

## ***Local Chapter Set-Up and Leadership Guidelines***

The Free Market Medical Association encourages members to form Local Chapters to grow the movement in your own communities! Below are some guidelines to assist you in forming your own Local Chapter. Please review the Local Chapter Authorization Agreement.

### ***Local Chapter Policies***

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- All chapters must be approved by the Free Market Medical Association.
- Chapters can only be formed, and led, by members of the Free Market Medical Association. Both the primary and secondary Local Chapter Leaders must be members.
- Any FMMA member interested in forming a Local Chapter must execute the Local Chapter Authorization Form & Limited Licensing Agreement.
- Leadership of a Local Chapter must be comprised of two individuals who do not work at the same company, practice, or firm.
- The Leader(s) of a Local Chapter must promote, and abide by, the Pillars of the FMMA.
- Unethical behavior, illegal acts, or other unacceptable behavior which is not related directly to the FMMA or to the Pillars, may be grounds for termination of Local Chapter Leader(s) status.
- Local Chapter Leader(s) should encourage all regular attendees of their meetings to become members of FMMA.
- Local Chapters are encouraged to hold three (3) meetings annually in person, or via teleconference.

### ***Local Chapter Meetings & Events***

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Launching your chapter and creating a successful team of like-minded people can seem daunting. The best way to create and expand a Chapter is to start with people you know and with other FMMA members! All members, and their contact details, can be viewed by other members just by logging in to [fmma.org](http://fmma.org).

Each Chapter is independently governed because each of you understands the needs and best practices for your own community. Local Chapter Leader(s) may choose to have meetings more frequently, such as weekly, monthly, or quarterly. Each chapter may choose the venue, style, and format of any meeting or event.

Local Chapters may charge a registration fee to attend a specific event in order to cover their cost. We just ask that Leader(s) to let us know what the fee is, and why it needs to be charged to ensure no Local Chapter Leader is directly profiting.

All speakers at Local Chapter events should be members in good standing of the FMMA. If you have a speaker that is valuable to your Chapter, and to the movement, encourage them to join!

### ***Local Chapter Promotion & Branding***

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The right kind of promotion of your Local Chapter will help you have the most impact! The Local Chapter Workshop guide contains helpful information to help you grow the Chapter.

#### ***Branding***

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The FMMA will provide FMMA logos in multiple formats, including a special Local Chapter logo, and a branding guide to help promote the Local Chapter! We are happy to also provide brochures and small giveaways to help you!

### *Social Media*

Having a presence on social media is a great tool to promote the Chapter, meetings, events, and education. For more details on how to be successful through social media, please review the Local Chapter Workshop.

Please remember: An FMMA team member must have access to any social media that is created on behalf of a Local Chapter. For example, on Facebook and LinkedIn, one of our team members needs to be given administrative privileges. On other platform, this may entail providing us with the login information for the account. This helps us not only assist with posting and managing the account, but also allows us to help in the event Leader(s) are unable to manage the account. If you have questions regarding social media, please give us a call!

### *Local Chapter Official Email*

The FMMA will provide an official FMMA email account (Office 365) that should be used for official chapter business. This email address will be listed on the FMMA website to help promote your chapter!

Using an official account connected with the FMMA will allow those you reach out to understand that you are acting on behalf of the Local Chapter. We encourage you to check this account frequently and to send all correspondence from this email address. For mass emails (more than 10 individual email addresses, please use a 'mass email program' like MailChimp or Constant Contact for reasons of privacy, security, and FCC regulations on Spam email. Utilizing a direct email format to multiple recipients without incorporating a mass email program could result in @fmma.org being blocked by incoming mail servers.

### *Local Chapter Finances: What if there are costs?*

Occasionally, there may be costs incurred in the Leader(s) of a Local Chapter. Local Chapters are not provided funds by the FMMA for any expenses incurred, because our goal is to keep the cost of membership affordable for everyone. Additionally, since each chapter is independently governed and may choose vastly differing styles of events, or promotion, there is not a way to distribute any funds that would be collected by the FMMA in a fair and equitable manner.

No separate membership fee may be charged. However, Chapter Leaders may request donations, or charge a modest fee, to cover direct expenses, if necessary.

1. Chapters may accept sponsorships from other members of the FMMA.
  - a. Local Chapters may not accept monetary compensation, donations, sponsorship funds, etc. from anyone who is not a member of the FMMA.
2. Local Chapter leadership may not profit directly from having a Local Chapter.

Please review the [Local Chapter Workshop Guide](#) and the Local Chapter Authorization Agreement for guidelines and strategies of how to lead your chapter as efficiently as possible.