®.
2. Review Kickoff Kit & Schedule Meeting
3. Form A Board
4. Orientation
5. Schedule A Chapter Meeting



The Chapter KICKOFF MEETING

The Kickoff Meeting announces RESA's presence locally and serves as a means of networking and a getting-to-know-one-another style meeting. This is where current RESA® members, non-members, curious stagers, real estate agents, etc. can gather interest for a new chapter.

1

WATCH THE RESA® NEW CHAPTER KICKOFF VIDEO

Regardless of your experience with chapters or leadership, if you are interested in starting a local chapter, you should watch this informational [recorded video](#) so you are familiar with the purpose and function of a local chapter of RESA®.

After watching the video contact RESAChapters@RESA-hq for approval to move on to the next step to prepare to facilitate a RESA® Chapter Kickoff Meeting.

Kick-off meetings can be held at any location that would be of interest to home stagers; furniture showrooms, real estate offices, stager warehouses, etc. Any business that offers a product or service to a stager is a good candidate and should be encouraged to 'sponsor' the meeting. Most sponsors provide the space and refreshments.

RESA® will promote this meeting to members and the member facilitating the meeting is also encouraged to invite other local industry professionals



KICKOFF MEETING *Kit*

2

Tools You Will Need

- Why Join RESA®, Your Professional Trade Association flyer - [Click Here](#)
- Why Join A RESA® Chapter Flyer - [Click Here](#)
- Every Stager Has A Voice Flyer (5 different options) - Versions: [1](#) | [2](#) | [3](#) | [4](#) | [5](#)
- Steps To Start A Chapter - [Click Here](#)
- Board Positions - [Click Here](#)

PRESIDENT, PRESIDENT-ELECT, AND SECRETARY ARE REQUIRED TO START A CHAPTER.

- NEW Chapter Kickoff Checklist - [Click Here](#)
- Kickoff Meeting Sign-In Sheet - [Click Here](#)
- Kickoff Agenda - [Click Here](#)



The Chapter

KICKOFF MEETING

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THINGS TO BRING TO THE KICKOFF MEETING

- Sign-in sheet - Click [here](#) to download.
- Agenda - Click [here](#) to download.
- Why Join Your Trade Association flyer - Click [here](#) to download.
- Board Position Descriptions - Click [here](#) to download.
- Business cards, name tags, pens & signage (with the [RESA logo](#)) to direct people

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THINGS TO DO

- Start the meeting on time
- Be sure everyone signs the sign-in sheet
- Meet and greet, introduce yourself, and ask others for a brief intro to the group
- Allow the meeting sponsor to speak to the group briefly and thank them for hosting
- Ask for a show of hands “who is already a member of RESA®”
- Share why you support your trade association, RESA®, and why you'd like to start a chapter
- Briefly discuss the chapter structure & board positions
- Encourage people to join you in a leadership role by serving on the board.
- Ask people to take pictures to create a buzz on social media!

PLEASE DO NOT SCHEDULE A FOLLOW-UP MEETING.

Immediately following your kickoff meeting, RESA-HQ will send out instructions to members in the area as well as anyone on your sign-in sheet, notifying them of open board positions. The board positions will be open for one week after the kickoff meeting. We will collect the candidate submissions for the new chapter.

THINGS TO KNOW

This is not an official chapter meeting, chapter names have not been decided or approved, board positions are not determined until everyone has had a chance to apply, and future meetings should not be scheduled at this meeting.

After The Chapter

KICKOFF MEETING

3

FORMING A LOCAL CHAPTER BOARD

Immediately following the Kick-off Meeting, RESA® will send a thank you email to notify the members of the opportunity to join the leadership team and apply to serve on the local board. Three positions are required to form the board and become an official chapter.

Local chapter board positions are:

- President – a required position
- President Elect – a required position
- Secretary – a required position
- Treasurer
- VP of Membership

[CLICK HERETO HEAR WHY
STAGERS RECOMMEND GETTING
INVOLVED IN A LEADERSHIP
POSITION WITHIN RESA](#)





KICKOFF

MEETING

4

NEW BOARD ORIENTATION MEETING

Once there are the minimum three required positions filled, the board will attend an orientation with RESA-HQ.

