



SMART Chapters

Building Community Support for SMART

Overview

SMART Chapters are teams of citizens who raise funds and recruit volunteers for SMART in their local communities. Each Chapter identifies the number of SMART children that it will support in target counties, communities, or schools; signs an annual agreement that includes fundraising and volunteer goals; and conducts fund- and friend-raising activities to achieve those goals. SMART provides a host of resources and makes available an accessible coach to support Chapter activities.

Chapter Formation

Those interested in forming a SMART Chapter must complete a SMART Chapter Annual Agreement, which includes fundraising and volunteer goals. On receiving the agreement, a designated SMART Manager will work with the Chapter to facilitate 1) additional Chapter-member recruitment and officer elections; 2) identifying fund- and friend-raising activities to achieve the goals established in the agreement; and 3) review of basic administrative procedures. The SMART Manager will be available for ongoing coaching as needed.

Chapter Activities

Chapters may participate in SMART fund- and friend-raising activities to achieve the goals set in their agreements. They may also develop and implement other activities, which should be cleared with the Chapter's designated SMART Manager to ensure alignment with SMART's mission, vision, and core values. In addition to the SMART Manager, a host of resources are available to support Chapters, including key messages and guidelines for activities and appropriate representation of the SMART brand.

Fundraising Opportunities

\$30 buys books for one child; \$300 helps fund the program for one child for a year.

- SMART Campaigns: opportunities to support SMART at various giving levels
- SMART Business Partners: \$1,000 or more per year
- SMART Legacy Society: cash or planned gifts to help fund SMART in perpetuity
- SMART Events and Promotions: fundraisers that align with SMART's vision, mission, and core values

Friend-Raising Opportunities

- SMART Site Visits showcase SMART in action at participating schools
- SMART Speakers' Bureau introduces SMART to organizations, churches, clubs, and employee groups
- SMART Chapter Bulletin presents opportunities for Chapters across the state to share best practices

Contact

To form a SMART Chapter, please contact your local SMART Manager or Dana Gantz, SMART Development Specialist, at 503-937-4818 or dgantz@getsmartoregon.org.