



INTERNATIONAL COACHING WEEK • APRIL 29–MAY 5, 2019

# CHAPTER LEADER GUIDE





Dear ICF Chapter Leader,

This year marks the 20th anniversary of International Coaching Week (ICW), and we invite you to join in this momentous celebration! Because of you, ICW has grown exponentially—and it all starts with your local Chapter events. Since 2015 alone, local participation has increased by 70 percent! For that, we thank you and look forward to an even bigger 2019.

Whether your Chapter has participated in ICW for all 20 years or this is your first year, I encourage you to invest in an ICW initiative that showcases the value of coaching. There is no better time to join in with your peers around the globe to celebrate the growth of the coaching profession and promote the crucial impact professional coaches have locally, regionally and globally.

The ideas and inspirations in this guide, along with ICW tools and templates you will find in the **Chapter Leader Resources** area of our website, 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. You can find additional inspiration in stories shared by **ICF Kenya**, **ICF Malaysia** and **ICF Singapore**.

If you are thinking of turning your pro bono ICW activities into a long-term, charitable program, the **Pro Bono Program Toolkit** can help you get started. Through its **Ignite initiative**, the ICF Foundation can connect your Chapter to opportunities to ignite social progress through coaching. The ICF Foundation also celebrates the impact and achievements of pro bono coaching initiatives through its **Gift of Coaching Awards** program.

As a final note, our **Regional Support Team** is always available to assist you.

With gratitude,

Ann Rindone, ACC

*Senior Director of Membership and Global Development, ICF*

## CONTENTS

- 3 11 Tips for Success
- 4 Be Inspired
- 5 Get Organized
- 7 Be Prepared
- 8 Report Back



# 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 Resources** area of our website 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. Find related resources in the **Member Toolkit**.
- 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! The request for proclamation template from the ICW Toolkit can assist you with this.
- 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 2019.

- 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
<b>DECEMBER</b>	
<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"> <li><input type="checkbox"/> Someone from Programs Committee:</li> <li><input type="checkbox"/> Someone from Sponsorship Committee:</li> <li><input type="checkbox"/> Someone from Web Committee:</li> <li><input type="checkbox"/> Someone from PR Committee:</li> <li><input type="checkbox"/> Chapter Chair:</li> <li><input type="checkbox"/> Chapter Vice-chair:</li> <li><input type="checkbox"/> 2 ICF Chapter Members:</li> </ul>	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 <b>Chapter Leader Resources</b> area of coachfederation.org.	Committee Chair
<b>JANUARY</b>	
<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
<b>FEBRUARY</b>	
<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 <a href="#">here</a> . ICF logo and ICF Chapter logo artwork can be requested <a href="#">here</a> . Marketing flyers can be downloaded <a href="#">here</a> .	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
<b>MARCH</b>	
<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
<b>APRIL</b>	
<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
<b>AFTER ICW</b>	
<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 Manager and fill out the <a href="#">Post ICW 2019 form</a> .	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 Flyer (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

Reporting on your plans before ICW and after the completion of activities can help us better communicate and keep track of your celebrations.

## Pre-event Information

Please report your chapter's planned ICW events by Wednesday, April 24, at [icf.to/preicw2019](https://icf.to/preicw2019).

Report on details such as:

- A brief description of each activity that you have planned
- When and where the event will take place
- Who the event is intended to benefit
- Any sponsors or ICF Chapters that you are partnering with

## Post-event Information

Please report your chapter's completed ICW events by Wednesday, June 12, at [icf.to/posticw2019](https://icf.to/posticw2019).

Report on details such as:

- A brief recap of each ICW event or initiative your chapter produced
- The number of chapter members that participated
- 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 Resources Library)
- Photos for ICF Global to use in future ICW promotions (Be sure to get consent of those in photos. [Here](#) is a sample release form)