



CHAPTER FORMATION INSTRUCTIONS

Each Mars Society chapter may have its own unique way of carrying out the organization's vision. The following are suggested guidelines based on what we have found most successful. The Mars Society staff is here to assist you as best we can with advice, feedback and the resources available to us. We look to each chapter to plan and execute their own program keeping the society's mission and goals in mind.

Determine if your chapter will be a university, community or international. Note: Check to see if community members can be a part of your university chapter. Becoming a university group is an advantage as student groups may qualify for university funding.

Determine responsibilities. Who will be the main point of contact? Who will be in charge of finances? We strongly recommend having at least two people accountable such as a Chairman and a Treasurer for example. Who will manage your website, Facebook page and/or social media presence?

Once you have decided who will be your officers, send a list of officer names and contact information with an email about your intention to form a chapter to: Nora Hovee nhovee@marssociety.org, Carie Fay at cfay@marssociety.org, and Florence Maisch at fmaisch@marssociety.org.

Format for your chapter name is: **Mars Society** followed by **Country, City, or University**.

Optional: Draft your chapter's charter/constitution. A template is included in the Packet.

Contact James Burk at jburk@marssociety.org to receive start-up technical assistance for your chapter's website and a URL marssociety.org address.

Choose a chapter launch date 1 to 2 months in the future. Your first public activity can be a meeting or an event. It can coincide with something like a convention, fair, or community attraction with the plan to start regular meetings soon after. The Mars Society can help publicize this as well via our Facebook and Twitter. Please get in contact with Michael Stoltz at mstoltz@marssociety.org, Director of Media and PR.

Mars Society will email you an official recognition letter once you have a launch date decided.

Design and create your own brochures, displays, and/or manipulatives/tangibles.

We encourage you to report your activities, events and/or accomplishments at least once or twice a year. Nora Hovee, Chapter Program Coordinator can provide you with a link to update us.

Advertise and share on your website and Facebook page about what you are up to!