



THE HARRY POTTER ALLIANCE

THE WEAPON WE HAVE IS LOVE

Chapter Charms - Guides for Chapters

INTEREST MEETINGS

INTEREST MEETINGS – WHY AND HOW WE USE THEM First of all, what is an interest meeting? Simply put, it is a meeting, open to anyone, that gives you a chance to explain what your local Harry Potter Alliance Chapter is and what your chapter is going to do.

Interest Meetings are Good for...

You because...	It gives you a chance to find members, ask what they might be interested in, and move forward with your goals
Other People because...	They get to learn about the Harry Potter Alliance and find ways to get involved

Now that you know you're going to have one, you're free to start planning!!

1. Decide When (and Where) To Hold It

When - This is all going to depend on your community. What times work well? Weekdays or Weekends? Days or Nights? If you're not sure, try polling a few of your friends, classmates, or co-workers – even if they might not be interested in coming. A few answers to “hey, quick question, just out of curiosity, what day of the week is easiest for you to meet?” can give you a lot of feedback (and, maybe even an opportunity to gush about what you are planning).

Where - You want your location to be central and easily accessible. Try and book the room ahead of time, if at all possible. (If you can't, make sure to get there early so you can reserve the space).

Where Can I have an Interest Meeting?

School Chapters

Library
Cafeteria
Empty Classroom
Auditorium
Outdoor Quad
Art Room
Student Center
Anyplace unique or central to your campus

Community Chapters

Public Library
Coffeehouse
Bookstore or Restaurant
Outdoor park
City-owned community space
Commonly-known, central locations in your area



2. Publicize!!!

Publicity is both really fun and really necessary. It does not have to be hard!!! Here is just a small sampling of things you can do:

- ★ Print fliers (check out our flier templates in the CO forum and website)
- ★ Use the internet: Facebook, myspace, AIM away messages, Youtube
- ★ Community calendars – libraries, TV stations, and local newspapers always have them.
- ★ Turn it into a press release (see the HPA template) and send it to everyone you know
- ★ Word of mouth – talk about it to everyone, and encourage everyone you know to talk about it with everyone else they know
- ★ Buttons, tshirts, facepaint, stickers, etc.
- ★ BE CREATIVE! The more creative you are, the more viewers you'll attract – people are drawn to look at unusual or unexpected things

Check out the CO Forums and Chapter Charms Publicity Guide for more info!

3. Get Your Resources Together in Advance

THINGS YOU MAY WANT TO BRING TO YOUR INTEREST MEETING:

- ★ An agenda of what you're going to talk about (see STEP FIVE to see what might be included on this)
- ★ Handouts on what the HPA is, the different projects we do, media articles, etc.
- ★ Food
- ★ Raffle or Trivia Prize (suggested prize: copy of Rocking Out Against Voldemedia CD)
- ★ Clipboard with Contact Info sheet **and pen**
- ★ As much *POSITIVE ENERGY!* as you can muster up!

4. Write Out Your Agenda

Agendas are Good for...

You because...

You'll have to plan what you want to talk about in advance, which makes running the meeting easier (and a lot less scary)

Other People because...

They have something to follow along with – and it gives them something to reference when they go home

WAND WORK  *Check out the Sample Agenda at the end of this guide*



5. Attend Your Meeting

Be confident and have fun. **Follow your agenda**, be open to questions and meeting new people, and be as natural as you can. Remember – you’ve already done all the background work – this meeting is all about showing off the research you’ve put in and finding people who want to get involved.

Remember, no matter how many people come to your first meeting, if you can engage them and get them excited, you have been successful. A small group of active people can be very effective – and if you get them interested, they will want to be active.

Be flexible with size – if fewer people than expected show up, use it as an opportunity to really get to know the people you’re working with. And if you’re overwhelmed with people, try your best to make sure everyone still has a chance to speak up and give their opinions.

Stick around once the meeting is over and be available to answer questions or talk to individuals. This will show that you are really excited to be working with everyone.

6. After Your Meeting...

Send an email those who attended and...

- ★ Thank them for coming
- ★ Remind them of your next meeting time
- ★ Remind them of any tasks you may have assigned
- ★ Let them know you are really excited about working with them in the future

Send an email to chapters@thehpalliance.org (because we’re going to want to know how it went!)



Wand Work – Interest Meetings

Sample Agenda – Comments on headings are Italicized

HEADING – try and include an HPA graphic or logo

A. Introduction and Thanks *(In this section, you might want to...)*

- ★ *Give a Brief Overview of the Harry Potter Alliance (Explain what the HPA is and how you became interested in it. Check the website “About Us” page for inspiration).*
- ★ *Explain Local Chapters (verbally explain what you are hoping your local chapter can accomplish)*
- ★ *Have Introductions (Have each person say their name and their favorite HP character / what house they are in / their favorite HP book, etc. If there is a large group, have them introduce themselves in this way to their neighbors)*
- ★ *Point to Handouts and Additional Information (Try to leave handouts on the chairs/around the room before the meeting starts – fliers on the HPA, info sheets, media articles, etc. At this point, you can explain each handout briefly and invite people to take them with them.*
- ★ *Send around your Sign Up Sheet and ask every person to include their contact information)*
- ★ *Hold a Trivia Contest or Raffle*
- ★ **BEFORE MOVING ON** - *(Ask if they have questions). If you don’t know the answer, tell them you’ll find it out and let them know ASAP)*

B. Harry Potter Alliance Campaigns *Explain the current HPA Campaigns and what chapters can do for them. This may be a good time to start brainstorming how your chapter can get involved. Make sure you write down what you discuss!*

C. Chapter Name *If you haven’t already decided on a Chapter Name, discuss/vote on it here*

D. Project Work *Try and begin preliminary planning for an **event** or so that tasks can be assigned. Ask for suggestions and new ideas to give people a chance to affect the direction of the group. People are much more likely to return if they are involved in the group’s work and development from the beginning. Even if you don’t discuss details, try and get one concrete project in the works.*

E. Future Meetings *Decide on a time/location for future meetings. Assign tasks that should be done before the next meeting (make flyers, research on a program, Talk to _____, etc.). Let people know how to contact you if they have any questions. Also, try and keep your meetings at a consistent time and place.*

F. Closing *Thank people for coming and invite them to stick around and say hi to you afterwards. Also, remind them to TAKE FLIERS/AGENDAS WITH THEM! That way, they can have your contact info and a reminder of what you are, and what you did.*

*If you want something fun to end on, play **Rocking Out Against Voldemedia** to help cover the end-of-meeting silence. Encourage dance parties, random spontaneity, and post-meeting chatter*

