



STEPS TO BECOME AN ARETE CHAPTER LEADER

We love that you're interested and are looking for more awesome women to join our community. Do you have what it takes to become an Arete Chapter Leader and bring Arete to your city? Be sure you've read through the role of our chapter Leaders on the last page.

Once you've determined that it's a good fit for you, follow these steps:

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Once you've determined that it's a good fit for you, follow these steps:

1. Complete the application (located on the previous page).
2. Wait 2-4 weeks to hear back from Mary (we're excited you're interested!).
3. Schedule a phone meeting with Mary so you can learn more about Arete and she can learn more about you and why you think Arete would be awesome in your city.
4. If it's mutually determined to be a good fit, you will schedule a trial meet-up with people you think would be excited. This doesn't mean you've been approved yet to start Arete, but it's an important step. This is when you'll show your leadership skills!

It will be up to you to:

- Spread the word about the meet-up: social media, word of mouth, fliers, etc. explaining that you're doing an Arete trial meet-up.
- At the meet-up: you'll explain who you are, your pitch for Arete, and collect contact info of those who may be interested in joining your chapter.

5. If the meet-up is successful (10+ women), we'll then welcome you aboard as an official Team Leader and new Arete Chapter!

6. You'll receive a Facebook group and Instagram handle .

7. Then you'll establish meet-up times (Wednesdays and Saturdays) and a loose racing schedule for your chapter.

8. Anyone who's interested in joining them, your job is to direct them to the membership sign-up on the website. They cannot practice with the team until they are official members!

9. Two weeks before a new month, give Mary your meetup locations and times for Wednesday and Saturday runs, and any races and she'll format your monthly calendars.

Throughout the season, you should be active on Facebook and Instagram by posting meet-up reminders the day before your runs, highlight teammates, and share stories.

You're welcome to delegate responsibilities to other teammates, but check in with Mary first before doing so so.



"Find a group of people who challenge and inspire you, spend a lot of time with them, and it will change your life."
- Amy Poehler

LEADER PERKS

- Free Arete membership and uniform
- At least one item of Arete clothing every quarter
- The chance to bring Arete and all the good vibes to your city (and your life!)

COMMUNICATION

Please actively communicate with Mary throughout the year. Open communication is the best way to create thriving and successful running community!

Remember why you're doing this: to bring fun and supportive racing and running to your city and to connect with a local and global women's running community! It should feel invigorating, inspiring, and never stressful!

While you are the leader in your city, you will have support from Mary and the other Arete Chapter Leaders as well. We are here to create and elevate a women's running community in our own towns but also collectively around the world.

Still interested? We hope so! Fill out an application on the "Become a Leader" page and let's chat soon!