



ECG LOCAL CHAPTERS

AN ACTIVIST'S GUIDE

- Starting a new Local Chapter
- Running a successful Chapter
- Onboarding new Members



STARTING A NEW LOCAL CHAPTER

Economy for the Common Good (ECG) is a global organisation and a citizen's movement with over 170 Local Chapters. Citizens, activists, students, politicians, and over 900 participating businesses help spread the seeds to make our movement grow.

Creating a Local Chapter is an important step in strengthening our movement by bringing concerned citizens, businesses, and other organizations together to help make the vision of ECG become reality.

Steps to create a Local Chapter

1. [Check ecogood.org](https://ecogood.org) to discover our network of Chapters. If there is a Chapter in your area, contact them first. If not, you can begin creating a new one.
2. Find a group of people willing to commit to helping create a Chapter and encourage them to sign up as members of an [ECG Association](#).
3. Once you have four people in your group who are members, you can use our [application form](#) to apply for a new Local Chapter.

Learn more

- [Starting a new Chapter](#) (Video), [Getting involved in a new Chapter](#) (Video)
- Learn more about [Getting Involved](#) in ECG
- Contact for questions and support: [International Reception](#)
- Learn about our [Local Chapter Support Team](#)
- Check out our various [IT tools and services](#)



RUNNING A SUCCESSFUL LOCAL CHAPTER

Once your Chapter has been established, you need to elect two coordinators. They act as reliable contact persons for your Chapter and are responsible for organizing meetings.

As your group grows, you can create focus teams on topics such as:

- Local businesses and educational institutions
- Creating an ECG City
- Public relations and event planning (utilize our [Graphic Resources](#))

Strengthen and stabilize your Chapter

As LC coordinators you can do a lot to make your members feel comfortable and happy to stay active. Below are some practical tips on how to strengthen and stabilize your team.

- Regular meetings (e.g., monthly on a specific day) help long-term planning.
- Use the same template for meeting invitations and minutes with a list of topics. Invite your members to submit topics a week before you send the invitation.
- Define a limited time slot for business topics.
- Designate someone to moderate the meeting.
- We recommend a check-in and a check-out round (ie. "How are you today?")
- Help the others to keep their contributions complete and short, to listen to each other openly, to be appreciative and to respect different opinions.
- Periodically review the ECG [Code of Conduct](#)
- Celebrate! Having a party is a great way to spend casual time together.

Further possible activities

- Attract new members to your local ECG Association and your Chapter
- Join meetings such as Delegates Assemblies, entrepreneurs' meetings, academic conferences
- Encourage local businesses to create a Common Good Balance Sheet
- Establish a network of political decision-makers and like-minded organisations
- Encourage your city to become an ECG City
- Encourage an educational institution to host ECG events



ONBOARDING NEW MEMBERS

Onboarding is the essential process of helping new people feel empowered to join and stay active in your Local Chapter. We have identified four key phases. A helpful Checklist is available below in the Appendix.

1) Initial Contact

An interested person has heard about ECG and has either registered as a member on an ECG website, added their name to a list of interested individuals (e.g. at a public event) or visited a Local Chapter meeting.

It is important to find out how the person found out about ECG and how much they know about ECG. This information will help determine the next steps.

2) Getting to know each other and providing information

During this phase you can clarify what the person expects from the Chapter, what she can and wants to contribute, and what information or support she needs. The coordinator provides this to the best of their ability, including information on current projects, target groups, working groups, etc..

3) Participation

Once the person has signaled that they are committed to actively collaborate, the process of onboarding begins. This includes helping the person sign up as an ECG member and receiving an ECG Account (incl. email address and access to IT tools) and adding the person to the chapter's email distribution lists. From here on, further information such as ECG organisational structure, important contacts, Code of Conduct, Common Good Balance Sheet are provided.

4) Support

During this phase we try to ensure that the new person is connected to various groups and has a mentor within the Chapter. Ideally, the mentor is already familiar with the ECG landscape and can deal with the new member in a motivating way. The LC coordinators are responsible for finding the mentor.

5) Off-boarding and handing over roles

It can always happen that life situations and priorities change and a member decides to leave the chapter. It is important to ensure that any tasks or roles the person had are properly handed over (materials may need to be returned, email distribution lists updated and access privileges removed).

Learn more at ecogood.org

Contact [International Reception](mailto:international@ecogood.org) with any questions.

Information on photo copyrights [available here](#).

