

Five Pitfalls of Chapter Failure

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1. **Members join for the wrong reasons.** It is important that recruitment and pledge education be full of substance about membership, expectations, finances, time commitment, and overall chapter operations that motivate and inspire new members. Individuals pledging for resume building, honorary status, purely socializing, or popularity will usually not participate in a way that will sustain the chapter's existence.
2. **Poor leadership and management.** Bylaws and Policies provide a basic management structure with officer positions and delegation of tasks to those various positions. If any chapter officer does not fulfill their basic functions, it negatively affects the entire leadership team, the chapter as a whole, and may even discourage other individual members aspiring for leadership roles. The leadership example set forth by other professionals such as the Advisor and District Director also reflect the effectiveness and management by the chapter officers.
3. **Insufficient funding/ budgeting.** Each member must pay their financial obligations promptly as well as participate in group fundraising to supplement the expenses of doing business as a chapter. When a member does not share and engage in efforts to support the chapter budget, they create additional burdens for other members which may eventually create financial hardship for the chapter as a whole. Overspending on chapter events without sufficient fundraising or budgeting will also move the chapter closer to bankruptcy. Member dues do not and are not intended to pay for all chapter business and should be kept at an affordable and competitive rate. As a franchised business, the chapter should have viable income from business projects and fundraising.
4. **Location and visibility.** Chapter recruitment, professional events, on campus promotions, community news, etc. should all be at locations that bring credit and a positive image to the chapter and its members. Good visibility of the members engaging in chapter activities will aid in recruitment, fundraising, good faculty relations, and building an overall positive impression of the chapter. A chapter website should be current with good content and reflective of a professional organization with diverse membership and mature behavior.
5. **Lack of planning.** Chapter plans should generally be determined and communicated to members at least one semester or quarter in advance. If the chapter functions on a reactive basis rather than a proactive basis, they will struggle to meet national due dates

and reporting deadlines, they will fall behind on finances, and will miss quality recruits due to unorganized recruitment and last minute details. Lack of planning will also result in lower quality events, cancellation of activities, and lead to poor attendance and poor image on campus, as well as a decline in the credibility of the officer team and loss of leadership training and development opportunities.