

Dear Chapter Leader,

Thank you again for accepting the challenge to lead a Bastiat Society chapter in your local community. The main resource AIER provides to our chapters is our experience, connections, and eagerness to help each chapter succeed.

We appreciate the time you took in outlining your vision for what you want to accomplish with your chapter. **Before we officially announce a new chapter and begin the administrative work needed to support it, we ask new chapter directors to develop a strategic plan.** This process helps turn the vision you outlined in your chapter application into an executable strategy.

Working with our program staff, let's begin to address the issues each chapter must address and overcome before holding events.

After you read through the Chapter Handbook, refer to the attached Strategic Plan Outline and begin detailing your goals. Please do not hesitate to contact me if you have any questions or would like advice. I am here to help you launch a build a successful chapter of the Bastiat Society.

Sincerely,



Reagan Sobel  
Bastiat Society Program Manager  
The American Institute for Economic Research

[ATTACHMENT] Bastiat Society - Strategic Plan Outline

## Strategic Plan Outline

The three basic challenges every chapter face are event logistics, content, and funding. Using the prompts below, work with AIER staff to begin detailing how your chapter will operate.

### Local Partnerships and Assistance

Who will help you organize your events? Detail your relationship to local partners who will help you secure speaker for your events. These partners normally include: academic departments, think-tanks, like-mind or similar discussion clubs, foundations, etc. If none exist, work with AIER staff to develop an alternative plan for securing speakers.

Do you plan to establish a steering committee to help you with managing this chapter?

### First Six Events

Outline your ideas for your first 4 – 6 events. Please include the desired speakers' names and potential topics. Add more details about your first few events including your desired speaker's biography, the expected topic, likely month, and venue(s). The more detail you provide the more AIER staff can help and offer guidance.

### Meeting Format

How will you structure your events? Include details like:

- What time of day will you host your meeting?
- Will the chapter supply food and drinks?
- Will your meetings be on weekdays or weekends?
- Will you hold a reception before or after the speaker?
- What venue(s) do you plan to use?
- Are there costs associate with renting your venue?
- Is your venue in the city or suburbs? Is this an ideal location given traffic and time of day?

## Finances

Describe your expected expenses (venue costs, speaker fees, travel, catering, etc) associated with your first six events. Then outline how you plan to finance these events and your chapter going forward.

Keep in mind payments, grants, and reimbursements may take AIER up to two weeks to process.

International Chapters: Describe your plan for receiving chapter grants, donations, and reimbursements. AIER only transfers funds to international chapters via the following method:

- TransferWise (if available)
- PayPal (restrictions vary by country)
- Western Union (recipient responsible for fees)
- Wire transfer (to NGOs for payments above \$2000 only)