

FORMING A SATELLITE GROUP

WHY FORM A SATELLITE GROUP?

- Satellite Groups can become New Clubs
- Satellite Groups Can Build Membership in Sparsely Populated States
- Satellite Groups Developed to Grow Existing Club
- Help Form A New Club in the Future
- New clubs develop from independent groups, from within an established club and in new locations. All are healthy growth and can be encouraged and nurtured through the satellite concept.
- An independent group can benefit from starting as a satellite to an established club through learning about the Federation and how a club operates. As a satellite, they develop a cohesive identity to build leadership and objectives.
- Healthy clubs grow and understand the outreach of developing new leadership. Like raising a family, we want to give them “roots and help them to fly”! A healthy start can be accomplished in a satellite group.
- Activists understand the need for club development in new areas. Your club can “adopt” the next town or county and seek out women to start a new club. Establish the nucleus group as a satellite to your club and help them grow.

10 STEPS FOR SATELLITE GROUPS

Satellite Groups are an exciting way to grow your Club membership. These Groups function like a committee and are a fundamental part of the parent Club. They are governed by the Club Executive Committee and can be as diverse as your leadership’s imagination!

It’s as easy as 1 to 10:

- 1. Analyze your club’s “community”.** Are there women who would become members or more active if offered a different meeting time, format, or venue? Commit to meeting those needs! You may develop more than one group!
- 2. Appoint a Satellite Committee Chair** to explore opportunities to meet individualized needs. Chairman reports directly to the Club Executive Committee.
- 3. Establish Club “Standing Rules”** for how a Satellite Group operates.
 - Functions as an extension of the Federated Club and is governed by the Club bylaws.
 - Club Executive Committee appoints a Chair and/or Co-chairs for each Satellite Group.
 - Satellite Group Chair or Co-Chairs will establish purpose, guidelines for their Group and recommend group leadership for approval by the Club’s Executive Committee

- Club budget will have a line item for each Satellite Group similar to a committee within the club. Satellite Group projects and fundraisers will be approved by Club Executive Committee. All funds will be held in Federated Club account under Satellite Group line item.
4. **Focus on the demographic** underserved in your Republican community. Be creative and open to new ideas. Here are some suggestions:
 - Working Business Women who need a different meeting time
 - Young Republican Women Satellite Group
 - “Moms and Kids” meet where children can play: Libraries, Community Centers, McDonalds
 - “Moms Day” - meet at Starbucks or breakfast place while children are in school
 - “Mothers Night Out” - Dad babysits!
 - Dinner Discussion Group: Members or couples who wish to study issues (perhaps a dinner group at member’s home) Plan ahead the topic for research and discussion.
 - Saturday morning coffee/round table
 - Book club
 - High School Republicans and Home School Republicans - Parents host Satellite meetings. (Students make great campaign workers.)
 - Neighboring town to form the nucleus of a New Club
 - Study Group - meet in someone’s home during the day or lunch
 - Senior activity group - lots of possibilities here
 - Start a Satellite club with the idea of mentoring to club charter - the next town, county or neighborhood.
 - Candidate Support Group - Meet with candidates; offer grass roots support; become surrogate speakers; attend candidate events.
 5. **Set a convenient time** to attract target group: evening, right after work, Saturday coffee, etc.
 6. **Get a convenient location:** restaurant, member’s home, meeting hall.
 7. **Plan an agenda.** Keep to promised meeting length.
 8. **Invite an informative speaker.** Interesting programs and exciting speakers energize your group and attract new members.
 9. **Advertise!** Use your club newsletter, website, and your club’s Facebook page. Develop your Communications Email List to notify members, community leaders, friends, and anyone who needs to hear your Republican message!
 10. **Welcome** Club members while you **Recruit** new members to Satellite Group who join as a Federated Club member. Nurture enthusiasm and activism!