

CHAPTER LEADER GUIDE

ICW2020

INTERNATIONAL COACHING WEEK

MAY 4-10, 2020



A TIME FOR CELEBRATION

Dear ICF Chapter Leader,

Thank you!

At ICF, we can never say thank you enough to all our members! When ICF was founded in 1995, our purpose was to give credibility to an emerging profession and give coaches like you a place to connect with one another.

Today, ICF is celebrating 25 years of leading the future. ICF is the global organization for coaches and coaching. Together, as one ICF, we are pursuing a powerful vision: ensuring that coaching is an integral part of a thriving society and every ICF Member represents the highest quality of professional coaching.

We're here today because of you. You make ICF successful, because you are ICF!

As ICF Members, one thing that unites us is our shared, passionate belief in coaching's power to positively impact individuals, organizations, communities and the world. International Coaching Week (ICW) 2020 is our opportunity to celebrate that power and share it with our families, friends and neighbors.

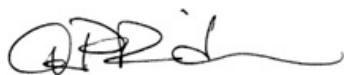
In 2020, we're planning to make ICW 2020 the largest, most impactful celebration of coaching in our organization's history.

One way we'll do this is through our inaugural International Coaching Day celebration. On May 6, 2020, we are challenging every ICF coach, worldwide, to donate an hour of coaching to someone in their community. ICF has members in more than 140 countries, and our vision for International Coaching Day 2020 is for at least one hour of coaching to take place in each of these countries. We'll be sharing more about this initiative soon, and we look forward to partnering with our Chapters around the world to create maximum impact.

As always, we also encourage every ICF Chapter to organize and host events throughout ICW. 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.

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

My Best Always,



Ann Rindone, ACC
Vice President, ICF Professional Coaches

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INTERNATIONAL
COACHING
DAY **MAY 6, 2020**

INTERNATIONAL COACHING DAY

May 6, 2020

ICF's 25th anniversary is an opportunity to celebrate the enormous power and impact of professional coaching. As ICF coaches, we are leading the future and pursuing a powerful vision: ensuring that coaching is an integral part of a thriving society and every ICF Member represents the highest quality of professional coaching.

On May 6, 2020, we will demonstrate this firsthand with our inaugural International Coaching Day celebration. During this 24-hour period, we are challenging every ICF coach, worldwide, to donate an hour of coaching to someone in their community.

ICF has members in more than 140 countries, and we want to see at least one hour of coaching take place in each of these countries.

We'll be sharing more about this initiative soon, including the link to a "pledge form" coaches can complete to express their commitment to donating one hour of coaching on May 6.

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 #coachingweek as your event hashtag to help amplify the impact of our global celebration.

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 (#coachingweek) 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. You may even consider launching an ICF Foundation Ignite initiative.

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.

- 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
FEBRUARY	
<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
<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"/> Register your ICW event(s) with ICF by completing the form at bit.ly/preICW2020 .	ICW Committee
<input type="checkbox"/> Secure photographer(s) and videographer(s) for ICW events.	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 by completing the post-event information form at bit.ly/postICW2020 .	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
- ICW2020 Logos (.eps, .pdf, .png and .tiff)
- Web Ads (125x125, 160x600, 200x250)

Resources (available in English only)

- #ExperienceCoaching Videos
- Coaching 101 Presentation Slides

REPORT BACK

After ICW 2020 concludes, share your ICF Chapter's success story by completing the post-event information form at bit.ly/postICW2020.