All board members are required to attend this meeting or it will be rescheduled. The purpose of the meeting is to be sure everyone understands their roles and responsibilities as well as talk about decisions that need to be made by the board before scheduling the first official chapter meeting.

The following items are just a few items the new board will need to consider and be prepared to discuss during the ordination meeting.

The official name of the chapter (new chapters only)

The official chapter name must be approved by RESA®. The preferred and first option will always be to name the chapter in keeping with the local real estate association. To allow for future chapter growth, chapter names will not include the words 'state', 'north', 'south-west' etc.

After The Chapter KICKOFF MEETING

NEW BOARD ORIENTATION MEETING

General meeting times & locations

Meeting times and locations should be determined and kept consistent for maximum participation. Chapters should have monthly meetings focused on professional development. Meetings should be planned for the entire year with the details (speaker, location, etc.) confirmed at least three months in advance. A list of popular meeting topics will be provided to the board.

Board meetings

Board members are asked to schedule their board meetings for the entire year. New chapter boards should plan to meet monthly.

Membership

Joining a local chapter is a benefit of RESA® membership. RESA® membership does not automatically mean a member belongs to a local chapter, they must request to join and pay the local dues if the chapter has dues. Non-members can attend your local meetings up to two (2) times to learn about the chapter, after attending two meetings, if they wish to continue to participate they are required to become a member of RESA® and join your chapter. Local chapter affiliates such as service providers, movers, contractors, etc. are not required to be a RESA® member to become a local affiliate of your chapter.



After The Chapter

KICKOFF MEETING

NEW BOARD ORIENTATION MEETING

Dues

Local chapter dues are optional but recommended. Local dues belong to the chapter. Local dues help support the chapter goals and identify local chapter members. Chapters should also have affiliate dues and/or sponsorship opportunities for industry related product & service providers. Affiliate dues are typically more than general membership dues. Many new chapters decide to implement dues after having a few general meetings.

Before collecting dues, the board must have a bank account. RESA® should be contacted to assist the chapter with the proper paperwork to file for an EIN, Articles of Incorporation, and to become a subordinate of RESA's non-profit status with the IRS prior to opening a bank account. Canada chapters (provinces) currently do not have any filing requirements; however, they should still notify RESA® with their intent to collect local chapter dues.

Meeting notices

Someone from the chapter will be responsible for promoting the local chapter meetings. RESA® provides the chapter with email marketing event software and training. Chapter meetings must be promoted to all local RESA members per RESA® guidelines to be compliant.



Social media

Chapters benefit from social media exposure such as a Chapter Facebook page and Instagram. All social media accounts for the chapter must be created by RESA®, will remain property of RESA® on behalf of the chapter, and RESA® staff must have admin access to all accounts.

After The Chapter **KICKOFF MEETING**

NEW BOARD ORIENTATION MEETING

Service Project

Chapters are encouraged to be involved with a charitable organization and give back to their communities. RESA Cares® is a branded program to help chapters create awareness through community service projects and chapters are encouraged to share their skills and resources through service each year. November is Staging Awareness month when community projects are shared to raise awareness.

Connecting with real estate agents

Chapters are strongly encouraged to get involved with local real estate groups such as their local association of REALTORS® and Women's Council of REALTORS®. These organizations have affiliate memberships available that the chapter can join for networking, education, trade shows and volunteerism.



After The Chapter

ORIENTATION MEETING



New board members will be given a list of action items, the chapter is official when Leadership Agreements and Chapter Charter Agreements have been signed by all to establish the relationship between the parties and permission to use the RESA® logo and brand.

The Board's next group project will be to complete a Meeting Plan for the year and start promoting your meetings!

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SCHEDULE YOUR FIRST OFFICIAL CHAPTER MEETING

Need more help?

RESA® is committed to supporting leadership and wants to ensure you have all the information you need to be successful.

Contact RESA-HQ at 888-201-8687 or email RESAChapters@RESA-HQ.org.

