



THE INTRO



@mindful_mornings

WELCOME

Thank you for your interest in founding a Mindful Mornings Chapter. Whether you're ready to rock, or unsure but intrigued, I am so extraordinarily appreciative of your courage to dream about what might be -- of the ways you could change your community if you selflessly united it and asked it to take notice, to take time, to #dogood.

Mindful Mornings is a first Friday monthly, one-hour speaker series that brings mission-driven community members together because of a similar "soulset," not mindset, with the goal to inspire and teach do-gooders along their journeys toward creating a more well world. By shining a light on people, companies, and initiatives in each town, we're able to bridge the often vacuous gap between positive intention and meaningful action..

When I started Mindful Mornings in Richmond, Virginia, I knew that one day it would grow into a worldwide movement that united, inspired, educated, and encouraged our world's finest -- the people with the brains and the heart to help heal the world. And for the first time in my life I created something selfless, something driven by the deep desire to help others more effectively and efficiently achieve their world-changing goals. Like you, I have a passion for making meaningful connections, I am incapable of sitting by idly while there is so much change we need to see in this world, and I will always work unrelentingly to live a life that gives to this world more than it takes from it.

Just as it did for me, being a Mindful Mornings Chapter Founder will allow your passions and skills to align, causing your life to change in unimaginable ways.

If you choose to join the crew, you will receive a Founders Guide and a toolkit. One is digital and includes a suite of really great content and training for you to pore through in detail. (Trust me, you'll want to go through it all - it's critical guidance born from my successes and failures as a fellow Founder.) The second is a tangible chapter starter kit that we'll send in the mail. This kit includes a banner, business cards, thank you cards, labels, stickers, and a Mindful Mornings t-shirt.

We've worked hard to make being a Chapter Founder easy and exciting. We want you and your chapter to be successful -- after all, that's how we change the world.

Happy learning!

Becky Crump, Founder of Mindful Mornings

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2. Building Your Community
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DIGIN

1. GETTING STARTED

The words and sentiments on the pages that follow will introduce you to what it means, and what it takes, to join the crew of impassioned, stop-at-nothing do-gooders by becoming a Mindful Mornings Chapter Founder.

Questions?

email, becky@mindfulmornings.org

This is only the beginning.

There are resources aplenty at the disposal of all local Founders that have been thoughtfully created to support noble, selfless efforts to create a community united based on mission, not mindset -- a community that seeks to support the social good -- one that needs your help to make that happen.

We'd love to have you join the crew.

THE FORUM SCHEDULE

7:15 // Setup begins

- + Welcome table with name tags, pens, and Mindful Mornings stickers
- + Banner directly behind where the speaker will be positioned
- + Food and Drink toward the back of the space
- + Place compostable plates, cups, and utensils at the beginning of the food and coffee lines respectively
- + Turn music on
- + Turn air conditioning down (lots of do-gooders can heat up a room)

8:00 // Doors open

8:15 - 8:20 // Welcome the crew of do-gooders,

- + Shout out all paid sponsors, local and natural food, space, beverage and in-kind sponsors
- + Tee-up the announcement portion of the morning to happen later
- + Introduce the speaker

8:20 - 8:50 // Speaker presentation

8:50 - 8:55 // Q + A

8:50 - 9:05 // Announcements from the crowd are welcome.

- + Ask people to voice what they need, what they can help others with and what events are up and coming.
- + Tell them to keep it classy, keep it concise, and to not solicit. Make closing remarks, introduce your on-site do-goodin' vendor,
- + Shout out the sponsors and partners once again, and tell people the date of the next Mindful Mornings.

9:00 - 9:15 // Closing Remarks + Community Collaboration

- + Encourage people to hang around and mingle (or grab the last of the food)
- + Announce the national Act of Kindness, the Do-Gooder Award winner, or any other special programs or initiatives you've created in support of your crew.

9:15 - 10:00 // Wrap-up and Clean-up

MONTHLY *on the* 1ST FRIDAY

Do-gooders unite to learn, share, and be inspired by do-gooders in their community who are working tirelessly to change the world.

