

AMPP New Chapter Launch Checklist

(30/60/90 Days)



First 30 Days – Lay the Foundation

1. Leadership & Structure

- ☐ Communicate chapter officers and define roles (Delegate, Chair, Vice Chair, Secretary, Treasurer, and Member-at-Large.)
- ☐ Appoint activity chair leads: Membership, Education, Social Media or Marketing Lead, etc.
- ☐ Review and understand officer responsibilities using AMPP's tools

2. Training & Resources

- ☐ Watch officer training videos provided by AMPP
- ☐ Bookmark and explore the Chapter Leader Tools & Resources site
- ☐ Schedule an internal leadership board meeting
- ☐ Subscribe to "Lead & Succeed" blog for chapter leaders

3. Communications Setup

- ☐ Access and activate your chapter email (Office365)
- ☐ Create a shared chapter folder in OneDrive to keep everything in one place
- ☐ Draft and send your first chapter-wide welcome message
- ☐ Research and finalize which email platform your chapter will use for promotions and communications. As an AMPP chapter, you have access to Microsoft Outlook 365, which can be used to send chapter emails and manage contacts efficiently.

4. Outreach & Visibility

- ☐ Announce your chapter launch publicly (use AMPP templates or create your own)
- ☐ Claim social media handles (LinkedIn, Facebook, etc., if desired)
- ☐ Set up your AMPP Chapter Community on the website (as an alternative or in addition to a standalone website)
- ☐ Secure your chapter URL via GoDaddy, Wix, Google Domains, Squarespace or other domain purchase platform
- ☐ Design your own chapter website via Wix or other website design platform



60 Days (Days 31–60) – Build Momentum

1. Operations & Governance

- ☐ Set a recurring cadence for officer meetings (monthly or quarterly)
- ☐ Begin drafting a basic budget for the year (expenses, income sources, etc.)
- ☐ Identify key contacts at AMPP for ongoing support

2. Engagement & Promotion

- ☐ Begin building your membership list (follow AMPP roster usage procedures)
- ☐ Create a content calendar: what you'll email/post and when
- ☐ Send out a short survey to members to ask what events, topics, or support they'd value

3. Events & Programming

- ☐ Plan and schedule your first chapter meeting or event (can be virtual or in-person)
- ☐ Use AMPP's events tools or your preferred email system
- ☐ Create a promotional flyer or image to share across communication channels



90 Days (Days 61–90) – Expand & Engage

1. Community Building

- ☐ Follow up with event attendees and invite them to get involved
- ☐ Highlight member spotlights or local industry achievements
- ☐ Encourage members to join and interact in the online chapter community

2. Marketing & Content

- ☐ Start a simple newsletter or update email (quarterly is fine to start)
- ☐ Post a recap or photo from your first event (with permission)
- ☐ Share helpful industry content to keep members engaged

3. Planning for Sustainability

- ☐ Start building your first financial statement for AMPP
- ☐ Begin planning 2–3 more events for the rest of the year
- ☐ Evaluate what worked and where support is still needed