



INTERNATIONAL COACHING WEEK • MAY 7-13, 2018

CHAPTER LEADER GUIDE





Dear ICF Chapter Leader,

Thank You!

At ICF, we can never say thank you enough to you and all of our members! Without you, we would not be the premier coaching organization in the world. You make ICF successful, because you *are* ICF!

Our community is truly global and truly dynamic. Our stories, and those of the people we serve, are a cross-section of our collective humanity and give a joyful sense of urgency to our commitment to a thriving society through coaching.

We are on a great journey that requires us all to work hard and give of ourselves continuously. That is why we are always so excited to celebrate International Coaching Week (ICW).

ICW is truly a partnership between our members, our chapters, our regions and our global teams. It offers our community a chance to reflect on our journey, celebrate another tremendous year, and dream big dreams for our future as an organization, as a profession and as part of a thriving global community.

The ideas and inspirations in this guide, along with ICW tools and templates you will find in the **Chapter Leader Resource Library**, will help you plan an ICW celebration that will energize your members, enable individuals and organizations in your community to experience coaching, and tell the story of coaching using traditional and social media.

During ICW and beyond, you can create sustainable pro bono programs with organizations in your local communities. The ICF Foundation celebrates the impact and achievements of pro bono coaching initiatives through its **Gift of Coaching Awards** program. Chapters are also encouraged to sign up for the Foundation's **Ignite Initiative**, connecting ICF Chapters to *ignite social progress* around the globe through coaching.

Thank you for your contributions to making ICF a truly successful global community. We look forward to hearing your stories and celebrating *you!*

My Best Always,

Colmon Elridge
Vice President of Global Development and Membership

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11 TIPS FOR SUCCESS

Advance the coaching profession and enable members of your community to experience coaching with these tips for staging a successful International Coaching Week (ICW) celebration.

1. Plan a signature event to raise awareness of coaching.

As the centerpiece of your ICW celebration, craft an event based on the strengths of your chapter's members and the needs of your community. Consider incorporating the "Coaching 101" presentation from the ICW toolkit.

2. Start an ICW countdown.

Use your chapter's social media accounts to publicize a countdown to ICW. Use #experiencecoaching.

3. Keep the conversation going.

Word-of-mouth is your best friend. Spread the word about your chapter's ICW celebration at meetings, in conversations with friends and neighbors, and during checkout-line chats at the store, and encourage your fellow coaches to do the same.

4. Tap into ICF's ICW resources.

Download the **ICW toolkit** from the Chapter Leader Resource Library for tools and resources to help plan and promote your event. To stay on track, use the ICW checklist on page 5.

5. Engage local coaches and help them participate.

ICW is the perfect opportunity to grow ICF's ranks! Invite qualified local coaches to participate in your chapter's activities, and share with them information about the value of ICF Membership.

6. Extend your borders.

If your chapter covers a large geographic territory, consider organizing multiple, smaller events or leveraging technology to host a virtual event.

7. Reach out to local officials.

Contact public officials and share with them information about the proven benefits of professional coaching. Ask them to consider a public proclamation in recognition of ICW, and don't forget to invite them to your chapter's events!

8. Be a media maven.

Contact the most popular outlets in your community to get the word out about your chapter's ICW celebration. Use the media alert template from the ICW toolkit to make communication easy.

9. Leverage the ICF brand.

ICW is an opportunity for ICF Chapters around the world to use one consistent, relevant ICF voice to promote the proven power of coaching. With this in mind, use **ICF Chapter names, colors, logos and fonts** and the ICW logos, hashtag (#experiencecoaching) and branding consistently as you promote and stage ICW events.

10. Seek out sponsors.

Don't go it alone! Reach out to businesses in your community, as well as to chapter members and their coaching practices, to raise sponsorship dollars. (You will find a sponsor outreach email template in the ICW toolkit.)