**All of this will be introduced and discussed during your one-day founders training in greater detail. Fear not, we've got your back.*

1. GETTING STARTED

RULES

(eek, we hate that word)

There are only a few hard and fast rules, most of which revolve around what we've promised National sponsors, and what you've promised local sponsors. The rest, is up to each Founder..

NATIONAL SPONSORS

National sponsors have to be shouted out at events and across social media. There are only ever three national sponsors at any given time as to not dilute the message of any one. As each national sponsor is added rules around the way their message is shared across chapters will be sent to all Founders, along with social media graphics. We will promise to always create social shares that are interesting and engaging, never pandering or disingenuous.

You can trust that we only partner with sponsors who align with the Mindful Mornings mission of making the world a better place.

EMAIL MARKETING

Mailchimp emails have to go out once per month, with a maximum of two. The first is sent to your entire database **two weeks prior to the event on a Monday Morning at 9:00 a.m.** This email will announce event partnerships, local and national sponsors, and that registration is now live on your unique Eventbrite page. **The second (which is optional) should be used to inspire attendance if it's low,** or to dig into the content from the previous forum more deeply. .

SOCIAL MEDIA SHARES

(Facebook and Instagram)

Having a social presence is critical. This is where most of your community will go to learn more about your chapter, you, your team, the forums themselves, each other, and their community. It's important that you post on your social mediums at least four times per week, and that all posts are interesting, inspiring, educational, or informative. Ask yourself, what would **you** like to engage with on social media? What would make **you** comment or share?

PHOTOGRAPHY

We require that each chapter has a volunteer photographer at each event. It's recommended that they do this for a living, but not mandated. As long as they're snapping pictures on more than a cellphone and have the ability to take beautiful shots, you can leverage their talents. This might seem like a tough thing to schedule, it's not. You'll thank us for making this a requirement because of how much social media and email marketing content you'll be able to create from the moments captured at one single Mindful Mornings forum.

DO

showcase a do-goodin' business at each forum.

DON'T

publicly promote your speakers before a forum!



GROW

2. HOW TO **BUILD YOUR COMMUNITY**

As a Mindful Mornings chapter founder you either may or may not have a robust network of do-gooders who are working hard to make the world a better place. Regardless of who you have access to, and who you know, you'll need to build your community by aggregating names and email addresses. This list will be your invite list for each Mindful Mornings forum, and it should grow with each one. The more do-gooders invested in your message and your chapter, the more engagement and community-changing action you'll see.

Within Founders Guide provided to all who join the crew, we go into greater depth and detail around how you can build your community.



4. YOUR MINDFUL MORNINGS TOOLKIT

The next few pages give you a glimpse into the inner working of a Mindful Mornings Chapter Founder so that you can see the pieces and parts that create a successful forum. Whether it's a Founders first or their fiftieth, the tools on the following pages serve as a continual guide.

Here's what you'll find in this chapter:

1. The pre-forum checklist
2. The forum checklist
3. Month at a glance
4. Tools

THE PRE-FORUM CHECKLIST:

- ☐ write a plan
- ☐ find speaker
- ☐ food & drinks
- ☐ local company or business member
- ☐ invite
- ☐ delegate the details
- ☐ check supplies
- ☐ approve the keynote
- ☐ confirm details
- ☐ rehearse

1. WRITE A PLAN

Planning a successful Mindful Mornings forum involves many details – venue, food, drink (coffee!), speakers, music -- and those are just a few! Take the time to put together a plan you can follow step-by-step before, during and after your event.

Decide what you want to happen at your event and then write down the steps it takes to get there.

2. FIND THE SPEAKER

Identify a keynote speaker that is in line with that month's theme. You'll have a list of these themes provided to you semi-annually so you can prepare well in advance.

3. FOOD & DRINKS

Decide who you are partnering with to provide food and drinks and make it happen.

4. LOCAL COMPANY

Identify a do-goodin' company partner that will showcase and possibly sell their goods on-site. This may be one of your business members.

It's impossible for all of us to know each and every company out there that shares our mission of giving to the world more than we take from it. That's why at each Mindful Mornings we welcome a local company to share their story and sell their wares. If you have paid business members you'll want to use this space to showcase them and show goodwill and support.

