



THE HARRY POTTER ALLIANCE

THE WEAPON WE HAVE IS LOVE

CHAPTER ORGANIZER ENCYCLOPEDIA

This guide is for all Chapter Organizers to help you find answers to your questions! So, if you are unsure about something, please check here first. It is filled with information for all kinds of chapters all over the world. Thank you for being part of the Harry Potter Alliance!

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Quick Links for Chapter Organizers

Bookmark these! You will use them a lot.

Chapters Links

HPA Chapters main page	http://www.thehpalliance.org/chapters
Chapters Resource Page	http://www.thehpalliance.org/chapters/chapter-resources
Room of Requirement	http://hpachapters.ning.com
HPA Chapters Twitter	http://twitter.com/hpachapters
Chapters Podcast Feed	http://hpachapters.libsyn.com/rss
Email	chapters@thehpalliance.org
Conference Call Numbers	Phone number: 1 (712) 432-1000 Access Code 584-693-429#

HPA Links

The Harry Potter Alliance	http://www.thehpalliance.org/
Dumbledore's Army	http://www.thehpalliance.com
Livestream	http://www.livestream.com/imaginebetter
Twitter	http://twitter.com/thehpalliance
YouTube	http://www.youtube.com/thehpalliance
Facebook	http://www.facebook.com/thehpalliance
Tumblr	http://www.thehpalliance.tumblr.com

Glossary

Chapter Charms - How-to tutorials for the basics of running a Chapter. Chapter Charms are available on the [Chapter Resources Page](#).

Chapters Prefects- Chapter Organizers who work with the Chapters Staff to create resources and other aids for CO's. Interested CO's can apply at specific times throughout the year.

Chapters Staff – Harry Potter Alliance staff members whose primary job is to work with chapters.

Conference Call System – the system we use for our weekly CO meetings. To access the system, call 1 (712) 432-1000 and enter the Access code 584-693-429#.

CO's – Abbreviation for Chapter Organizers (the folks who run local chapters)

Dumbledore's Army – The main HPA Ning where individual HPA members, staff, and chapter members discuss our campaigns.



Galleon Day – A post every Monday in the Room of Requirement with announcements, important links, and a “Question of the Week” for CO’s. Each chapter must have one CO “check in” by reading the post and answering the Question of the Week.

Gallery – A place on the [chapters website](#) where we display your wonderful pictures of Chapters in action! To have a picture added to the gallery, upload it to the “photos” section of the [Room of Requirement](#).

Hogwarts Express - A 4-part program for the start of the school year that school chapters use to get organized in August. This newsletter series was first released in August 2009 and is now available in the [Room of Requirement](#).

Livestream Meetings– A live webcast show on [the livestream](#) where all HPA members and the public can listen and ask questions, typically about HPA campaigns. These calls feature HPA staff members, leaders from other nonprofits, authors, celebrities, etc.

Ning – A type of online community that includes individual profiles, discussion boards, groups, and photo and video galleries. The Common Room (for the whole HPA) and the Room of Requirement (just for COs) are both hosted by Ning.

Resources Page – A page of the chapters website with helpful materials for running your chapter, such as sample flyers, info sheets, Chapter Charms, and Wand Works.

Room of Requirement – The Ning for Chapter Organizers. At least one CO from your chapter must be a member of this group. To gain access, request an invitation at <http://hpachapters.ning.com> or email chapters@thehpalliance.org.

Spellbooks – Forum threads in the Room of Requirement where COs contribute ideas and tips for a specific topic (such as “fundraising” or “getting publicity”). These threads are created by the Chapters Staff, but Chapter Organizers do the bulk of brainstorming and adding program ideas.

Wand Works - Step-by-step guides for planning specific types of events, such as book drives or movie screenings. These are compiled from the ideas we receive in Spellbooks, CO Calls, and outside research.



What does it mean to be an HPA Chapter?

Why Start a Chapter?

Chapters are an integral part of the Harry Potter Alliance; you represent our organization in your local community. Although individuals play an important role, chapters are groups of people united by their community or school and their love for activism.

Look at the value of chapters through a Potter perspective: when Voldemort came to power, everyone acted alone and personal rebellion, while important and worthwhile, was able to accomplish only so much. But once the community banded together and formed groups such as The Order of the Phoenix and Dumbledore's Army, they defeated Voldemort.

As Harry Potter fans, we have so much passion for the work that we do - and with the persistence of Hufflepuff, the bravery of Gryffindor, the ambition of Slytherin and the thoughtfulness of Ravenclaw, you can create a HPA Chapter that will help bring more love into the world. It won't always be easy! Chapters staff and prefects are here to help you whenever you ask for it; we are part of your community too.

