

HSPA

---

**CHAPTER**



# Chapter Member Interest & Skills Survey



Thank you for being part of our state chapter!  
Please complete this survey to better align tasks with members' skills and interests.

## 1. Contact Information

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone number: \_\_\_\_\_

Preferred method of contact (Email/Text/Call): \_\_\_\_\_

## 2. Availability

How much time can you dedicate per month?

(Check one)  1–2 hours  3–4 hours  5–6 hours

Preferred days/times for meetings or tasks: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## 3. Skills & Experience

With which of the following skills do you have experience or feel comfortable assisting? (Check all that apply)

### Administrative & Organizational Skills

- Data entry and management
- Event planning and coordination
- Project management
- Office administration
- Volunteer coordination
- Fundraising campaign management

### Financial & Fundraising Expertise

- Grant writing and research
- Budgeting and financial planning
- Donor relations and stewardship
- Fundraising event organization
- Crowdfunding and online donation platforms (e.g., GoFundMe, GiveLively)

### Marketing & Outreach

- Social media management (Facebook, Instagram, LinkedIn, X/Twitter)
- Email marketing (Mailchimp, Constant Contact)
- Graphic design (Canva, Adobe Creative Suite)

### Public relations and media outreach

- Community engagement and networking
- Website design and management (WordPress, Wix, Squarespace)

### Technical & IT Skills

- IT support and troubleshooting
- Database management (SQL, Access)
- Website development (HTML, CSS, JavaScript)
- Digital security awareness
- Video production and editing

### Legal & Compliance Expertise

- Nonprofit governance and compliance
- Contract review and negotiation
- Policy development
- Risk management

### Advocacy & Community Engagement

- Public speaking and presentation skills
- Grassroots organizing
- Policy advocacy and lobbying
- Conflict resolution and mediation

### Creative & Educational Skills

- Content writing and blogging
- Photography and videography
- Workshop facilitation and training
- Mentorship and coaching

## 4. Interests & Preferred Roles

Which types of activities interest you most? (Check all that apply.)

- Leadership & Governance roles
- Board member – Provides strategic direction, governance and oversight for the organization
- Advisory board member – Offers expertise and guidance on specific topics like finance, legal or marketing
- Committee chair – Leads specific committees such as fundraising, events or community outreach
- Ambassador – Represents the nonprofit for events, networking opportunities and outreach efforts
- Administrative & support roles
- Office assistant – Helps with clerical tasks such as filing, scheduling and data entry
- Volunteer coordinator – Manages and organizes volunteers for events and initiatives
- Project manager – Oversees specific projects, ensuring they meet goals and deadlines
- Membership coordinator – Engages and communicates with members, ensuring retention and recruitment

### Fundraising & Development Roles

- Grant writer – Researches and writes grant proposals to secure funding
- Fundraising coordinator – Plans and executes fundraising campaigns
- Donor relations manager – Builds relationships with donors and sponsors
- Sponsorship coordinator – Secures corporate and individual sponsorships

Marketing & Outreach Roles

- Social media manager – Manages the nonprofit’s online presence and engagement.
- Public relations (PR) coordinator – Oversees media outreach, press releases and public appearances
- Community outreach – Engages with the local community to increase awareness and participation
- Content creator – Develops the organization’s blogs, newsletters, videos and
- Web developer – Maintains and updates the organization’s website.

Advocacy & Program Support Roles

- Program coordinator – Helps plan and execute specific programs or initiatives
- Mentor/coach – Supports individuals or groups through mentorship
- Advocacy specialist – Engages in policy advocacy and community initiatives

Creative & Educational Roles

- Graphic designer – Designs marketing materials, brochures and event banners
- Photographer/videographer – Captures photos and videos for promotional use
- Workshop facilitator – Leads training sessions or educational workshops
- Guest speaker – Shares expertise on relevant topics at events or programs

**5. Leadership & Commitment**

Are you interested in assuming a leadership role? (Check one)  Yes  No

Are there any barriers to participation we should know? (Check one)  Yes  No

(e.g., transportation, scheduling conflicts, accessibility needs) \_\_\_\_\_

\_\_\_\_\_

6. Is there anything else you would like us to know about your skills, interests or availability? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Thank you for completing this survey! We will use this information to match you with tasks and opportunities that fit your interests and availability.



# Chapter Website & Social Media Quick-Start Guide



## 1. Website Creation: Choose Your Platform

Recommended platforms:

- Squarespace: <https://www.squarespace.com>
- Wix: <https://www.wix.com>
- WordPress: <https://wordpress.org>
- Linktree: <https://linktr.ee>

Steps:

1. Sign up and choose a template.
2. Customize your site.
3. Connect a domain.
4. Set up SEO and analytics.
5. Publish and maintain the website.

Links to get started:

- Squarespace: <https://support.squarespace.com/hc/en-us/articles/205812378>
- Wix: <https://support.wix.com/en/article/getting-started-with-wix>
- WordPress: <https://wordpress.org>
- Linktree: <https://linktr.ee>

## 2. Social Media Integration

Key platforms:

- Facebook: <https://www.facebook.com>
- Instagram: <https://www.instagram.com>
- LinkedIn: <https://www.linkedin.com>
- TikTok: <https://www.tiktok.com>
- YouTube: <https://www.youtube.com>
- Snapchat: <https://www.snapchat.com>
- Discord: <https://discord.com>
- Pinterest: <https://www.pinterest.com>
- Threads: <https://www.threads.net>

Steps:

1. Create business accounts.
2. Apply consistent branding.
3. Connect to the website.
4. Add social icons.
5. Embed feeds.

