



Start Your Own AdvaNce Team

WELCOME

Dear AdvaNCE Team Leader,

Thank you for stepping up to organize your own AdvaNCE Team. Every time someone like you forms a new team, we're one step closer to connecting all North Carolina women. Women make up 54% of voters in our state. Together, we can offer a powerful voice on issues that impact our families, like education, healthcare and employment.

Women AdvaNCE will be offering coordinated, statewide activities for AdvaNCE Teams in 2014. This starter kit can help you organize your team and join our efforts. You can download these and other helpful materials on our website at www.WomenAdvanceNC.org/start-your-advance-team. Thanks again for joining the Women AdvaNCE team.

Sincerely,

Mary Swann Parry
Director of Advocacy

Suggestions for Getting Started

- 1. Build Your Team.** Invite your friends and neighbors to join you for an introductory AdvaNce Team meeting to learn more about Women AdvaNce. Identify your contacts who share an interest in issues affecting North Carolina women and families. You may already have an ideal group formed, like a book club or scrapbooking club, which could double as your AdvaNce Team.
- 2. Set a Regular Meeting Date.** Select a date and time that will work best for your group. Help team members prioritize your monthly meetings by setting up a reminder e-mail or phone call a few days before you meet each month.
- 3. Always Keep Your Team Goals Handy.** Within this packet is a Team Goals sheet outlining the important ways your team can help Women AdvaNce extend our reach. This packet also includes a 2014 Team Checklist, offering a variety of important action items your team can choose from throughout the year to impact change in our state.
- 4. Enjoy Yourself.** Incorporate some food and fun activities into your AdvaNce Team meetings to keep your team going for the long run.
- 5. Be Proud.** Your team is part of a statewide effort to help North Carolina women take action and create change together.

Introductory Meeting Itinerary:

- **Guests arrive:** Offer sign in sheets to help gather your team's contact information. Offer name tags if your team isn't already familiar with each other.
- **Food & Friends:** Offer a light snack, allowing guests 30 minutes to greet and eat.
- **Host Introduction:** Explain to guests why you decided to start an AdvaNce Team.
- **Invite guests to join your AdvaNce Team:** Review Team Goals sheet. Ask each member to sign up at www.WomenAdvanceNC.org/start-your-advance-team, listing you as the team lead.
- **Q&A:** Show guests the Women AdvaNce website and help answer their questions about getting connected with our e-mail subscription and social media.
- **Complete Survey:** Answer the Women AdvaNce three-question survey as a group.
- **Plan Your Action:** Discuss opportunities for your group to take action together, using the 2014 AdvaNce Team Actions Checklist. Women AdvaNce will announce coordinated action plans in early 2014.
- **Wrap-Up:** Set a date for your next AdvaNce Team meeting and thank guests for coming.
- **Timing:** A 2-hour timeframe works well for introductory meetings.

TEAM GOALS

Your team's actions will help grow the Women AdvANCe community :

1. **Form Your Team:** Host an AdvANCe Team Meeting and join the movement on-line.
 - **Follow Women AdvANCe** by reading our articles about issues affecting NC women.
 - **Share what you learn** through your personal conversations, e-mails, and social media.
 - **Meet monthly as a group** to discuss issues addressed in Women AdvANCe articles.
 - **Take action together** and track your team's progress on your 2014 AdvANCe Team Actions Checklist, included in this kit. Women AdvANCe will be introducing coordinated, statewide activities in 2014, to help teams act together, across our state.

2. **Spark the Movement:** Each one, reach one. This is important! Ask each of your team members to help other North Carolina women start new AdvANCe Teams.
 - **Help someone in your own county start an AdvANCe Team.**
 - **Help someone in a different North Carolina county start an AdvANCe Team, if possible.**

3. **Generate Some Buzz:** Send in content for Women AdvANCe to share:
Info@WomenAdvanceNC.org
 - **Take a picture** of your group at your first meeting.
 - **Give us feedback** about articles you like and issues you care about.

4. **Connect as a State:** Plan to attend the 2014 NC Women's Summit – date to be announced.
 - **Attend** as an individual or as an AdvANCe Team.
 - **Learn** from progressive women leaders in North Carolina.
 - **Make meaningful connections** with women from across NC.

THANK-YOUS

Send a quick thank-you to each of your guests within a few days of your first meeting. Encourage them to stay up-to-date on important issues by signing up for our e-news subscription (look for the purple button at the top right corner of our website). Include people from your guest list who weren't able to make it to your introductory meeting. You can copy and paste the text below into an e-mail, using your own meeting date, time and location information.

Dear Friends,

I enjoyed seeing most of you at our AdvanCe Team meeting. I am excited that so many of you are interested in joining with me to form our own team. With the help of Women AdvanCe, we will be meeting monthly to discuss issues impacting women and families in North Carolina, and what women in groups like ours are doing to move our state forward.

Our team meetings will be held on the (insert date) of each month from (insert time) at (insert location). Remember to read the DAILY ADVANCE as often as you can and share with others. Bring your ideas and comments to our meetings. You can follow Women AdvanCe on Facebook and Twitter or subscribe to their daily e-mail: www.WomenAdvanceNC.org.

I'm looking forward to joining together with you and women across North Carolina to stay informed about issues we care about and to help our voices be heard.

Thank you!

Event Feedback Survey

Toward the end of your introductory meeting, please ask your guests for their feedback as a group, using these three questions. After your initial meeting, Women AdvanCe will contact you to thank you for your involvement and to ask for your group's survey responses.

SURVEY QUESTIONS: please indicate the number of guests with each response

1. After becoming connected with Women AdvanCe, do you feel more informed about current issues in North Carolina?

- Yes _____
- No _____
- Undecided _____

2. Which issues or articles on the Women AdvanCe website were of most interest to you and your guests?

- _____
- _____
- _____

3. Does learning more about issues in North Carolina make you want to become more engaged through activities like letter-writing?

- Yes _____
- No _____
- Undecided _____



AdvaNCE Team Actions 2014 Checklist



Track your team's progress!

Our team meets regularly to discuss Women AdvaNCE content.

Our team has helped other NC women start AdvaNCE Teams.

Our team has written letters to the editors of local newspapers.

Our team has attended a rally in support of an issue we care about.

Our team has written letters and made calls to our state representative.

Our team has toured the North Carolina Legislative Building in Raleigh.

Our team has voted in 2014 local and statewide elections.

Complete at least 3 action items in 2014 to earn an Active AdvaNCE Team status!