

Operating an Online Chapter

Getting Started

1. Review all existing online chapters in your community by name like Orange County, CA for example.
2. Select a community that is not listed.
3. Determine the ZIP codes that cover the community you selected and enter them into the Online Chapter Application form. You may utilize the following web sites to obtain the appropriate zip codes in your territory... www.555us.com, www.countymapsstate.com, countymapsstate(fill in State).com and www.melissadata.com/lookups/countyzip.
4. Submit the Online Chapter Application online. Mail the License Agreement to The Lifespan Foundation dba Grants To You, Paul Baskin, 4926 Antelope Drive, Prescott, AZ 86301
5. Wait for the confirming e-mail from Grants To You welcoming you to the GTU family and providing you with a user name and password so that you can get into your chapter's online website administrative section "Admin".
6. Go to grantstoyou.org home page and sign up for "Five Biggest Mistakes....". You will receive that response plus receive our newsletter to keep you up to date on Grants To You happenings. We would love you to send us happenings in your territory so that we could share with everyone in the Grants To You family
7. Go into your administrative section "admin" and enter some news, your name and perhaps the names of others who may be helping into the Advisory Council section.
8. Begin to formulate your promotional campaign within your chosen territory.

As an online Chapter Coordinator 100% of your efforts will focus on getting the word out about the online grant research and writing class and future classes as they are provided. The more effectively you succeed is spreading the message the more your community will prosper and the more money your chapter will take in.

- At first, your promotional campaign will focus on what we call free advertising. By that we mean press releases, public service announcements, use of social networks, local radio and TV talk shows, etc.
- As your treasury starts to build as a result of volunteer student registrations for classes within your ZIP code territory, you will want to shop around for some good paid advertising opportunities using print media and broadcasting (radio and local TV) for starters.
- Register and complete one of the online grant writing and research classes. The system will enable you to take the class at no cost.
- The following is a list of steps we recommend you consider:

- a. List all high schools and colleges (Principal names, contact information)
- b. List all print media including publisher names and contact information
 - Note: E-mail addresses are critical
- c. List United Way and Community Foundation locations and Executive Director names and contact information
- d. Find community volunteer groups and list names and contact information
- e. Locate a list(s) of nonprofit organizations by name and e-mail address
- f. Plan face to face visits, if practical, to print media publishers so that they get to know who you are and all about Grants To You. This will enable you to have greater success in getting your publicity into print and you will know exactly where to send your press releases and to whom. The same goes for the key radio and TV stations you have selected.

Note: If you think it will help, make arrangements to have the founder of GTU on local talk shows. We will provide a list of questions to the host to make his job easier. We will be available from 6:00AM our time here in Arizona.

- g. Since schools will be a major area of opportunity for you, plan to meet with key school principals and even school superintendants since the online program we offer is right on target with what students need and want
 - a. Helps their community through their youth programs
 - b. Sharpens their internet research, reading and writing skills
 - c. Provides community service credits
- h. You will want to use all available tools to let nonprofit organizations within your territory know about our online class and future classes. These organizations will become your representatives as it relates to motivating volunteers.
- i. We urge you to pay attention to the Roster and Volunteer Grant Activity Survey (Survey Report) reports on your website so that you will know how well your promotional program is working. If it seems to be attracting a sufficient number of students to meet your monthly agreed to average goal then keep going...if not, seek to expand your resources and do it with greater intensity. You may also want to chat with executive directors of nonprofits to learn what has been happening with the response and what could be done to improve the situation. As we move forward, Grants To You National will send out success stories along with the basis for such positive results so that all online chapters could benefit. To learn how things are going, you can always go to "View our Success" to see which online chapters are doing what.

- j. On a monthly basis we will transfer your 50% share of online class funds received from our GTU National bank account to each online chapter's account. The money should hit by the 10th of the following month. You will have a report of registered students each month from which the payment will be calculated and paid.
- k. About a year after students graduate you will want to contact each using your Survey Report to find out how many grants they helped to write, how many were won and the dollar value of their winnings. You will then be able to enter this information into the last 4 columns of the Survey Report. This information will then become visible in the View our Success report for all to see. We urge you to utilize a volunteer to make these calls. This is a very good activity for a home bound person who wants to make a difference.

It goes without saying but we'll say it anyway. Grants To You is our life's work. We will be available to assist you in any way possible. That said, we are always available to respond to your phone calls and e-mails. Just remember that we live in Arizona time.