

SER International

Free Services for Chapters

Chapters embody the spirit of SER International's mission at the local, state and regional levels around the world. We are proud to partner with chapter groups in our shared commitment to **promote ecological restoration as a means of sustaining the diversity of life on Earth and re-establishing an ecologically healthy relationship between nature and culture.** To further this goal, the SER International office based in Tucson, Arizona, offers the following complimentary services for our chapters:

Organizational Guidance

Strengthening local networks to promote ecological restoration is one of our strategic priorities. Being affiliated with SER International lends credibility and clout to your chapter, and, we are available to provide guidance and advice to assist chapters in meeting minimum requirements and excelling at promoting the study and practice of ecological restoration.

All-Chapter Listserv

Chapter leaders, members and others interested in the development and success of SER chapters are invited to subscribe to a listserv that provides a forum for discussion and communications. To subscribe, go to http://sernews.org/mailman/listinfo/ser-chapters_sernews.org.

SER Literature & Publications

Selected SER materials are available in bulk quantities upon request for chapters to distribute. Free literature includes the *SER Primer on Ecological Restoration*, the SER brochure, the SER membership application, and the GRN promotional postcard and flier. Contact us for shipping rates.

Chapter Resource Room

SER International has set up a special area on our website at www.ser.org/content/ChapterResourceRoom.asp to provide materials and links to help strengthen chapters. Topics include nonprofit management, conflict resolution, fundraising, technology and other issues. The SER International will feature "Staff Picks" for books and other resources to help

you deal with the challenges of administering a chapter. In addition, a special "Action Alerts" section highlights specific ways your chapter can participate in SER International's global initiatives and carry the message of ecological restoration to your area.

Leadership Room Document Sharing

Document sharing helps us all avoid re-inventing the wheel and can keep each other up-to-date on chapter activities and initiatives. Our online Leadership Room provides a centralized place for Board members, Working Group Chairs and chapter leaders to post reports, meeting minutes and other documents for easy access by other leaders, without having to send attachments by email or sending hard copies by snail mail. The Leadership Room is password protected, and chapter leaders will be provided with instructions for how to access this useful area of the SER website.

Dual Chapter-SER Associate Memberships

As an incentive for chapter members who are not already members of SER International, we are pleased to offer a free one-year Associate membership. All individuals with dual chapter-SER membership will receive the SER International newsletter. To participate, provide us with a list of all the chapter members you have recruited, and we will activate their free Associate membership, if they are not already members of SER International. These members are welcome to upgrade from the Associate level at any time to a higher membership level with voting rights and other benefits.

SER International Chapter Services Contact:

Cynthia Taylor, Membership Director
(520) 622-5485 or cynthia@ser.org

Website Hosting & Technical Support

Chapters are encouraged to use our website at www.ser.org as an umbrella for your chapter website. There is a “Regional Chapters” button in the left-hand navigation menu on the SER home page that links to chapter websites. While chapters are responsible for maintaining and updating the information within their own sections, our system is user-friendly (no HTML knowledge is required). We suggest that you appoint a webmaster who is familiar with website structure and navigation, as well as image and text formatting. We are available to provide technical assistance to guide chapter webmasters through using the system. The cost of providing this service is \$200 for set-up and \$120 annually for hosting, but we offer it for you at no charge.

Email and Webmail Services

Chapters are welcome to set up email addresses with the “ser.org” extension. For consistency and confidentiality, we encourage chapters to use a centralized, ser.org email address for correspondence with the public (e.g., txser@ser.org), rather than individuals’ personal email addresses. The SER International office can set up ser.org email addresses and automatically forward messages to the personal email address of your choice. In addition, each ser.org email address may be accessed from any computer with an Internet connection through our password-protected webmail service. The cost of providing this service is approximately \$100 annually, but we offer it to you at no charge.

SER News E-Newsletter Submissions

SER International publishes a quarterly e-newsletter called *SER News* that is distributed by email to members around the world. Chapters are invited to submit chapter-related items for consideration.

RESTORE E-Bulletin Submissions

SER International publishes a weekly e-bulletin called *RESTORE* that is distributed by email to members and subscribers around the world. Chapters are invited to submit chapter-related items for consideration.

RSS Feed News Article Submissions

SER International publishes breaking news on the home page of its website, www.ser.org. This space is generally reserved for time-sensitive news of global relevance. Chapters are invited to submit appropriate chapter-related items for consideration.

Internship and Volunteer Listings

All SER chapters are eligible to post unlimited chapter-sponsored internship and volunteer opportunities to our website at www.ser.org/working_resources.asp.

GRN Database Organization Profile

All SER chapters are eligible to submit an organizational profile to the Global Restoration Network database at www.GlobalRestorationNetwork.org. Normally, this benefit is reserved only for SER Organizational members that have paid \$250 per year dues, but we are extending this benefit to chapters for no charge.

