

HOW TO WRITE A CHAPTER BACKGROUNDER

A chapter backgrounder is a document outlining the work of your chapter. It is written for the media. You want to include all the information that is relevant to your organization such as your purpose, your constituents, and what you do in the community.

8 Steps to writing a great backgrounder.

Step 1:

Include your chapter name, description and the main activities your chapter does. List the points that would convince someone that your chapter is one of the best arts organizations in your area. Explain why.

Step 2:

Know your members and potential members. Know your audiences. Know to whom you are speaking and why your chapter is one of the best arts organizations in your area.

Step 3:

Keep the backgrounder professional and straightforward. You want to convey the main points and not impress someone with flashy material. Stick to the facts.

Step 4:

Include background information about your chapter including a brief history of the AGO and your chapter. Tell how you got started and where you are today. Talk about what you hope to achieve.

Step 5:

Be confident and show why your chapter is newsworthy.

Step 6:

Know the number of your current and potential members and the sizes of your audiences for chapter and other organ-related activities. Describe them in detail.

Step 7:

Include the names and positions of the officers of your chapter. Describe your financial situation with regard to your programs and activities. If you have a special fund for scholarships or guest artists, etc., describe that.

Step 8:

Use basic design principles. Keep the document short and easy to read. Use short paragraphs with headings for each section. Use white space to separate the sections. Readers can then browse for the information they need.