Links to get started:

- Facebook: <https://www.facebook.com/business/pages/set-up>
- Instagram: <https://business.instagram.com/getting-started>
- LinkedIn: <https://business.linkedin.com/marketing-solutions/linkedin-pages>
- TikTok: <https://www.tiktok.com/business/en>
- YouTube: <https://support.google.com/youtube/answer/1646861>

### 3. E-Commerce & Payments

Popular payment solutions:

- Stripe: <https://stripe.com>
- PayPal: <https://www.paypal.com>
- Square: <https://squareup.com>
- Venmo: <https://business.venmo.com>
- Zelle: <https://www.zellepay.com>
- Authorize.Net: <https://www.authorize.net>
- Cash App: <https://cash.app>
- Apple Pay: <https://www.apple.com/apple-pay/>
- Google Pay: <https://pay.google.com>
- GoFundMe: <https://www.gofundme.com>
- Patreon: <https://www.patreon.com>

Steps:

1. Set up the store.
2. Add products and donations.
3. Configure payments.
4. Set up shipping and taxes.
5. Test and launch.

Links to get started:

- Stripe: <https://stripe.com/docs>
- PayPal: <https://www.paypal.com/us/webapps/mpp/merchant>
- Square: <https://squareup.com/help/us/en/article/3796-getting-started-with-square>
- WooCommerce: <https://woocommerce.com/documentation/>

### 4. Outsourcing & Webmaster Support

Platforms for hiring:

- Upwork: <https://www.upwork.com>
- Fiverr: <https://www.fiverr.com>
- Freelancer: <https://www.freelancer.com>

### 5. Social Media & Marketing Strategies

Essentials for nonprofits:

- Build a strong website with a clear mission, donation and contact pages.
- Use social media for storytelling, engagement and fundraising.
- Post consistently and use a mix of content.
- Engage with your audience and use fundraising tools.
- Track performance with analytics.

AI tools for content and engagement:

- ChatGPT: <https://chat.openai.com>
- Canva: <https://www.canva.com>
- Buffer: <https://buffer.com>
- Hootsuite: <https://hootsuite.com>
- Sprout Social: <https://sproutsocial.com>

- Mailchimp: <https://mailchimp.com>
- HubSpot: <https://hubspot.com>
- Zapier: <https://zapier.com>
- SimpleTexting: <https://simpletexting.com>
- Twilio: <https://twilio.com>
- AspireIQ: <https://aspireiq.com>
- Upfluence: <https://upfluence.com>
- Kahoot!: <https://kahoot.com>

## 6. Security & Privacy

Resources:

- FTC social media scams: <https://www.ftc.gov/news-events/data-visualizations/data-spotlight/2022/01/social-media-gold-mine-scammers-2021>
- TechRepublic phishing campaigns: <https://www.techrepublic.com/article/ibm-uncovers-phishing-campaign-that-has-stolen-millions-from-fortune-500-companies/>
- Facebook privacy settings: <https://www.facebook.com/help/325807937506242>
- Instagram privacy settings: <https://help.instagram.com/196883487377501>

## 7. Collaboration & Project Management

Tools:

- Slack: <https://slack.com>
- Microsoft Teams: <https://teams.microsoft.com>
- Trello: <https://trello.com>
- Asana: <https://asana.com>
- Notion: <https://notion.so>



# Ideas for Chapter Growth



## 1. Clearly Define Your Value Proposition

- Communicate why people should join your chapter.
- Highlight benefits like networking, skill development, making an impact or receiving education.
- Share success stories that showcase the organization's impact.

## 2. Social Media & Digital Marketing

- Use platforms to share updates, testimonials and events.
- Run targeted social media ads to attract new members.
- Create engaging content such as videos, infographics and memes.

## 3. Offer Incentives for Joining

- Provide membership benefits such as exclusive events, newsletters or merchandise.
- Offer discounted rates or early-bird offers for members.
- Provide discounts on events, training or partner services.

## 4. Engage Current Members for Referrals

- Implement a referral program where existing members receive rewards for bringing in new members.
- Recognize and appreciate members who bring in new recruits.

## 5. Host Events & Networking Opportunities

- Organize social events, webinars and networking events to attract potential members.
- Host virtual meetups so non-local members can learn more about your chapter.
- Partner with local businesses to co-host events and expand reach.

## 6. Strengthen Community Partnerships

- Collaborate with local businesses, schools and other organizations to host joint events or initiatives.
- Engage community leaders as speakers at your events to increase attendance and credibility.

## 7. Utilize Email Marketing & Newsletters

- Send regular email campaigns that highlight the benefits of membership.
- Include testimonials from current members in newsletters to show the value of joining your chapter.
- Personalize emails with member names and direct recipients to join.

## 8. Improve Website & Online Presence

- Ensure your website is current and mobile-friendly.
- Include clear calls to action on joining.
- Update content regularly, use analytics tools and optimize SEO.

## 9. Engage Volunteers & Convert Them into Members

- Offer volunteer opportunities that highlight the value of membership.
- Highlight how volunteering can lead to full-time membership.

## **10. Establish a Membership Drive Campaign**

- Set goals for new member signups.
- Hold an annual drive campaign.

## **11. Offer Corporate or Group Memberships**

- Partner with companies that provide group memberships.
- Offer company-sponsored memberships.