

# WE MAKE REMOTE WORK LOCAL



## Guidelines for funded chapters

Much of the guidelines are the same for all chapters, this aims to clarify some items for funded chapters.

- Follow the steps on ChangeX
- Form your team - This is key
- Complete the Chapter Onboarding course (sent via email from Grow Remote shortly after you start the chapter)
- Decide on what impact you would like to have
- Report your impact

### Deciding on impact:

For most communities we are trying to achieve most of the same **general goals** (or a mix depending on local needs and opportunities), such as:

- Educating our communities around remote work
- Helping our communities to become remote work friendly

- Empowering companies to connect resources and peer networks to get remote work right

## Looking at more specific goals:

- **Landing jobs** - Chapter members getting a job
- **Community education** - Number of talks educating people around remote work
  - How many people have attended
- **Social Connection** - Social Events for the chapter - building the community
  - Solving for isolation is hugely important for remote workers, in helping to build a community around remote working ensures that people feel engaged
- **Remote Friendly communities** (i.e. your town/city/village/region) Creating community events and resources for “remote friendly communities”
  - Helping out local communities to showcase themselves for remote workers helps communities to welcome new people to an area, helps remote workers feel supported and means that people integrate better into communities
- **Empowering Remote Ready Companies** - organising talks or webinars, with networking, to support companies in getting remote right

## How can you achieve these?

- **Set up a Grow Remote Jobs Club**
  - Learn the process from us to employer your members to get a job
- **Run a talk**
  - Choose from:
    - The School Talk
    - Introduction to Remote Work
    - AMA (Ask me anything)
      - Invite an expert to answer the audiences questions
    - Create your own
- **Social Events**
  - Until it’s possible to meet again safely we will focus on virtual events. Once we can meet again in person the options for social events really open up. Some chapters do a “walk and talk”, others meet for the best coffee, to host an interesting talk or get involved in other volunteer activities (acting like your own personal “Sports and Social” group found in a traditional corporate setting).
    - **Some ideas:**
      - **Virtual Coffee**

- These events are a powerful way to connect people in your community and shouldn't be underestimated. They can allow people to share knowledge and make important connections for their careers. It also helps existing remote workers to build a support network at a local level.
- **Online Quiz/Karaoke/Virtual Tour and on**
  - There are so many wonderfully creative ways to bring people together, some of our chapters have organised events like an online improv, or virtual quiz. There are lots of great tools out there that you can use to help people to connect and have fun.
- **Lunch and Learn**
  - Like a traditional "lunch and learn" you invite your community members to present to the group on a topic they enjoy, or know really well. Adjust the time to suit the group.
- **Remote Friendly Communities**
  - **Taster Sessions** (a rebrand of our Town Tasters)
    - Taster Sessions enable your community to showcase what you have to offer to remote workers considering making the move.
    - These can be run in person, or virtually.
    - Part networking event, part presentation, with lots of useful information, research and work ahead of time (to find all that useful information) and great videos and graphics to show your community in the best light, these events bring people already living and working locally together, with those who are considering it.
    - Previously people struggled to find the information that is really important to them when considering if they want to move to a community, with the Taster Session they can ask these questions directly to those already living there.
    - It also allows the community to pitch what you have to offer, the local amenities, activities, beauty spots and that swimming beach that only the locals know!
    - This information also benefits people already living in the community, by showing what's on offer, people are better enabled to really start to live locally, and as more people move to remote working, we are really **enabling people to live and work locally.**

**Further suggested activities:**

- **Create a case study**

- Creating case study of an individual, someone who is currently remote working, or someone on the remote work hunt
- A case study of the community becoming remote work friendly
- Create a case study of an event, project or initiative you have run
- Create a case study of a remote employer
- Case studies help to make it real for others
- **Create marketing resources**
  - Maybe you want to get your local government on side?
  - Or work with a specific partner?
  - Or to get the word out to more people in your community
- **Advertising and PR**
  - We have done a lot with no budget, so where possible be creative but if there are good opportunities to use your budget wisely, please do so.

## Create your own project or initiative.

The great success of Grow Remote is from communities trying things, taking action, some things failing, but many more succeeding. And then we all learn from each other, sharing knowledge, processes and energy.

Some ideas that have come up across the community:

- Creating a fun, interactive survey “What type of remote work are you?” which then directs people to various resources and supports
- How to gather data around remote workers in an engaging way?
- Mini volunteering tasks, enabling people to support the Grow Remote mission in bite sized chunks
- Social media/video assets to tell the story of the benefits of remote working to communities

## A sample “Year in the Life of” a Grow Remote Chapter

Let’s pretend that this chapter is launching in January (because what better New Years resolution is there, than making remote work local?!).

