

Simbi Chapter Launch Guide





Simbi Chapter Captains are local leaders who are passionate about building a thriving Symbiotic Economy in their hometowns. As a Captain, your primary role is to host at least one Simbi Swap Meet per month and to spread the word online and off to folks in your city.

As a connector and builder, Captains are official representatives of Simbi on the ground in their city. You will have the opportunity to gain leadership skills, connect with like-minded people, and create more abundance and interdependence in your local community. In addition, you will be invited into the Simbi Counsel, a monthly meeting to provide product feedback to the Simbi Team. You'll be rewarded with additional simbi (\$) to spend and a special Chapter Captain badge on the site.

Ready to get started?

If you're reading this, you're already a great role model on Simbi and we're proud to have you in our community. In this packet, we've outlined the different steps in applying to be a Chapter Captain and hosting your first Simbi Swap.

Goals:

The **ABCs** of your **Simbi Swap Meet**

How do you know you've held a successful event?

Here are the three things you should be aiming for. We call them the ABCs of a successful Swap Meet.

Abundance

This is what it's all about. Your event will not only build abundance in the local Simbiotic economy by bringing more Simbians and services into the fold, but should also help attendees feel more abundant in their sense of meaning and inspiration.

Belonging

Humans have an innate need to feel like they belong. Your Simbi Swap Meets should help them feel like a valuable part of a community and a movement.

Connections

Relationships are at the heart of every great Simbiotic experience. Your Simbi Swap will build connections between people, regardless of their monetary resources.

Before the event:

Planning Your **Simbi Swap Meet**

1 Pick a venue.

This could be your home, office, community center, a local park, or a local business with plenty of space. Here are the type of things you want to look for in a venue:

- Enough space to accommodate the number of people you are expecting
- Convenient enough for people to get to
- Clean and comfortable for your guests
- Ideally, free! We don't have a budget for these events, so we've gotta use our ingenuity and do them on a shoestring

2 Pick a date & time.

We recommend weekdays from 6-8pm as they tend to be convenient for most people. Make sure you can give at least 2 weeks lead time from the time of first announcement.

3 Decide on the food approach.

Many meetups happen after work, so it's always good to find a way to provide food. A potluck format is the perfect Simbiotic way to cover this one, but you can also try a small cover charge or look for a simple sponsorship if that makes sense. Food isn't necessary, but we find folks will stay longer and leave happier! Whatever you do, make sure you communicate with your guests about what food to expect so they can plan ahead.

4 Get in touch with us to promote your event in your local area!

While we can't share email addresses with you for privacy reasons, we can send an email to people who have signed up in your local area. Please complete [THIS FORM](#) and be sure to include as many juicy details as you can.

5 Create an event page on [Eventbrite](#).

Remember to include all those juicy details. Your Eventbrite page will help you to communicate details, manage RSVPs, and send updates and followups to your attendees. Here is an [example template](#) to help guide you.

6 Start inviting people! Now that you're all setup, it's time to fill the room!

Invite people in your own network who would be interested in trading their skills or could benefit from bartering. We've even made a few messaging templates [HERE](#) to get you started. Some great places to start:

- Go through your phone contacts and send some text messages!
- Create a Facebook event that links to the Eventbrite page. Start inviting your friends, and ask each of them to invite people themselves.
- After you create the event, share it to your Facebook timeline. Send a few Facebook direct messages to people you think would be great fits.
- Think about any local groups whose members might be interested. See if you can share on listservs or in relevant Facebook groups.
- Check out the full community guide for more buzz-worthy advice. For maximum return on your invitations, we suggest contacting people you really want to attend directly.

7 As the time approaches, over-communicate with guests.

Don't just assume that because someone RSVP'd, they will remember to show up! People start to remember things after 3-5 repetitions. That includes things like directions, parking options, how to buy tickets, when to arrive, and what to expect. Make sure you send out a reminder a few days before, and on the day-of. Try to keep these upbeat and engaging, as well as practical.

8 Finalize the event timeline.

It's important to know what is supposed to happen when, and to communicate that to any helpers or volunteers. We recommend following the timeline on page 9.

9 Get your materials prepared.

Make sure you print out [referral cards](#), [signage](#), [nametags](#), and [sign-in sheets](#)* (can be [digital](#), too). Everyone who attends will receive 25 💰 after the meetup. Note: You'll earn 25 💰 when someone joins Simbi with your referral code, plus 25 more when they make their first deal. This means everyone who invites a potential newbi as their plus one has the potential to earn 75 💰!

