CHAPTER & INTEREST GROUP LEADERS WORKSHOP

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FULBRIGHT Association

BUREAU OF EDUCATIONAL AND CULTURAL AFFAIRS
Year in Review

Advocacy – thank you to chapters!

Fulbright Prize

Second year of new election cycle
Getting to Know Each other

Chapter or Interest Group position

How long you have been involved in the group?

Successes this year

Challenges this year
Group Brainstorm

Sharing Best Practices
Chapter Communications

Events
Email
Website
Socials
Fulbrighter App
Chapter Comms Audit

website & social media

Active  11%

Somewhat Active  36%

Inactive  53%
FULBRIGHTER APP

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Hello Munir,

Here is all the recent activity from your followed Communities

- Raegan Sealy | Fulbright United Kingdom (US, UK, Commission) | in Greater New York Chapter
  Are you a university-educated woman? Educate a Nation is seeking podcast guests to speak about the importance of education, barriers to education, or the impact of studying abroad...

More details
FULBRIGHTER APP

- Finding Fulbighers who are not members
- Each Chapter & Interest Group has its own group page
- Chapter Leader Group Space
- Incoming Fulbrighters will be exclusively accessed via the Fulbrighter App
NEW DATABASE - SALESFORCE

- EVENT DATA (CHAPTERS + NATIONAL)
- GRANTS MANAGEMENT
- EMAIL OPEN AND CLICK RATES
- CHAPTER LEADER PORTAL
- ONLINE DONATIONS
- LIVE MEMBER LISTS
- FAQ DATABASE
- FUTURE CUSTOMIZATION
CHAPTER LEADER PORTAL

Member Lists  Idea Exchange  Emails/Events

Future uses: grants management & customization as needed
Organization Settings

Ticket Fees
Choose whether you pay the fees, or pass them along to your attendees. You can change this for each event.

Service fee
This keeps the Eventbrite platform running
3.7% + $1.79 per ticket

Payment processing fee
This offsets the cost of credit card transactions
2.9% per order

Organizing a large or complex event?
Get in touch with our sales team for custom pricing.

Contact sales
CHAPTER RESOURCES

fulbright.org/chapter-resources
COMMON BRANDING ISSUES

Old Logo

Incorrect usage of Chapter brand
Chapter Events & Grants Process

Does the event:

- Help foster community for alumni
- Engage young and underrepresented alumni
- Pursue a wide range of diverse partnerships including MSIs, HBCUs, HSIs
- Highlight the diversity of the local community
- Promote the Fulbright brand broadly
Qualities of a Successful Chapter

- A board that distributes work evenly
- Regular communication with its members
- A mix of social and academic events
- Connections with local institutions
- Upcoming leadership
Things to focus on

- Branching out of the big cities for smaller events like happy hours or coffee meet ups

- Institutional connections
Q&A