Requirements of Chapters

As a CO, you have several responsibilities that we've outlined below:

To become a Chapter, you must:

- ★ **Find a core group to help you run a chapter** – Running a chapter can be a lot of work, and we want to make sure you're not doing it all alone
- ★ **Choose a chapter name** – You can use “Harry Potter Alliance Chapter in _____,” or be creative!
- ★ **Start a chapter website** – Technology is a great friend to us all. Your website doesn't have to be fancy. Many groups choose to use Wordpress or Facebook groups, both of which are fine. We just want to make sure people can find you online. We'll also link to this page in our Find a Chapter listing.
- ★ **Fill out the [Chapter Information Form](#)** - so we can have all your chapter info, too
- ★ **Join the [Room of Requirement](#)** – and keep up with other COs
- ★ **If you are under 18, find a faculty member or adult contact**



To remain a Chapter, you must:

- ★ **Work on HPA campaigns** – Some we will recommend chapters work on, and others we will ask every chapter to take part in somehow. We will also provide you with multiple ways to get involved based on time, resources, etc.
- ★ **Maintain membership** – Each HPA Chapter must have at least 2 people in it at all times. Chapters should also continually explore ways to expand and get new members involved.
- ★ **Keep your website updated** - This way, new members can find you online and learn how to get involved
- ★ **Keep in contact with the HPA Chapters Staff** – We provide many ways to do this (see the section below). The better contact we're in, the easier it is for us to help you with campaigns, members, etc.

How to Stay in Touch with HPA Chapters

Galleon Day Check-Ins

- ★ **WHAT?** A weekly check-in day where we update COs on important announcements for the following week. This post goes in the Room of Requirement under a special Galleon Day Forum category.
- ★ **HOW?** By (or on) Monday, all Chapter Organizers should go to the Room of Requirement and read the "Galleon Day Update". This thread will have short updates on what's going on at the HPA and also point you to specific threads around the web that you might want to read. It will also have a short, easy question **you must** answer.

Telephone conference calls *(**Mainly used for community CO's**)*

- ★ **WHAT?** A way for all COs and Chapters Staff to discuss what is going on. On the call we make special announcements, give feedback on how things are going for our chapters, ask questions and generally help each other through.
- ★ **WHEN?** 4 week rotation (from the start of the month)
 - ➔ Week 1 - All COs
 - ➔ Week 2 - Focus on helping anyone starting a chapter but established COs are also welcome
 - ➔ Week 3 - All COs
 - ➔ Week 4 - No call unless something special is going on
 - ➔ Note: This schedule can be found on the calendar and reminders are sent in the weekly Galleon Day update
- ★ **HOW to join the call?**
 - ➔ Phone 1 (712) 432-1000 (USA based)
 - ➔ Use access code: 584 693 429#
 - ➔ Anything will work: landline, cell phone, Skype-to-phone, etc.
 - ➔ 30 minutes long



- ➔ RSVP is usually requested so we know who to expect
- ➔ **International COs:** If you don't have a USA calling plan, we recommend Skype-to-phone which is inexpensive and works through your computer (using high speed internet). You can also submit questions or feedback via e-mail and download the podcast recording.

Newsletters

Periodically we send out special newsletters with extra information to help you and your chapter. This is typically done through e-mail and the information will also be available online.

One-on-One Communication

- ★ The HPA Chapters Staff is here to help you – you can always get in touch with us by emailing us at chapters@thepalliance.org
- ★ We love to hear about what your chapter is doing! Please send us...
 - ➔ **Event reports** – We want to know how your meetings, events, and programs go!
 - ➔ **Pictures** - Take pictures of your chapter in action! Make sure you have the consent of everyone in the picture and try to send us the names of everyone if possible (unless it's a huge group shot). Also, upload them to the Ning. We might use them on the website or elsewhere to show the HPA in action, [like these!](#)

Resources for Your Chapter

Getting Started

So you're getting a chapter going? That's great! We've created many resources to help you get started. Take a look below for some major topics you will need to consider when planning your chapter:

- ★ [Holding an Interest Meeting](#)
- ★ [How to write your Chapter Constitution](#)
- ★ [How to create a Chapter website](#)

Once Established

Once your chapter is going, we have many resources to help you make it a great success. In here you will find answers to most questions and suggestions for most major activities. The resources are split into two different areas: [Resources page](#) & [Room of Requirement](#).