10 Help your guests publicize the event.

Create a hashtag your community can use on Twitter and Instagram. Add it to signage and remind folks at the event to tag when you do your speech. Example: #SimbiNYCSwapMeet

During the event:

It's time! Here's what to do:

1 Designate someone to man the door and greet people as they arrive. Have everyone create a Simbi Nametag with the template provided, and make sure everyone [signs in](#) with their name and Simbi email so they can redeem their 25 ☺ after the event.

2 Start with an icebreaker. Conduct a simple, fun and short icebreaker exercise to get everyone in the mood to mingle. See our idea sheet [HERE](#) for inspiration.

3 Keep things fun and mission-oriented. This is the perfect opportunity to network, introduce new Simbiotic relationships, share your expertise on Simbi, and educate Newbis.

4 Work the room! Make sure everyone is included. Find the shy folks and introduce them to other people, and look for opportunities to make helpful introductions.

5 Within the first hour, give a 2-3 minute announcement about why you've brought everyone together. We recommend sharing your own Simbi story.

6 Take photos.

Capture the memories on your phone or camera of attendees while folks network up a storm. Even better, assign a designated photographer for the evening to do it for you!

7 Help people leave with action items.

Make sure everyone leaves with a stack of [referral cards](#), some new knowledge about ways to bolster the Simbi community both online and offline, and hopefully lasting friendships and new trades in place!

After the event:

The Swap's over, **now what?**

1 Compile email addresses of all attendees.

Send this list to community@simbi.com so she can distribute simbi to everyone who attended and to you for hosting.

2 Send out a “Thank You” email to all attendees

featuring special shout-outs to people who volunteered or did something awesome and any good photos from the meet. Please cc: community@simbi.com so we can see your beautiful faces!

3 Encourage folks to share about their experience on their social media channels

and to distribute their referral links to friends. This is a critical part of building awareness about the local Simbi movement. Remind them that they'll earn 25  when they recruit a new member, plus 25 more when they make their first deal!

4 Write a post about the event for our blog!

We'd love to share your story of building a local Symbiotic Community. Here's some details to include:

- Why did you decide to host a Simbi Swap Meet in your city?
- Where and when was it?

- Who came out?
- What did you guys do?
- Any special connections made or cool things you learned about your fellow Simbi folk?
- What's next for your Simbi Chapter? What gets you excited the most?
- Was there anything you learned while hosting the event that would be useful to share?

5 Start planning your next event!

After the first one, you'll have a better sense of what went well and what could go better. We recommend that you recruit a small team of volunteers to help with the next event. You'll get it down in no time!

Resources

- [Simbi Squad Guide](#)
- [Host an Event](#)
- [Referral Cards](#)
- [Messaging Templates](#)
- [Signage](#)
- [Nametags](#)
- [Digital Sign In Sheet](#)
- [Printable Sign In Sheet](#)
- [Icebreaker Exercises](#)
- [Simbi Tips](#)
- [Eventbrite Example](#)

Suggested event timeline

Time	Activity	Pro Tips
1 hour before	Arrive at event venue. Get set up and ready to greet guests!	Have your signage and everything printed the night before so you can be relaxed while setting up. If you have a way to play music during the mingling time, that's always helpful.
First 30 minutes	Mingling, food, & drinks	Have someone assigned to work the door and help people ease in, so you can work the room.
30 minutes in	Short icebreaker (10 mins max)	Use a bell or the clapping method to call the group's attention.
40 minutes in	Share your personal Simbiotic story and vision (2-3 minutes)	Tell the community WHY you gathered them and what you are hoping for the community. Share your own story of how Simbi has worked for you.
~45 minutes in	Have the group introduce itself (20 minutes max)	Determine how much time each person can have to talk about what they have to offer and what they are looking for (30 secs → 2 minutes max). Assign a timekeeper who will hold firm to that time limit, but otherwise go around the room and let people have the floor!
~1 hour in	Simbiotic Tips (5 minutes max)	Share your best practices to get the most out of Simbi.
Rest of the time	Mingling!	Before wrapping up, encourage everyone to set a goal of leaving the evening with at least one Simbiotic relationship established. Remind them that these do NOT have to be trades... paying with simbi is often simplest.