11. Have long-term impact.

Use ICW to kick off a sustainable pro bono coaching program in your community. Use tips and tools from the **Pro Bono Program Toolkit** to help turn your inspiring idea into a long-term, positive impact on your community.



BE INSPIRED.

Consider adopting one of these tactics—all of which have been used successfully by ICF Chapters—to raise awareness of professional coaching in your community during ICW 2018.

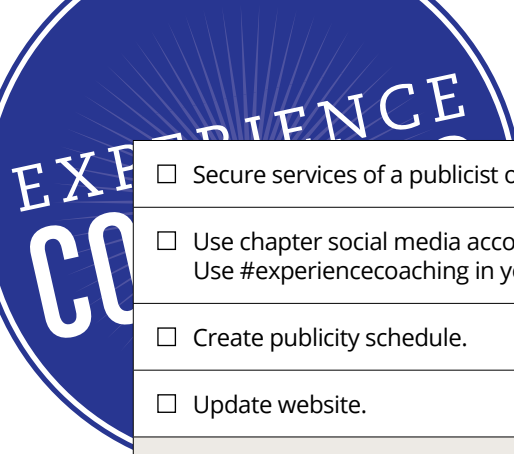
- Provide complimentary laser coaching sessions to introduce coaching to your community.
- Collaborate with a local nonprofit whose mission and values align with those of ICF to host a panel discussion or deliver pro bono coaching to its clients.
- Educate members on how to leverage traditional and social media to spread the word about professional coaching and its benefits.
- Identify a corporate partner and deliver workshops and coaching demonstrations to promote the value of coaching in the workplace.
- Invite nonprofit organizations to your chapter's meeting to share their stories and meet prospective volunteer coaches.
- Transcend geographic boundaries by delivering ICW events via teleconferencing or webinar platforms.
- If your ICF Chapter maintains a blog, plan a series of daily posts during ICW. Don't forget to share links on your chapter's social media channels!
- Capture and share video testimonials from business and nonprofit leaders who have experienced the benefits of coaching firsthand.
- Reach out to government officials to secure public proclamations in honor of ICW.



GET ORGANIZED

Use this checklist to manage ICW tasks and timelines.

| Action Item | Person Responsible |
|---|---|
| JANUARY | |
| <input type="checkbox"/> Choose ICW Committee Chair: | Chapter Chair and Vice Chair |
| <input type="checkbox"/> Select ICW Committee Members. <ul style="list-style-type: none"> <input type="checkbox"/> Someone from Programs Committee: <input type="checkbox"/> Someone from Sponsorship Committee: <input type="checkbox"/> Someone from Web Committee: <input type="checkbox"/> Someone from PR Committee: <input type="checkbox"/> Chapter Chair: <input type="checkbox"/> Chapter Vice-chair: <input type="checkbox"/> 2 ICF Chapter Members: | Committee Chair |
| <input type="checkbox"/> Schedule ICW Committee meetings. | Committee Chair |
| <input type="checkbox"/> Identify local and state government officials for outreach. | Chapter Chair, PR Chair |
| <input type="checkbox"/> Identify concept for ICW events and initiatives. | Committee Chair |
| <input type="checkbox"/> Download ICW marketing materials and graphics from the Chapter Leader Resource Library. | Committee Chair |
| FEBRUARY | |
| <input type="checkbox"/> Decide on names of ICW events and initiatives. | ICW Committee |
| <input type="checkbox"/> Determine budget for each event. | Chapter President and Vice-chair, Sponsorship |
| <input type="checkbox"/> Write request letters to local officials in order to secure official proclamations. | Chapter Chair |



