FIVE STEP GUIDE TO STARTING A GROW REMOTE CHAPTER

grow remote

changeX

STARTING A GROW REMOTE CHAPTER

EVERYTHING YOU NEED

TIME

As a chapter leader, you'll need up to 4 hours per week to start and maintain the group.

PEOPLE

Ideally you are a team of around 4 people, so that you can share ideas and divide up the work.

FUNDING

As you develop your chapter, you may need funding or sponsorship to host events etc.

Who typically starts a Grow Remote Chapter?

Someone who is:

- Passionate about the opportunity remote working presents for companies, employees and communities
- Well connected in their community and enjoys new projects.

5 Step Summary

1. Decide to become a Chapter Leader & Complete your 30 Day Challenge
2. Get Yourself up to Speed
3. Build a Small Team
4. Set a Goal
5. Keep Engaged & Keep Creating

Support and Additional Resources
growremote.ie
growremote.ie/getting-your-community-remote-working/
changex.org/growremote
Support from ChangeX: Email: hello@changex.org
Support from Grow Remote: Email: hello@growremote.ie

WELCOME

> "We believe we're in the middle of a seismic change in ways of working that opens up a whole new opportunity for a better quality of life, for remote workers and rural communities everywhere. That's why we're building a global movement of remote workers. We're excited to have you on board!"
>
> Tracy Keogh & Grow Remote Team

Introduction to the Idea

Why Grow Remote?

Grow Remote is a volunteer group bringing companies, remote workers together. Being a part of Grow Remote means being a part of joining those 3 groups to enable our communities to thrive.

We're a solution driven group who believe we can drive our own communities. Access to remote work was difficult, and there no remote working community or ecosystem where we could gain access to knowledge or support each other.

Grow Remote is a unique community pulling everything from service providers (e.g. recruiters) together with coworking spaces and educators.

Who is Grow Remote for?

Companies looking to hire remote roles, town groups wanting to know how you access remote jobs, and remote workers themselves!

Why is this important?

We need to connect in order to discover opportunities. Right at this very moment, there are hundreds of thousands of remote jobs available but there's a disconnect between us and them. Local meetups mean joining the dots, and creating more opportunities for people who want to live outside of big cities.

What do Grow Remote Chapters do?

They are all about connecting people, opportunites and building community. This typically happens through meetups and events. Some Grow Remote Chapters host town tasters where they invite people to come check out their town as a new home to work remotely from. As the network grows, we expect the activities chapters engage in to continue to grow.

"Welcome again to the Grow Remote community on ChangeX! We're delighted you're starting a Local Chapter and excited for where you take it in your local community.

Grow Remote Chapter Leaders believe in the potential that new ways of working present to local communities. By connecting all those already working remotely and giving them the community, support and resources they need, as well as growing the number of people working remotely, you can help to have a really positive impact in your local area!

In this guide you'll find all the information, practical tips and resources you need. There is someone to help you at each stage of the journey so don't be afraid to get in touch!

FIRSTLY, COMPLETE YOUR 30 DAY CHALLENGE

The 30 Day Jumpstart Challenge has been designed to get your project off to the strongest possible start by building momentum in the first month.

☐ **Learn more about the idea you're starting**
This '5 Step Guide' includes all you need to know about the specifics of starting your project.

☐ **Schedule a Call**
Pick a time that works for you to talk to a ChangeX team member about what's involved in your chosen project as well as to ensure that you understand the Guidelines & rules associated with the Challenge.

☐ **Find 5 interested people**
You already have your own project page on changex.org. Use the site to share the project with others and recruit neighbors, friends, or other folks with an interest to be your first supporters.

☐ **Set up a safe kick-off meeting**
Host a virtual (eg via Zoom, Hangout or Microsoft Teams) or physically distant meeting (ideally outside) and come up with an action plan for your project, including a COVID-19 safety plan.

