

Chapter Hub Guide



One for
the World



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How can we help?



Start here!

A list of the most important resources

Written by Sarah Braden
Updated 20 seconds ago

The resources highlighted in green are the Must Reads!

Pre-semester

▼ [The Semester Planning guide](#)

Recruiting a Team

▼ [Recruit a co-leader](#) [Team Management]

▼ [Recruiting an Executive Board](#) [Team Management]

▼ [General Recruiting Strategies](#) [Team Management]

▼ [How to be an Effective Leader](#) [Team Management]

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Start of the Semester

▼ [Setting up Social Media](#) [Team Management]

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How can we help?



Tabling and Events

How to Run Events

Best practices and guides for all types of events, including kickoff events, speaker events, socials, and Giving Lunches.

Tabling

The key to a successful semester

Kickoff Event Guide

How to run a OFTW chapter kickoff event

Giving Lunch guide

Key tips and tools to run an effective Giving Lunch

Advocacy Program Guide

Learn what an advocacy program is, and a step-by-step guide to running your own!

Speaker Event Guide

Social Event Guide

OFTW Expense Reimbursement

Here's how to get reimbursed for chapter expenses.

OFTW HQ Events Calendar

Here you will find a list of all the OFTW HQ events and training sessions that will happen this year. Save the dates!

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How can we help?



Communication

Respectful Advocacy

This page provides some guidelines and best practices for respectful advocacy.

How to Follow up

After any tabling session, event or 1:1 conversation, follow up is key!

1:1 Outreach

Reaching out to people individually to chat about the pledge has consistently been the most 'low effort - high impact' activity that chapter leaders can do.

Approaching Friends and Family about OFTW

Social Media

Learn how to set up social media accounts for your chapter

Answering tough questions

Being a CL means you need to be prepared to answer more nuanced questions about OFTW and global poverty. Learn more about how to respond to them here!

Common Objections to the OFTW Pledge

Learn the common objections and how to respond to them here!

Pledge Conversations 101

Here's everything you need to know about the OFTW pledge conversation.

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How can we help?



SITUATIONS!!

Situation 1:

You're unsure how to spread the word about One for the World on your campus



Chapter Hub Related Resources:

[How To Run Events](#)

[Kickoff Event Guide](#)

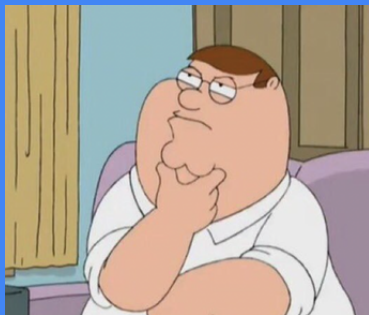
[Social Media](#)

[Tabling](#)

SITUATIONS!!

Situation 2:

Your friends/peers are asking challenging questions about taking the pledge



Chapter Hub Related Resources:

[Approaching Friends and Family about OFTW](#)
[Common Objections to the OFTW Pledge](#)
[Answering Tough Questions](#)



SITUATIONS!!

Situation 3:

Many people are expressing interest in taking the pledge, but very few are actually following through



Chapter Hub Related Resources:

Pledge Conversations 101
1:1 Outreach
Tabling

Pledge Conversations 101

Here's everything you need to know about the OFTW pledge conversation.

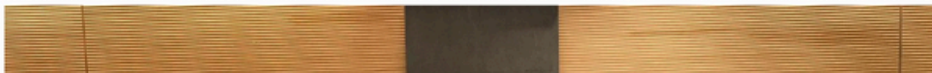


Written by Sarah Braden
Updated 1 week ago

Inviting people to take the 1% Pledge is arguably the most exciting, challenging and important part of running a OFTW chapter. Convincing more people to donate a portion of their income to the poorest people in the world is the motivation underpinning this entire organization. Here you will find a written guide to the pledge conversation, but please note that we recommend you watch the corresponding videos as well.

Contents:

1. [Steps](#)
2. [Advice](#):
3. [Key Resources](#)



How can we help?



Advice

- ▼ Check out our [Answering Tough Questions](#) section for an extension of these conversation templates.
- ▼ Practice! Practice! Practice! We can *not* emphasize this enough. Having the Pledge Conversation is a skill to be honed in.
- ▼ Ways you can practice:
 1. Find someone who has already taken the pledge: take turns convincing the other to take the pledge.
 2. Practice how you would respond to the most common objections
- ▼ Although we created a script, people may become turned off if it sounds *too* rehearsed. Try to be natural!
- ▼ Make the conversation specifically about the person and why *they* should pledge
- ▼ When in doubt, explain why you yourself pledged: You have your reasons, you had doubts at the beginning. Tell them what made you click the “Confirm my Pledge” button.
- ▼ It’s a conversation, not a lecture!
- ▼ Set expectations for how long they should delay (we usually say 3 months after graduation)
- ▼ If they say no, ask why

How can we help?



Key Resources

- ▼ [Answering tough questions](#)
- ▼ [Impact calculator](#)
- ▼ Conversation practice [slide deck](#)
- ▼ UNC's [pledge conversation cheat sheet](#)
- ▼ [OFTW Pledge Conversation cheat sheet](#)
- ▼ [My OFTW Pledge Conversation deck](#)
- ▼ [Pledge Conversations 101 deck](#)

How can we help?



CL Resource Hub



oftw.crunch.help



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