| | |
|---|------------------------------------|
| <input type="checkbox"/> Secure services of a publicist or PR firm (if using). | PR |
| <input type="checkbox"/> Use chapter social media accounts to begin building buzz for ICW. Use #experiencecoaching in your posts. | PR |
| <input type="checkbox"/> Create publicity schedule. | PR |
| <input type="checkbox"/> Update website. | ICW Committee, Webmaster |
| MARCH | |
| <input type="checkbox"/> Send save-the-date to chapter members with reminder of ICW dates and outline of ICW event dates, times and places. | PR |
| <input type="checkbox"/> Secure photographer(s) and videographer(s) for ICW events. | ICW Committee |
| <input type="checkbox"/> Order promotional materials using local vendors. Pens and post its can be purchased by Chapter Leaders here . Chapter Banner artwork can be requested here . Flyers can be downloaded here . | ICW Committee |
| <input type="checkbox"/> Promote ICW to local businesses, nonprofit organizations, schools and universities. | PR |
| <input type="checkbox"/> Secure volunteers to work events, provide pro bono coaching, etc. | ICW Committee |
| APRIL | |
| <input type="checkbox"/> Send all-member email to update on events. | PR |
| <input type="checkbox"/> Begin promoting ICW to personal and professional network; encourage all chapter members to do the same. | ICW Committee |
| <input type="checkbox"/> Delegate remaining publicity efforts to ICW Committee. | PR |
| <input type="checkbox"/> Attend governmental meetings to share ICF and ICW info and accept proclamations. | Chapter Chair, ICW Committee Chair |
| <input type="checkbox"/> Conduct local media outreach and promotion. | PR |
| MAY | |
| <input type="checkbox"/> Finalize equipment details and menu plans with venue(s). | ICW Committee Chair |
| <input type="checkbox"/> Communicate details to participants, pro bono coaching recipients and volunteers. | ICW Committee |
| <input type="checkbox"/> Create packing list for each event and delegate responsibility for list items. | ICW Committee |
| AFTER ICW | |
| <input type="checkbox"/> Remove ICW promotional banners, ads and copy from websites and social media. Update with success stories and photos from your event(s). | PR |
| <input type="checkbox"/> Share your ICW success story with your Regional Development Advocate. | Chapter Chair |



BE PREPARED

ICF Global has provided templates for emails, media alerts, graphics and more to help with promoting your ICW events. Here is a complete list of what is available for download.

Templates (available in English only)

- Email to ICF Chapter Members
- Event Email
- Media Alert
- Request for Proclamation
- Sponsorship Outreach
- Tweets and Facebook Posts for Chapters and Event Sponsors
- Web Content

Graphics (available in English, Spanish, Portuguese, German and French)

- Email Banner
- Power Point Template
- Experience Coaching Graphic (.eps, .jpg and .tiff)
- Web Banners (125x125, 160x600, 200x250)

Resources (available in English only)

- What is Coaching? Video
- Unlock Your Potential Whitepaper (PDF)
- Coaching 101 Presentation Slides



Pro Bono Toolkit (available in English only)

The ICF Foundation has compiled tools and templates to help your ICF Chapter conceive and execute a pro bono coaching activity that will help individuals and organizations in your community experience the transformative potential of professional coaching.



REPORT BACK

After ICW 2018 concludes, share your ICF Chapter's success story with your Regional Support Team.

Asia Pacific



Felix Lee, Member Experience Ambassador
felix.lee@coachfederation.org

Europe, the Middle East and Africa



Alla Kazajeva, Regional Development Manager
alla.kazajeva@coachfederation.org



Haitham Shaheen, Market Development Specialist
haitham.shaheen@coachfederation.org

Latin America



Stephanie Norris, Regional Development Manager
stephanie.norris@coachfederation.org

North America



Kristin Kelly, Regional Development Manager
kristin.kelly@coachfederation.org



April Summerford, Regional Development Manager
april.summerford@coachfederation.org

In your email, don't forget to include:

- A brief recap of each ICW event or initiative your chapter produced.
- The number of chapter members participating.
- The number of individuals impacted by the event(s) or initiative(s).
- Any best practices or lessons learned that you believe would benefit other chapters.
- Any event-planning tools or templates you found useful (for inclusion in the Chapter Leader Resource Library).
- Photos for ICF Global to use in future ICW promotions.