



## Benefits Provided to New Project Transformation Chapters

### 1. Established Brand, Identity, and Marketing

When launching a new initiative, it is vital to build legitimacy and buy-in from donors and community partners. By embracing the name, logo, and model of Project Transformation, start-up chapters can gain traction with supporters by being affiliated with a well-established organization and nationally-recognized program design that has a proven track record of positively engaging children, college-age young adults, and churches in purposeful relationships. A national/local shared website and marketing collateral are available to assist in established new chapters, reducing start-up and operating costs.

### 2. Project Transformation Operating Manual

Start-up chapters will receive a comprehensive operating manual for Project Transformation to assist you in launching a new chapter. The manual provides best practices and a thorough explanation of the key components for the program and resources required to operate Project Transformation. This manual will help ensure your new chapter is established in a manner that is operationally sound and is prepared for the programming, governance, and fundraising requirements.

### 3. Guidance and Training from Project Transformation National Staff

Throughout the start-up process, the core leadership team will communicate regularly with Project Transformation national staff as well as other local chapter staff to help you navigate the process of launching a new chapter and ensure you are making progress toward your launch. Once your new chapter is formed, Project Transformation National staff will continue to provide assistance and share resources with all chapters. An annual national retreat and regular conference calls or training sessions will provide additional support and a forum for sharing best practices and new developments among PT chapters.

### 4. Recruitment of Young Adults

By channeling all recruiting efforts through a common website, new chapters will be able to attract a large number of qualified interns from a national candidate pool in addition to those recruited locally. New chapters will also be provided with recruiting materials that can be customized with your location, dates, and other information in order to save time and resources. In addition, experienced intern alumni from existing chapters will be encouraged to apply for new chapter sites to help establish a successful first summer.

### 5. Program Training

Depending on geographic location of new chapters, it may be possible to combine some pre-program training sessions with existing Project Transformation programs.