☐ **Share a team photo and your plan of action**
Upload a team photo taken at your first meeting (a screenshot from a virtual meeting is perfect!) to changex.org and share your plan for getting your project started. This should include how you'll spend the seed funding, a COVID-19 safety plan and how you hope the project will ultimately benefit your community.
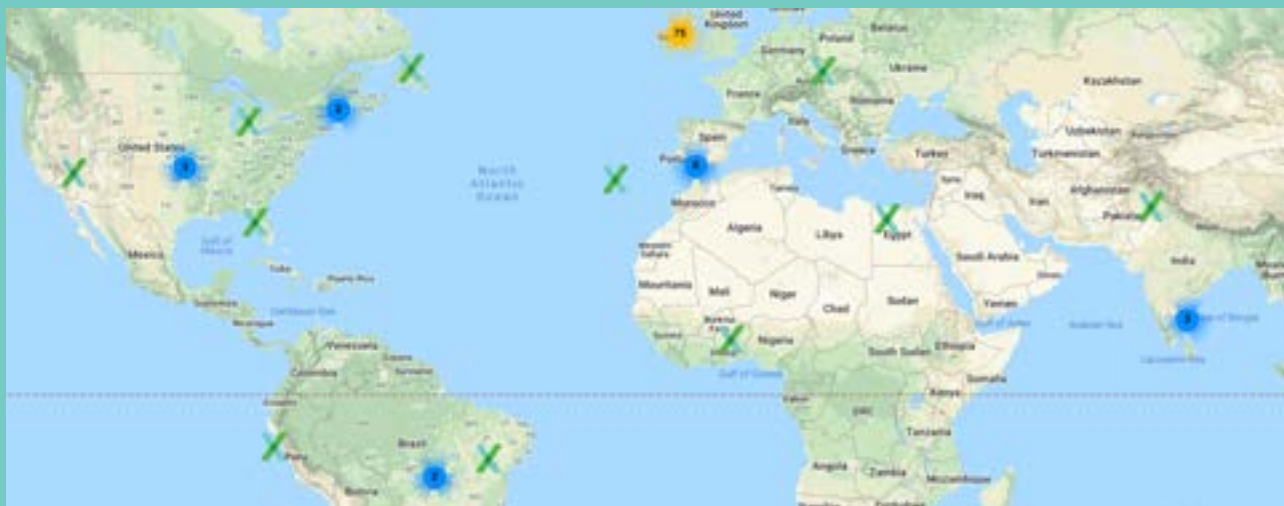
STEP 1:
DECIDE TO BECOME A CHAPTER LEADER

A chapter leader is someone who buys into the Grow Remote mission and is willing to get their hands dirty figuring this out locally.

By joining the network, you'll get access to lots of knowledge and support including:

- Being at the end of the phone at any time to talk about starting/running your group, we'll come visit if we can!
- Providing a range of tools and resources to keep your group thriving.
- Connecting you with other local champions and mentors.
- Promoting your local events and meetups through the Grow Remote channels online and offline.

Read the Grow Remote code of conduct, by becoming a member of Grow Remote to agree to abide by our code of conduct.

Founded in Ireland, there is now a fast-growing network of Grow Remote Chapters right across the world. Check it out here:

STEP 2: GET YOURSELF UP TO SPEED

There was a big learning curve for our team when it came to the world of remote work.

To make remote work local, our chapter leads know 4 or 5 remote companies like they know the local employers. If you're new to remote work, you'll learn what we did. Right at this very moment, there are hundreds of thousands of jobs in rural locations but there's a disconnect between us and them.

Join our Slack group for chapter leads, introduce yourself, have 1-1 calls with other chapter leads to get all the knowledge you'll need to help your community thrive.

Resources: Slack & the Get Started Guide

Checklist

☐ **Co-Working Spaces**
Are there already co-working spaces in your community? Co-working spaces are popping up all over the country with some towns that now have multiple spaces. These may be small and unconnected so make sure to check in with all of them to get them on board. Informal places like coffee shops and libraries may also serve as makeshift co-working spaces, so check them out too!

☐ **Chambers of Commerce**
Pop into your local Chamber or send them an email letting them know what you have in mind for your Grow Remote Chapter. They may be able to help you spread the word and connect you to others interestedin helping out.

STEP 3:
BUILD A SMALL TEAM

Grow Remote can connect you to other community leads, and has a range of central supports that are crowd sourced by us all, but making the magic happen is really all down to your local team. Not only will you be more productive but it will be a lot more fun!

You'll want to onboard local people who are interested in seeing a remote working community grow, and may have a diverse set of skills like marketing, events, or tourism. You'll also want to engage local government or business associations just so that they're aware of your activity from early on, and can help you as and when you need it.