5. INVITE

Your target audience -- and no one else. It's important to invite people initially who closely align with the Mindful Mornings mission. They will be your forum evangelists. However, this is an inclusive forum for all who want to support one another and this community. Truly all are welcome.

6. DELEGATE THE DETAILS

Build your network as you go and grow.

It's easy, as a Chapter Founder to take on too much responsibility. Don't do it! Set yourself up for success by delegating tasks to your volunteer network -- connecting skills to tasks. This is quite possibly the hardest of all, and also the most important to get right. Refer to your plan, note the details, then delegate them and keep everyone in the loop with regular communication. (text, email or make a real phone call) - it's so easy.

7. CHECK YOUR SUPPLIES

Confirm you have all the supplies you need from your supplies list.

6. YOUR MINDFUL MORNINGS TOOLKIT

8. APPROVE THE KEYNOTE

Schedule one last meeting with the speaker to run through their keynote and confirm the content does the following:

- + makes the audience care about the speakers message
- + teaches something that will be helpful
- + provides an actionable takeaway (or maybe several)

9. OVER-COMMUNICATE

Confirm details with all food, drink, and space vendors and partners.

10. REHEARSAL TIME

Map out your talk, write down what you want to say word for word, and practice it out loud. Don't do this the morning of the forum. You'll be way to busy to focus. Trust us.

THE FORUM CHECKLIST:

FORUM KEYNOTE TOPICS

You will be provided a monthly theme that will span all chapters, but that theme is very broad and not specific enough to drive the exact topic of your forum’s keynote. All topics will fall into either social or environmental good.

Just make sure that each forum creates these five things, through a combination of activities and the keynote :

- 1. Connection
- 2. Inspiration
- 3. Awareness
- 4. Education **Essential for the keynote*
- 5. Action

- ☐ **Note: be ready to welcome everyone by 7:50 - people will be early.**
- ☐ Welcoming remarks should always include:
 - + who you are (you’ll always have newbies)
 - + what Mindful Mornings is about, and what to expect
 - + **let the crew know they have a chance to ask for, or offer help and shout out upcoming events after the keynote**
 - + introduce the speaker using store and fact

- ☐ **Note: you have to have someone taking notes of all announcements and you’ll also ask that those who speak email you a synopsis so you can include it in that evening’s re-cap email.**
- ☐ Announce the National Act of Kindness that exists across all chapters, every month. Ask your do-gooders to engage in this act the weekend following the forum.
- ☐ Don’t forget to shout out the national and local sponsors.

- ☐ Wait to clean until only a few people are left.
- ☐ Clean up, pack up, and return the space to it’s former glory.
- ☐ Send an email by midnight with a recap of all announcements and contact information to only attendees.

MONTH AT A GLANCE

This one hour forum is important, powerful, and thankfully, it's execution is repetitive and easy. This timelines gives you a quick look at what tasks will fill each and every month.

If you're a team of one, it's all you - and it's all completely achievable in less than 15-minutes. If you recruit fellow do-goodin' volunteers, you can share the workload.

CONTINUAL TASKS

- + social media posts
- + meetings with potential keynote speakers to create an organic roster
- + meetings with do-gooders in your community
- + be on the lookout for awesome food, space, and coffee partners
- + conversations about forum sponsorship with local socially-minded businesses



WEEK 1

- + Source speaker, space, food and coffee vendors
- + Continue to build email database

WEEK 2

- + Meet with keynote speaker,
- + Source do-goodin' vendor
- + Source photographer
- + Scheduled check in with Big MM
- + Check your supplies and re-order

WEEK 3

- + On Monday morning, send email announcing forum registration as well as local and national sponsors and local trade partners
- + Send email to all partners with times to arrive on-site for setup, confirmation of pickup times, and any other pertinent information.

WEEK 4

- + Prepare on-site materials including but not limited to name tags and any materials needed for experiential activities, if applicable.
- + Send do-gooder announcement recap email by 12am the evening of the forum to all attendees - NOT your entire email list. You can access this list and create the email in Eventbrite.

Do this: Be thinking 3 months ahead - ideally you'll have a list of keynote speakers that are scheduled 3-months out, as well as sponsors and partners.

1. GETTING STARTED

TOOLS

MAILCHIMP

This is the platform used to send email newsletters. We have created a suite of templates that are shared with all Founders to make it easy for them to share updates to your contacts. Founders are provide access to the Mindful Mornings account.

