



The Association for Strategic Planning™

Chapter Startup Guide

The Association for Strategic Planning™
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Purpose

The purpose of this document is to assist groups in establishing a new ASP Chapter in their geographic area.

Background

Founded in 1999, the Association for Strategic Planning is a non-profit professional society whose mission is to help people and organizations succeed through improved strategic Thinking, Planning and Action.

How to Start a Chapter

To receive “provisional Chapter status” the following parameters must be met:

- There must be at least 10 paid members in good standing from the same geographic area.
- Members may be from any class of ASP membership: Individual, Corporate and Student. Every member of a Chapter must be a member of the Association.
- Any five of the members residing within a contiguous geographic area may apply to the ASP board for a provisional charter. The application should outline a plan for future meetings, a preliminary board of directors and operational information (meeting locations, marketing efforts etc.)
- The ASP board will evaluate the application using considerations such as:
 - Does the application show understanding of the nature of ASP and chapters, as reflected in the Bylaws?
 - Is it likely that proposed programs will succeed (concepts, locations, frequency, pricing, etc.)?
 - Are there any concerns about the proposed Chapter membership or leadership?
 - Is there a sound financial startup plan?
 - Is there a sound approach to marketing in the area?
 - Is there more than one group seeking a charter in a particular area?
 - Are there any items that might cause problems for the larger ASP community or for other members or Chapters?
- Until Provisional Chapter status is granted by the ASP Board, any interested group does not have the right to utilize the ASP name, logo or other associated materials for promotional purposes.
- All Chapters are constituent parts of the Association and have no legal existence apart from that of the Association.

Once a group’s provisional Chapter charter application has been approved by ASP’s Board of Directors:

- The group will be granted a provisional charter to use the Association’s name and brand, logo and national constitution. That chapter will then have one year from initial request to seek active chapter status. This period may be extended by the Board of Directors.
- ASP will rebate (on a quarterly basis) to the chapter 25% of each new and renewing member’s dues, and ten percent (10%) for each new corporate membership and

subsequent renewal. This shall occur for new members and renewals from the sixth member thereafter. The rebates are to be utilized by the Chapter for local ASP activity.

To request status as an active Chapter, the Chapter must submit an application which demonstrates:

- At least 15 members in good standing, all of whom work, reside or are otherwise active in the Chapter's geographic area.
- Elected officers (typically President, Vice President, Treasurer, Secretary, and possibly leaders of membership and programs activities) with proof they were elected (with no more than 50% belonging to one company) and a description of the election process. Chapter Treasurers must be familiar with basic accounting principles.
- Evidence that the Chapter has organized some programs locally, is self-sufficient financially, solvent, and has met the financial reporting requirements of ASP
- A written Chapter constitution. ASP has created a blueprint Chapter constitution that each Chapter can tailor to its own needs. Principle requirements for a Chapter constitution are:
 - The name of each Chapter shall be of the form "Association for Strategic Planning - (name of the geographic area) Chapter."
 - The mission of each Chapter shall include, as a minimum, the wording of Article 3 of the Bylaws. Any additions thereto shall be consistent with Article 3.
 - The governance provisions of each Chapter shall be substantially in accordance with the provisions of Articles 5 and 6 of the Bylaws.
 - The Chapter shall provide in its constitution that a charter issued by the Association authorizing the affiliation of that Chapter is the property of the Association and may, for a good cause, be withdrawn by the Association. Upon the withdrawal of its charter, the Chapter shall cease the use of or reference to the name of the Association. Should the Chapter, on its own volition, elect to cease operation, the charter shall be returned to the Association together with a final financial report. Any funds remaining in the treasury of the Chapter, after the payment of all liabilities, shall be transferred to the Association unless the Association agrees to some other disposition.
- On receipt of an application for a charter as an active Chapter, the ASP board, within 30 days, will either grant the charter, advise the leadership of the provisional Chapter of the actions or information needed to correct the application, or deny the charter.
- The Chapter must promptly notify the ASP Board of Directors of any changes to its constitution and its roster of officers.
- Should dissolution occur, all assets, after payment of any debts, revert to the Association.

What Support will be Provided by ASP?

1. During the initial startup phase:

- One visit by either the National President, Board Member or Executive Director to provide support at a local meeting, answer any questions and encourage membership.
- Consultative advice on operational setup, membership issues, program development, counsel in establishing finances and other approvals, and local board creation.
- Collection and maintenance of contact information from prospective and current members. Chapters, however, are responsible for maintaining and growing prospect and

member contact information. ASP will provide initial prospect lists, but chapters handle the “weeding, hoeing and watering” operation of contact info and specifically collection and growth of the email list. The ASP board will have oversight of the entire database.

2. Upon Formal Acceptance as a Provisional or Active Chapter:

Support from the ASP Headquarters in the following areas:

- Continued collection and maintenance of contact information from prospective and current members.
- Monthly reports on membership status and dues rebates.
- Distribution of program notices to the database.
- Membership renewal invoices sent out to renewing members.
- The ASP web site has provisions for each chapter to be able to enter much of its own program information. HQ is available to answer questions and/or assist with any problems that may arise.
- Assistance with program registration and management.
- Introductions to other chapters to share ideas and best practices.
- Collection of member and member-renewal dues, as well as the distribution of welcome letters to new members.
- Assistance in setting up a chapter financial system that complies with ASP and other federal and state tax reporting requirements.
- Access to and use of a specific area on the ASP web site for chapter-related information and program material.
- Directors & Officers Liability Insurance for Chapter officers.
- Federal certification as part of a 501.c6 non-profit organization.
- Financial assistance from ASP to assist start-up operations, if required. Terms will be negotiated with chapters on a case-by-case basis, but the normal arrangement is for a loan to be repaid in one year.
- Additional administrative services such as event management and follow-up may be provided by HQ on a pay-for-service basis. Any additional services will be discussed and agreed upon in advance, and payment made directly from the Chapter’s finances.
- Payments are made directly under this separate relationship.

Council of Chapter Representatives

To ensure that relevant and timely information is shared, all Chapter Presidents or a substitute representative participate on the ASP Council of Chapter Representatives (aka “Chapters’ Council”) and share ideas and recommendations for the ASP Board of Directors. Regular communications will be established to ensure that everyone is aware of and can participate in future developments for the organization.

Other Activities

All ASP Chapters are encouraged to participate in the following activities:

- Annual ASP Strategic Planning Conference, where top-notch speakers and presenters address state-of-the-art issues in strategic planning

- Regional Symposia and Workshops held across the US or online.
- The Dr. Richard Goodman Strategic Planning Award. At the Conference, ASP recognizes outstanding performance and service to the Association and to the profession, including recognition of outstanding organizational strategic planning through the award. It recognizes distinction in the practice of strategic planning. Building on the broader purpose of ASP to enable individuals and organizations to succeed through strategic thinking, planning and action, the award:
 - Fosters continuing excellence in strategic planning
 - Stimulates innovation in the strategic planning process
 - Honors organizations at the leading edge of strategic practice.