

Chapter Nightmares

The Scary Problems Keeping
CRPs Up at Night



Say Cheese!

A little housekeeping before things get spooky



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Ask the Hosts

Your guides through the haunted house tonight



**How can I track and measure
component/chapter performance?
performance?**



**How can we innovate our
component strategy & meet
volunteer needs?**



What scares you most about your chapters?

Confess your chapter nightmares in the chat

Tonight's Lineup: 7 Chapter Monsters

Haunting CRPs everywhere



#1

Ghost
Chapter



#2

Leadership
Vampire



#3

Zombie
Board



#4

Werewolf
Chapter



#5

Financial
Poltergeist



#6

Burnout
Banshee



#7

Frankenstein
Chapter

1

Spot the symptoms

2

Unmask it together in chat

3

Leave with a takeaway

The Ghost Chapter

The chapter that exists on paper but not in reality

Symptoms

- ❗ No visible activity
- ❗ Missing reports
- ❗ Infrequent communication
- ❗ Unclear leadership
- ❗ Members don't know it exists



Unmask the Monster



Answer in the chat

1

What's the earliest sign a chapter is becoming a ghost?

2

What problem are we trying to solve by keeping every chapter alive?

3

What signals would convince you a ghost can come back?



The Big Reveal

Most ghost chapters don't die suddenly. They disappear one leader transition at a time.



Survival Takeaway

Create objective "chapter health triggers" that signal when to revive, merge, or retire a chapter.

The Leadership Vampire

One volunteer is keeping the chapter alive... and draining its future

Symptoms

- ❗ Same leaders for years
- ❗ Multiple hats worn by one person
- ❗ No obvious successors
- ❗ New volunteers never advance





Unmask the Monster



Answer in the chat

1 Why do volunteers stay too long?

2 What are we unintentionally rewarding?

3 How do we create off-ramps for great leaders?



The Big Reveal

The problem isn't the volunteer. The problem is a system that requires heroes.



Survival Takeaway

Design leadership roles that ordinary people can succeed in.

The Zombie Board

Meeting. Reporting. Existing. Not leading.

Symptoms

- ❗ Long meetings
- ❗ Few decisions
- ❗ Little strategy
- ❗ Repetitive agendas
- ❗ No forward movement



Unmask the Monster



Answer in the chat

1 What makes a board feel dead?

2 What agenda item survives every meeting despite adding value?

3 Where does governance become theater instead of leadership?



The Big Reveal

Boards become zombies when process crowds out creativity.



Survival Takeaway

Measure board effectiveness by decisions and outcomes, not activities. Teach leaders how to build better meetings and facilitate.

The Werewolf Chapter

*Looks like the voice of members.
Mostly hears its own voice.*

Symptoms

- ❗ Only hearing from the same members (themselves)
- ❗ Programs built on assumptions
- ❗ Little member input (or feedback)
- ❗ Covers the minimum required to stay out of the spotlight





Unmask the Monster



Answer in the chat

1

Who are the members your chapter never hears from?

2

When was the last time a member or member feedback changed a decision?

3

Are you serving member needs or leader preferences?



The Big Reveal

The monster isn't poor programming. Its false confidence, Leaders think they know what members need. Disconnected from members – and HQ.



Survival Takeaway

Teach chapter leaders to be listening posts gathering intelligence, feedback, and trends, and then act. Change metrics from seats sold to member connections.

The Financial Poltergeist

The chapter that's one audit, scam, or treasurer transition away from disaster

Symptoms

- ❗ Missing documentation and unclear financial reports
- ❗ Weak controls
- ❗ Missing or weak accounting policies
- ❗ Treasurer works alone
- ❗ Leaders don't understand fiduciary duties



Unmask the Monster



Answer in the chat

1 What financial red flags worry you most?

2 What control is most often ignored?

3 Are your systems designed to prevent mistakes or catch them afterward?



The Big Reveal

Most chapter financial crises aren't theft or malfeasance. They're weak systems and poor transitions.



Survival Takeaway

Trust volunteers. Design controls for the process. (Want some advice and case studies? Check in with re:Members).

The Burnout Banshee

You only hear the scream right before someone quits

Symptoms

- ⚠ Delayed responses
- ⚠ Resignations
- ⚠ Missed deadlines
- ⚠ Missing volunteers (empty seats)
- ⚠ Difficulty recruiting help



Unmask the Monster



Answer in the chat

1

What burnout signal appears before someone quits?

2

What responsibility should no longer belong to volunteers?

3

Where are we creating unnecessary friction?



The Big Reveal

Volunteer burnout is often a design problem, not a commitment problem.



Survival Takeaway

Reduce friction before recruiting more people.

The Frankenstein Chapter (*or Network?*)

Built from decades of fixes, exceptions and requirements.

Symptoms

- ❗ Checklists that don't equal progress
- ❗ Duplicative requirements
- ❗ Outdated bylaws
- ❗ Layers of approval
- ❗ "We've always done it that way"



Unmask the Monster



Answer in the chat

1

Which chapter requirement would you eliminate tomorrow?

2

What process exists only because it has always existed?

3

Where is complexity slowing everyone down?



The Big Reveal

It could be a single chapter or likely the chapter system assembled over time from rules, exceptions and solutions to situations and issues that no longer exist.



Survival Takeaway

Every requirement should justify its existence. Simplicity is not lowering standards. It's removing friction and allowing flexibility.

Is There an Invisible HQ Monster?

Hmmm... it also shows up naturally in every discussion:



Ghost Chapter → **communication failure**



Werewolf Chapter → **listening failure**



Leadership Vampire → **succession failure**



Burnout Banshee → **design failure**



Zombie Board → **leadership development failure**



Financial Poltergeist → **oversight failure**



Frankenstein Chapter → **Simplification failure**



The Monster Hunter's Toolkit

They all need...

- ✓ Better signals and metrics
- ✓ Simpler systems
- ✓ Stronger leadership pipelines
- ✓ Better listening
- ✓ Appropriate controls
- ✓ Volunteer-friendly design
- ✓ Consistent communication



Your 7 monster-hunting weapons



Chapter health metrics



Succession planning



Board effectiveness tools



Member listening systems



Financial controls



Volunteer support technology



Governance simplification

Let's keep the convo going ...

November 19, 2026 2pm ET
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**From Events to Intelligence:
How Chapters Can Become
Your Association's Early
Warning System**

CEX 2027
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5+ CEUs



Tap Us For...



With **re:Members**, you can see chapter performance data in real time—no more nagging chapters for:

- Current financial reporting
- Chapter member engagement data
- Number of events they're hosting
- Types of events they're hosting
- Percentage of members and non-members attending

Want more? [Contact us](#) for a 15-minute chat.



Your chapters need help? You need help with your chapters?

- Discovering your chapter ROI
- Innovating your chapter structure
- Rethinking your volunteer strategy
- Training & developing chapter leaders

Want more? [Contact us](#) for a 15-minute chat.

ANY QUESTIONS?



Thank You!

Happy haunting — and may your chapters sleep soundly.