Jan	<ul style="list-style-type: none"> <li>● Decide to start</li> <li>● Build out the team</li> <li>● Complete the five steps</li> <li>● Complete the chapter onboarding</li> <li>● Meet to decide on general goals/potential future events/projects</li> <li>● Promote the chapter</li> <li>● Map your community (partners, employers etc)</li> </ul>
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Feb	<p>You did a lot in January, this month could be focused on giving the team a chance to see what is in the community, have a meeting and decide on next steps.</p>
March	<ul style="list-style-type: none"> <li>● Run the “Introduction to Remote” talk for your community</li> <li>● Invite local stakeholders</li> <li>● Find out what their needs are</li> <li>● From this look at potential future events/projects</li> <li>● ID which audiences you will focus on in this first year (if the community is big, you can get specific, if it’s smaller it might be wider)</li> </ul>
April	<p>Again that was a busy last month, having an event every second month, with a regular pattern is better than trying to do something every month.</p> <p>Make sure to meet as a team, take time to get to know each other and share what you are excited about, your wins and what you might like help with.</p>
May	<ul style="list-style-type: none"> <li>● Organise your next event - e.g. social, educational</li> <li>● Look at an initiative you could roll out, perhaps the Jobs Club, or partner with local stakeholders to run a Taster Session - give yourself a month or two to plan the Taster Session, the Jobs Club can be rolled out with a shorter lead time, perhaps a month</li> <li>● Keep promoting the chapter</li> <li>● Look at the roles and tasks in the chapter, break them up among the team and wider community, depending on people’s availability, skills and preferences (some people love helping on social media, others are great at facilitating)</li> </ul>
June	<p>Start to talk to your general members about getting more involved in tasks around the chapter, empowering members to set up their own social events, or to take on talks. We have presentation decks prepared for the schools talk, meaning that your chapter could aim to give the talk to every school in your area, and this can be a great task for those newer to the chapter to get more hands on.</p> <p>Also look at having something like the virtual coffee event be taken on by the members, it should be possible for an event like this to be run by anyone long enough in the chapter, and this will mean that the pressure is taken off the team. It’s also a great way to help new chapter members to look at getting involved in the team.</p> <p>Talk about handing over to new people, some people are better suited and others will need time to gain the skills and confidence to do things like facilitating larger meetups, or approach local stakeholders.</p>
July	<ul style="list-style-type: none"> <li>● Survey your members - ask about their employment status, what they want from the chapter, do they want a social group or help with finding a job (maybe it’s both) - set up surveys at regular intervals, twice per year is a good spread. This will help to see what the chapter could focus on.</li> <li>● Time for the next event - let's make this a social gather, a “walk and</li> </ul>

	<p>talk”, meet up in your local park and chat about what remote work means for you, this could be a great event to introduce the existing remote workers with those looking for a remote job, they can share advice and stories of how they found their jobs. Helping people to help people is a powerful thing to be able to do.</p> <ul style="list-style-type: none"> <li>• Create a video of what you have been working on in the chapter, share your learnings from the survey, tag the main Grow Remote accounts and your partners and stakeholders - let us all know what you have achieved to date. Take a moment to celebrate.</li> </ul>
August	<p>This could be a good time to take a break, many chapters, and some of the Grow Remote voluntary team us August as the “summer holidays”. Breaks and time off are as important as the effort we put in. We are more effective when we are well rested and can achieve more for our communities.</p>
September	<p>“Back to School” time - this might be more of a Northern European thing, but many of us notice this is a good time to refocus people. This could be a great time to do a volunteer drive, reach out to local businesses to engage their employees. Perhaps you could organise a presentation for them, find out what their needs are, and this is also a great way of getting in front of a new audience. Or find other local groups and clubs that want to learn more about remote work, or advice on work life balance while working remotely. There will be lots of members in your community who can give a talk on this, get a group of 2-3 people together, create a presentation and welcome all the new members.</p>
October	<p>Again you might want to take an easier time this month, attend some conferences (many great ones online) or dip into other events being run by chapters all over the world (where possible, many will be virtual so should be accessible).</p> <p>Have a team meeting and review the year, what worked well, what would you differently next year? Is it time to bring new people into the team? When you have new team members, contact us in Grow Remote and we’ll get them set up with onboarding.</p>
November	<p>It’s Grow Remote’s birthday month (well technically it isn’t, but we decided a few years ago to make it November!) come help us celebrate. Perhaps it will be a Zoom call, or maybe we’ll get to meet in person. But it’s important that we stop and recognise what we are all achieving together!</p> <p>Organise something with your chapter, celebrate what you have done locally, invite people from across your community. Dream big dreams about what you will achieve next year to build on what you’ve achieved this year!</p>
December	<ul style="list-style-type: none"> <li>• You might want to take this month to spend with friends and family, but if it fits, do feel free to organise something festive!</li> <li>• Seasonal meetup - some chapters have organised a get together in December. Many people don’t have colleagues locally, so it can be nice to share a festive beverage with fellow remote workers (and remote</li> </ul>

	work supporters!).
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Each month the team will be invited to a Chapter Town Hall (Via Zoom) where we get to share updates from across the community, celebrate wins and task for help on specific tasks.

There is also a presentation on a topic that is suggest from the community, e.g social media for chapters, branding for community groups etc

And the chapter will receive an update email helping you to know what the wider Grow Remote community is doing, and to see new initiatives and projects.

**Good luck in the journey, keep the lines of communication open. We are here to support each other in making remote work local!**

**WE MAKE  
REMOTE WORK  
LOCAL**



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