- ★ **Resources Page:**
 - ➔ **General resources** like The HPA Code of Conduct, information forms for parents and advisors, and "About the HPA Info Sheet".
 - ➔ **Templates** for flyers and press releases, plus **graphics** to use on your websites, e-mails and flyers
 - ➔ **Chapter Charms:** how-to tutorials that cover the basics of running your chapter, including interest meetings and media/publicity guides
 - ➔ **Wand Works:** Step-by-step guides that help you plan specific chapter events



- ➔ **Campaign-specific resources:** If we have special information for a current campaign, we'll post press releases, templates, and any other info you need for your chapter to participate in the campaign

★ Room of Requirement

- ➔ It's so much more than a place to check in on Galleon Day! This is an interactive place where you can share your ideas and experiences to help your fellow CO's.
- ➔ **Spellbooks:** Places where we all generate ideas for Chapters to use
- ➔ **Brainstorming Threads:** brainstorm with the Chapters staff and other COs on various projects, events, and campaigns
- ➔ **Important information about the HPA** and a feedback thread
- ➔ **Galleon Day:** Every Monday we require you to check in to let us know how you are doing and answer a few simple questions. If you are new, please do answer each week, but feel free to say that you aren't sure about what you are doing yet.

★ Still have questions?

- ➔ When you're stuck on planning an event, can't find a template, or are having other issues with your chapter, e-mail chapters@thepalliance.org

Note: Many of our resources are created in Microsoft Word (.doc) rather than a PDF so that you can add information on your chapter. If you do not have Word there are various free programs you can download which can open and edit Word files (e.g., Open Office).

HPA Campaign Topics

The HPA has participated in many events over the years. Below are common topics and their past campaigns, some of which are yearly events. Take a look at what has been accomplished thus far to help draw inspiration for your chapter's own campaigns!

Anti-genocide

- ★ **STANDFast/DarfurFast** ... a yearly event to raise money for the protection of refugees and citizens in war torn regions of the world (Darfur, Burma). People are asked to give up one luxury, like a cup of coffee, and instead donate the money (i.e., "fast" for the day).
- ★ **Wanted for War Crimes** ... a petition (2008) to the UN Security Council to hold those accountable for war crimes in Darfur. It worked (2009), but those indicted have not been actually arrested yet.
- ★ **Pledge2Protect** . . . a student-led division of Genocide Intervention Network. Students activists across the country participate in an innovative campaign aimed at strengthening the movement to protect civilians from genocide and mass atrocities by pushing Congress to implement the recommendations of the Genocide Prevention Task Force Report (GPTF).



- ★ **Rwanda** ... recognizing the genocide that occurred, helping the survivors heal, and working to keep genocide from occurring again
 - ➔ Video project (lighting candles) marking the anniversary of the genocide (2009)
 - ➔ Accio Books book drive to give books to a youth village learning English (2009)

Awareness of the World

- ★ **Breaking Out of the Muggle Mindset** ... Recognizing that the way we typically see things can be harmful to ourselves and the world and learning to see things in a new way.
- ★ **What Would Dumbledore Do? (WWDD?)** ... Asked people to think of what Dumbledore would do about certain issues. What would he think?
- ★ How would he react? This is an ongoing campaign encouraging mindfulness of one's actions and reflection on the consequences of our actions.
- ★ [Spellbook](#)
- ★ **Wrock the Vote** Volunteers helped register citizens to vote and encouraged them to get more information about the 2008 presidential election.
- ★ **Protego Earth** ... the name for our group within the HPA (found in our Ning/Common Room) who focus on environmental issues.
- ★ **Don't Buy New Stuff** ... a yearlong (2009) project started by Matt of the Whomping Willows and Paul of Harry and the Potters to not buy any new items (only used, except for certain exceptions). Various others have also joined in the effort.
- * **Voldemedia** ... asked congress to prevent further media consolidation by rejecting legislation that would have allowed it. Wizard rockers also made a special album for the event, which you can find here: <http://stopbigmedia.com/potterwatch/>
- ★ **Fair Trade**...In January of 2010 many HPA members filmed questions to ask Emma Watson of the Harry Potter films and spokesperson of PeopleTree.co.uk about her views on the fair trade movement. People Tree is a company specializing in fair trade fashion. The HPA has been known for its long term goal of bringing fair trade chocolates to the attention of Warner Bros. for use in popular Harry Potter candies.