APPENDIX: ONBOARDING CHECKLIST

This checklist can serve as an orientation for Local Chapter (LC) coordinators and help ensure that newcomers experience a smooth and structured start. The list covers the four onboarding phases and is designed as a guide and does not have to be strictly adhered to. Feel free to print these pages to use it as a checklist.



1. Initial Contact

Done	Task	Responsible
<input type="checkbox"/>	Thank you for your interest.	Coordinator
<input type="checkbox"/>	How did you find out about ECG?	Coordinator
<input type="checkbox"/>	Request contact information (e-mail, mobile number)	Coordinator
<input type="checkbox"/>	What do they know about ECG? (ie. books, lectures, newsletter, videos, website?) Send answers to coordinators and/or mentor.	Coordinator
<input type="checkbox"/>	Define next steps, e.g. invite to the next ECG introductory evening, pass on contact to LC coordinator	Coordinator
<input type="checkbox"/>	Send this onboarding checklist from point 2 to the interested party	Coordinator

2. Getting to know each other and providing information

Done	Task	Responsible
<input type="checkbox"/>	Invite to the next LC meeting, coordination meeting, regulars' table or other timely offers to get to know each other	Coordinator
<input type="checkbox"/>	At meeting or regulars' table, welcome and conduct round of introductions	Coordinator
<input type="checkbox"/>	Ask about the expectations and needs of the interested parties	Coordinator, Mentor
<input type="checkbox"/>	Assign a mentor. This can be very helpful for new members to have a mentor separate from the coordinators, possibly for exchange on specific topics.	Coordinator
<input type="checkbox"/>	Inform about our vision, goals, projects, target groups and if necessary, about the structure of the movement (Hubs, Delegates Assembly, FMC, EMT) if this is relevant for decision-making. If interested, also create a space to hold discussions about substantive concepts and criticism of ECG (e.g. with a book club).	Coordinator, Mentor

3. Participation

Done	Task	Responsible
<input type="checkbox"/>	Assign mentor if not already done	Coordinator
<input type="checkbox"/>	Add the person to the chapter's email distribution list	Coordinator
<input type="checkbox"/>	Would you like to become a member , if you haven't already?	Coordinator, Mentor
<input type="checkbox"/>	Would you like to actively contribute your skills? If so, in which area?	Coordinator, Mentor
<input type="checkbox"/>	Provide clarification on strategy , organisational structure , data protection regulations , Code of Conduct and ECG Governance .	Coordinator, Mentor
<input type="checkbox"/>	Privacy policy signed (e.g. when registering online)?	Coordinator, Mentor
<input type="checkbox"/>	To unlock access to the Nextcloud folders, write to it-support@ecogood.org . Coordinator provides access to other folders.	Coordinator, Mentor
<input type="checkbox"/>	Already subscribed to the newsletter?	Coordinator, Mentor
<input type="checkbox"/>	Invite to Impact Test (possibly earlier)	Coordinator, Mentor
<input type="checkbox"/>	Apply for an ECG account to get your own ECG email address and access to various tools.	Coordinator, IT Hub

4. Support

Done	Task	Responsible
<input type="checkbox"/>	Send info package for active members of the wiki.	Coordinator, Mentor
<input type="checkbox"/>	Point out ECG materials (flyers, brochures, business cards, blouses, shirts, etc) and hand them out or order them.	Coordinator, Mentor
<input type="checkbox"/>	Inform about the LC Support Team	Coordinator, Mentor
<input type="checkbox"/>	The onboarding process ends here. The mentor is relieved of duties and the new member is responsible for themselves.	
<input type="checkbox"/>	Regular maintenance of the mailing list. If a member is absent for a longer period, ask if they want to stay in the group.	Coordinator

5. Off-boarding and Handovers

Done	Task	Responsible
<input type="checkbox"/>	Ask why the person is leaving.	Coordinator
<input type="checkbox"/>	Thank the person leaving for their work and contributions	Coordinator
<input type="checkbox"/>	Deactivate email addresses	IT Hub
<input type="checkbox"/>	Remove person's address from Local Chapter distribution lists	Coordinator
<input type="checkbox"/>	Revoke or update read and write permissions to all IT tools	Coordinator
<input type="checkbox"/>	Request the returning of material such as flyers etc.	Coordinator
<input type="checkbox"/>	Transfer knowledge and find someone to take on necessary tasks and roles left by the departing person.	Pers. leaving, Coordinator