When you have the people, you'll want to build a structure so that you can meet regularly and once per month is recommended. At the end of the first two sessions, you should have local strategic objectives set for your group - whether that's connecting remote workers already working there, or using remote work to attract people to come and live in your community.

Places to find your team: Local business & networking groups, local community groups, Meetup.com, Facebook groups around business or community, your own network, LinkedIn, other social media, other Grow Remote chapters if they are nearby - they may have contacts in your area.

Resources: The GDrive has the emails you can send to onboard local partners and team mates.

The small but growing Grow Remote Team

STEP 4:
SET A GOAL

When we first started, we totally freewheeled. But we've learnt that communities generally want to achieve one of three goals

1. Help those already in their community to find employment.
2. Help repopulate their community by targeting remote workers
3. Help remote workers to engage locally

Once you set a goal, email us at hello@growremote.ie to let us know, and we'll introduce you to other chapters on the same journey.

Resources: Case studies

Some images from the launch of a Grow Remote Dublin Chapter

STEP 5: KEEP ENGAGED AND KEEP CREATING!

Meetups

Meetups are good as they are informal and facilitate conversation between peers. The most important part of hosting meetups is consistency so aim for 'the last Friday of every month at 6pm in O'Donoghues' or 'The first Monday of every week at 6am at the train station'. That way people can add it to calendars and it should take off. See a few more notes on hosting Meetups in the Appendix.

Armed with all of the information you'll need, a brilliant community of fellow chapter leads, and a goal, the most important thing is to keep on going.

Some of your ideas will work, others won't. To get to our top 5 projects we've tried at least 50. Creating and working on group projects is really important as this is how we foster our remote culture.

From updating our bible of remote work in the Get Going Guide by Patrick, to editing Elodie's ebook or adding to the jobs board John made, our crowd-sourced resources are a really important part of our chapters.

Events

Events require more time than meetups and will be stand-alone affairs that may cover a topic or theme and you'll need venue, a speaker, and a sponsor.
Most events have some complimentary tea/coffee or beer and pizza. To do this you may need a sponsor.
You may have identified a great local sponsor from your initial research work, but if not, let the Grow Remote team know you're looking and we'll send it out to our partners.Grow Remote is about bringing the 3 groups of remote working companies, remote workers, and town groups together. So your speaker could be any one, or all of those.
You can use a Bank of Ireland workbench free of charge in Ireland, or you can use Talent Garden in Europe. Outside of that, seek out a space that suits the atmosphere you're building.

Town Tasters

Town Tasters is a project that came from one of our first events. When someone gets hired remotely, a whole world opens up for them and communities. Town Tasters allow people to try out your town for a period of time, with a guide for when they want deeper insights.

APPENDIX 1

--- Research Template ---

Hi X!

I'm hoping you can help me with something, I'm looking to set up a Grow Remote Chapter and I was wondering if you'd be able to help me with some research before we kick off.

Grow Remote is a global movement of remote workers, remote working companies and town groups hoping to support the remote workers and drive our local communities as a place for more people to live and work.

Would you be able to point me in the direction of any remote workers, remote working companies or people in the area that may like to get involved?

Thanks a million,

Y

--- Meetup Communication Template ---

Hi X!

We'd like to invite you to our first <your community> Grow Remote meetup! Grow Remote is a global movement of remote workers, remote working companies and town groups hoping to support existing remote workers already here, and drive our communities as a place for more people to live and work.

At its first big national event, Grow Remote brought together companies like Scraping hub, Shopify, Teamwork. com, Microsoft, Nearform, Hundred5, 10up, Abodoo and Expedia. They also built a guide to getting communities remote working.

The meetups are informal ways for us to connect and share ideas.

So we'd love if you could join us on <Date> in <Place>.

Kind Regards

Y

--- Tips for hosting a Meetup ---

Taken and tweaked from the CMX guide, these are the central principles for a great meetup:

1. Consistency - keep creating even if no one responds
2. Experimentation - try new things, don't stagnate
3. Belief- we're on the crest of a wave, that means this is new and belief is paramount
4. Transparency - be honest and admit mistakes
5. Energy - keep it high, keep it positive