

The Power of Cause Chapters

doing *well*
by doing *good*

The Benefits of
Cause-Related
Marketing



Learn the benefits of opening or being part
of a community-based Cause-Alliance
Teaming Affiliate Partner (TAP) Chapter

AWARENESS – EDUCATION - ACTION

Passion that Drives Profits

Thank you for your interest in developing a OneSource for Longevity & Retirement Planning (Oslrp) Chapter in your community. We call them Longevity Teaming Affiliated Partner (TAP) Chapters.

First, it is important to understand that a TAP Chapter is much more than just social organization that hosts a few workshops each year. Local educational events need to be run by passionate people and their teams. We work closely with every TAP Chapter, so there is a formal application process to start an official TAP Chapter in your community.

Secondly, it is also important to understand the Benefits of being a TAP Chapter Leader or member

- You feel good about giving back
- Our IRS Section 501(c)(3) non-profit charitable/educational status helps gain access to use of community facilities suitable for social events and/or workshops
- The non-profit status enables chapters to generate considerable no cost publicity through press releases
- Start-up funds or admin resources are provided to new chapters to help with initial administrative efforts
- Immediate consultation and assistance when problems are encountered
- Contacts with other Chapters and opportunities to cross promote each other's activities
- Guidelines for operating and growth a Chapter are provided

If you're serious about bringing a TAP Chapter to your community, we'd love to hear from you. Please read through the following information to get a better idea of how TAP Chapters operate. If a TAP Chapter seems like the right fit for you, contact us today at the information on the last page. You can also learn more about our collaborating partners.

Why do I want to start a chapter?

This reason will vary from person to person but often it falls into one (or more) of the following categories:

Educational

You want to help others learn more about your field of expertise (through presentations, lectures, etc.).

Professional

You are interested in establishing connections with other professionals, industry service providers and innovators in your area

Networking

You want to encourage a greater sense of community within your area.

Starting a chapter can be a rewarding experience, but it also takes work and commitment. Understanding “what’s involved and the benefits” may help you through some of the trials and tribulations that you may encounter along the way.

What’s Involved and the Benefits of Being a Chapter Leader?

Thanks to the efforts of our Chapter Leaders’, members can turn to a common source as a forum to exchange job and business leads, network, form strategic alliances, mentor and teach, intern and learn the skills needed to succeed in an increasingly complex world. Since every event is free of charge, each of our chapters look to local sponsors to help provide a welcoming venue and more. Sponsoring an event is a great way to reach your community whether you’re just interested in supporting the local chapter, building your reputation, customer base or employee engagement.

What is a Role of a Chapter Leader?

The Chapter Leader's role is to facilitate the activities of the local chapter including organizing networking meetings, workshops and seminars and classes and to seed and encourage the conversations and connections between and amongst the members of the organization. You are responsible for creating a professional and supportive and empowering environment for the membership to connect with each other, learn new skills and strive for success. You are also the conduit of information between the membership and HQ, the point person between the local chapter and the business community and the point of contact for the local press.

What are the characteristics of a successful chapter leader?

Successful Chapter Leaders are those who have and/or work hard on developing skills to:

- Work with other professionals to create a supportive and empowering community
- Organize events, including meetings or classes, on a small or large scale
- Practice diplomacy with others and work to maintain respect and integrity
- Delegate tasks so that others, such as steering committee members, can make their valuable contributions to the group
- Develop and communicate a strong vision and goals for the chapter
- Help develop the next Chapter Leader and/or successful candidates who will later take on this important role to help move the chapter forward
- Although there are no professional minimum qualifications, we look for the kinds of background experience that would be beneficial to a leader

What are the Benefits of Being a Chapter Leader?

A Chapter Leader can raise his or her profile and gain some real prominence in the community. A lot of opportunities will flow as you become a "go to" person. The membership and the community comes to them for advice and contacts, the business community will approach her with strategic alliances and business opportunities and the press will come for interviews, for story ideas and for people to interview. A Chapter Leader becomes a resource. The more people who know who you are, the better the chances are that they will think of you when there is an opportunity.

Chapter Leader's are three things:

1. A conduit of information between HQ and the local membership.
2. the point of contact between the chapter and the local business community and
3. the point person to the press for local chapter.

Thanks again for your interest in becoming a TAP Chapter leader or member and bringing the passion of helping to an effort that also helps you build your business.

Find out why institutions are recommending that everyone have a **Longevity & Retirement Readiness Checkup™**
www.lifeplanchecklist.org



Want to Know More About Launching or Becoming Part of a TAP Chapter

Just review the attached "Chapter Questions We Know You Have". Then, if you have additional questions, please call and we'll do our best to answer them. Let's talk about your personal plans and how we might fit into them.

Call 203.344,7044, email info@oslrp.com - member website - www.oslrp.com

OneSource for Longevity & Retirement Readiness Inc (www.lifeplan123.org), is a registered 501(c)3 non profit organization dedicated to helping people enjoy the benefits of living longer through better education and more innovation.

About Current Collaborators

4-Cause Alliances LLC – a boutique marketing agency helping for profit and non-profits connect and leveraging the 21st collaborative economy and digital tech for mutual benefit - www.4causealliances.com - 212.602.1437

Longevity Planning Advisors LLC, a consulting and training firm dedicated to building better longevity advisors, more efficient service provider and driving more aging-related innovations - www.clpadvisors.com - 317.468.2779

Results-Based Financing, a growth financing source for sales agents, advisors, coaches and educators - www.rbfinancing.com - 203.635.7600

bWell Inc, a health engagement company that helps its clients engage and educate people to improve health and business - 317.468.2779

Virtual-Flex Work-Lifestyle LLC, an alternative career & business model firm that helps build better work-life balance and improved bottom line

www.virtualworkstyle.com - 212.602.1437