CANVA

This is one of the most amazing design websites out there that has saved us on a number of low to no-budget occasions where we needed some sleek design, but didn't have the cash to hire help. Canva allows the person with zero design skills to create something that looks like it came from a pro. Create a username and password.

THE WEBSITE

All you need to know is that this is completely in the charge of the House -- where all updates are made.

We're here to encourage your success so you can empower the success of others. Sometimes that means we will be jumping into your process and programming (in ways that aren't intrusive and always helpful). Throughout this guide you'll see us (leadership) refer to ourselves as Big MM -- this means, headquarters, leadership, the "house", and we're using it because our design team thought it looked super clunky to write Mindful Mornings Headquarters (they're right), and because we don't like sounding so corporate (that's not our style).

DROPBOX

All Founders are invited to a private Dropbox folder that includes everything from social media shares, to legal documents, to stock photography, to a guide to social media, and more. This is home base for all content -- and it's the system we recommend to hold keep all documents, graphics, and email lists, etc. organized.

EVENTBRITE

This is the service we exclusively use to manage forum registration. All Founders have access to a Mindful Mornings account to manage attendees.

TRELLO / ASANA

When you get to the point where you have a team of volunteers helping you, a project management system will come in really handy. Whether Trello or Asana, here you'll house tasks, to-do's, and notes that will allow you to task your volunteers -- keeping everything streamlined and organized.



SOCIAL MEDIA MEDIUMS

Setting up a social media presence is up to the Founder. Instagram is a must for the success of each chapter. Facebook also comes highly recommended because partners and sponsors love it as an engagement tool. Here is the structure you should use across the social mediums you choose.

Instagram : @mindful_mornings/*insert your town's name or abbreviation*

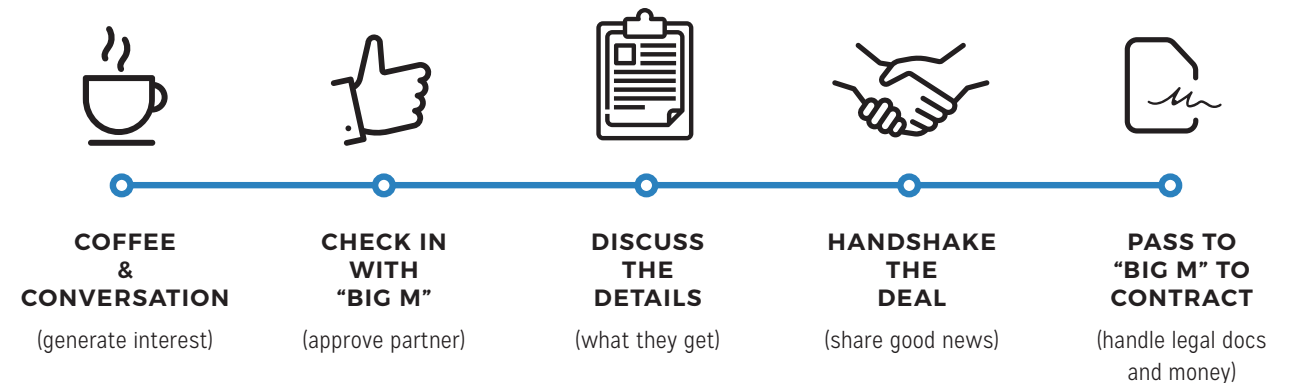
Facebook : @mindfulmornings*insert your town's name or abbreviation*

HEY PARTNER

3. HOW TO RECRUIT IN-KIND PARTNERS AND PAID SPONSORS

In order to run a successful Mindful Mornings chapter you will have to forge strong and lasting partnerships with businesses in your community who are eager to share their products and services (in-kind sponsors), and who are also eager to pay money to be introduced to your crew of do-gooders (paid sponsors). **These businesses need to perfectly align with the mission of the Mindful Mornings organization and your chapter.**

Here's how the process of executing paid sponsorships will happen:



1. Getting sponsors is completely optional.
2. It takes a few months to secure sponsors.
3. There are many tools to support you!



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VERSION 1.1