Equality

- ★ **Equal marriage** ... ensuring that all adults have a right to equality in marriage under the law, regardless of their sexual orientation. This is ongoing wherever/whenever a vote occurs.
 - ➔ Wrock for Equality (W4E; 2009), No on Prop 8 (2008 and ongoing)

Fund Raising - the HPA is a non-profit that relies on donations to operate, so fund raising is a must!

- ★ **Platform 9 3/4 Campaign** ... asked people to donate \$9.75 to the HPA
- ★ **100% Participation** . . . all chapters set fundraising goals and worked to achieve them. All money raised went to HPA to keep the organization going.



- ★ **Helping Haiti Heal...** took place in 2010 after multiple earthquakes struck the country of Haiti. The Harry Potter Alliance teamed up with Partners in Health and other fandoms to raise over \$123,000 in a telethon-like livestream event. In recognition of the funds that were raised, Partners in Health named 3 of the 5 emergency cargo planes Harry, Ron and Hermione.

Health

- ★ **Accio Fitness!** ... a group in the Common Room (Ning) you can join and share with others on your journey to better health.
- ★ **Whompy's Weight Loss Challenge** ... Whompy (aka Matt Maggiacomo of the Whomping Willows) asked people to join in his challenge to lose weight.
- ★ **Breaking out of the Muggle Mindset on Stress** ... a series of blogs on how to reduce stress.

Giving back

- ★ **Magical Acts of Kindness (MAK)** ... performing acts of kindness to friends and strangers simply to brighten their day.

Literacy

- ★ **Accio Books** ... collected used books and donated them to local groups and a youth village in Rwanda in 2009. Will be a yearly campaign with various recipients.
- ★ **Book Club** ... a group in the Common Room (Ning) to promote more reading amongst ourselves!

The Deathly Hallows Campaign - an initiative to rid the world of seven real world horcruxes by tackling one every month between the first part of the Deathly Hallows movie to the second and last part.

- ★ **Starvation Wages...**the goal is to get Time Warner/Universal to switch all their Harry Potter chocolate to fair trade by collecting signatures and sending in letters.
- ★ **Dementor Horcrux...** help people battle their inner dementors by creating a collective of artistic patronuses.
- ★ **More to come!**

Fundraising

With the global economy disarmed, stupefied, and confunded, nonprofits like the Harry Potter Alliance continue to meet financial barriers that get in the way of our work. It costs money to organize and run the HPA and its many important campaigns, so without donations, the HPA cannot operate. We need your help to get beyond these financial barriers. And remember, the Harry Potter Alliance is a 501c3 (non-profit) so individuals' donations are completely tax deductible in the USA.



How to donate

- ★ **Methods:** Don't send cash in the mail! You can send a check, US Dollar money order , or [donate online using Paypal](#)
- ★ **Address:** The HP Alliance, PO Box 441640, West Somerville, MA 02144

Fund raising is easy to plan and fun to do! It is a chance to get creative, have fun, and introduce yourself to the greater community. Events can be very small (like collecting pocket change) to big (like a Yule Ball). What you do is up to you! Every dollar helps run the HPA.

- ★ **Chapter Charm** - Coming soon! Watch the resources page.
- ★ [Spellbook on Fundraising](#)

International Chapters (outside the USA)

If you are outside of the USA, there are some special things you should know. HPA Staff also come from around the world, so please do ask questions if you have any and we will try to help. Thank you for helping to share the HPA with the world!

- ★ People who **donate money** to the HP Alliance but live outside of the USA typically will not be able to claim it as a tax deduction since it is a USA non-profit
- ★ For some campaigns, donations are made to other organizations which have branches around the world. If you choose a branch in your country then you will be able to claim the tax deduction.
- ★ Some campaigns center on USA laws or elections; however, the same issues are usually important in all countries so you can adapt the campaign to suit your chapter's needs. If possible, the HPA will try to include things for all chapters to participate in, regardless of their country.

Meet the Chapters Staff

These HPA members can help you with upcoming events, campaigns and might just have some very good advice for you. The best way to contact them is by [emailing chapters](#) but you may also email them individually.

<i>Prefects</i>		<i>Staff</i>	
Anna	anna@thehpalliance.org	Sara	sara@thehpalliance.org
Cole	cole@thehpalliance.org	Jenni	jenni@thehpalliance.org
Pam	pam@thehpalliance.org	Katie	katiet@thehpalliance.org
Miranda	miranda@thehpalliance.org	Stephanie	stephanie@thehpalliance.org
Arielle	arielle@thehpalliance.org	Shrima	shrima@thehpalliance.org