Restoration Marketplace Ads

All SER chapters are eligible to place ads in SER’s online Restoration Marketplace, at www.ser.org/marketplace.asp. Normally, there is a charge for this service, but we are waiving this fee for SER chapters. Just one of these ads can be worth a \$408 value! Use this feature to promote your chapter, publications, conferences and workshops. You may provide up to 250 words of text, up to 2 jpg images, and a website link per ad.

Calendar of Events Listings

Chapters are eligible to submit chapter-sponsored events to the SER International online calendar at www.ser.org/events.asp. Normally, this benefit is reserved for members, but we are extending this benefit to chapters for no charge. Types of events include conferences, workshops, board meetings, annual meetings, volunteer meetings, etc. Please include the following information: (1) title of event, (2) event date/time, (3) event location, (4) event description, up to 150 words, and (5) website link.

Career Center Job Listings

If your chapter has a paid position available, you are eligible to post the opportunity for 45 days on our Career Center at www.ser.org/working_resources.asp, powered by JobTarget. Normally, there is a \$150 charge per listing for this service, but we are waiving this fee for chapters.

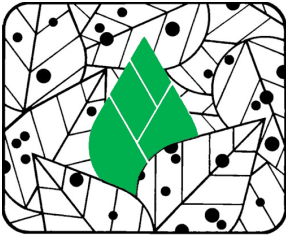
Conference Exhibiting

As our travel budget allows, the SER International staff is available to exhibit at your regional conference. We ask that you waive or discount the exhibitor booth fee and request a complimentary sleeping room for us at the conference hotel, if possible.

Conference Planning Manual

SER International has developed a comprehensive manual for conference planners to advise them on every facet of coordinating a successful SER conference at the local or regional level. Chapters may download this manual for free from the Chapter Resource Room.

For information about services not covered in this fact sheet, please contact SER International.



SER International

Fee-Based Chapter Services

Operating a successful chapter of SER International requires a number of administrative and development tasks. Some of these services we are able to offer to chapters at no charge. However, other services chapters might need from us require a significant investment of time and financial resources, so we need to assess a fee to chapters to cover our costs. Please contact us for rates on these optional services your chapter. The SER International office based in Tucson, Arizona, offers the following fee-based services for our chapters:

Chapter-Specific Listserv

If your chapter could use a great networking resource for members, SER can set-up and maintain an electronic listserv dedicated specifically to the discussion of issues and sharing of information that affect your chapter and its geographic region. This includes sending out an initial invitation to your membership to subscribe, as well as ongoing maintenance of subscribe and unsubscribe requests. We also can help moderate the listserv, if you wish to keep the discussions lively and relevant.

Chapter Board Elections

We can handle your Chapter's Board election logistics, including designing an election ballot, sending it out to your members, receiving completed ballots and tabulating the results for you. In addition to saving you time on administering elections, this service also provides your chapter with an independent count of votes.

Membership Recruitment

Our office can create, email or print membership renewal and/or acquisition recruitment campaigns, distribute solicitations, handle inquiries, process responses, update recruitment lists with bounce-backs and removal requests, and provide you with tracking and reporting.

Monthly Regional Restoration News Roundup

As a central clearinghouse of information, SER International can compile a monthly roundup of restoration news, from our weekly *RESTORE* e-bulletin, targeting your chapter's specific geographic area. This monthly email would be sent to your chapter leadership, and you would be free to forward it to your chapter members. If you prefer, we can send the roundup directly to your members; contact us for Broadcast Email rates.

Broadcast Emails

The SER International office can format and send out a broadcast email (i.e., mass or bulk email) to your chapter members, using your designated email address as the reply/return address for bounce-backs, inquiries and questions. The system we use for this service enables us to provide statistics on the delivery, open and link click-through rates for each message. You can use this service to promote your membership benefits, conferences, publications and programs, as well as to announce important news to your member base.

Media Services

Communicating successfully with the news media and the general public is an important part of keeping your chapter and its programs visible in your region. SER International staff members are available to assist chapters in creating and disseminating news releases and op-ed pieces, as well as coaching you on effective interview techniques and strategies for pitching story ideas to the media.

Presentations & Facilitation

SER International staff and Board members are available, as schedules allow, to make presentations at your regional conference or meeting. Topics may include current perspectives on ecological restoration, SER's global initiatives, or other information of interest to participants. We can also facilitate chapter meetings, board retreats or strategic planning sessions.

For information about services not covered in this fact sheet, please contact SER International.

SER International Chapter Services Contact:

Cynthia Taylor, Membership Director
(520) 622-5485 or cynthia@ser.org